



Marketing

Marketing majors are prepared to market and sell its consumer products or services to increase profitably. Advertising, marketing, promotions, public relations, and sales managers coordinate the market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities.

Entry Level Positions

- Public relations specialist
- Sales representative
- Investment manager
- Media planner
- Financial services
- Marketing assistant

Further Education/Experience Required

- Marketing director
- Sales manager
- Market research analyst
- Purchasing agent
- Public relations manager
- Account executive

Enhancing Employability

Participate in internships, join relevant associations, and attend AMA chapter meetings. Acquire good computer and statistical skills. Obtain sales experience. Develop excellent communication skills and high energy level. Gain experience through internships. Join relevant student organizations to develop leadership skills.

Employers of Marketing Majors

- Insurance agencies
- Publishing companies
- Colleges/universities
- Retail/discount sales
- Hospitals
- Banks/financial institutions
- Advertising agencies
- Manufacturing companies
- Business and industry
- Hotel and restaurants
- Healthcare industry
- Radio/television stations
- Pharmaceutical companies
- Consumer product companies

Professional Associations and Affiliations

American Advertising Federation
www.aaf.org

American Marketing Association (AMA)
www.marketingpower.com

Careers-in-Marketing.com
www.careers-in-marketing.com/

MarketingJobs.com
www.MarketingJobs.com

Marketing Research Association
www.mra-net.org

Sales and Marketing Executives International
www.smei.org