

What can I do with a major in...

MARKETING

The marketing major provides a solid understanding of business activities under the marketing umbrella—from the identification and selection of target markets, to the development, pricing, placement and promotion of goods and services, and the management of relationships among business partners and their customers.

INDUSTRIES:

Goods and Service Producing Sectors, Management, Business

Salary

\$48,150
ENTRY LEVEL

\$132,230
MEDIAN LEVEL



Common Job Titles

Account Supervisor
Brand Manager
Business Development Director
Business Development Manager
Commercial Lines Manager
Market Development Executive
Marketing Coordinator
Marketing Director
Marketing Manager
Product Manager

Knowledge

Sales and Marketing
English Language
Administration and Management
Customer and Personal Service
Communications and Media
Computers and Electronics
Mathematics

Skills

Active Listening
Active Learning
Critical Thinking
Reading Comprehension
Writing
Speaking
Judgement and Decision Making
Complex Problem Solving
Learning Strategies
Time Management
Instructing
Operations Analysis



Tools

Laser fax machine
Notebook computers
Personal digital assistant
Photocopiers
Scanners

Popular Employers

Corporations
Consulting Firms
Employment Agencies
Colleges and Universities
Nonprofit Associations
Insurance Companies
Small-Large Businesses

Apple
Microsoft
Amazon Corporate LLC.
Cellucor
PwC
Salesforce
Model Metrics

Related Occupations

Advertising and Promotions Managers
Sales Managers
Public Relations Managers
Management Analysts
Market Research Analysts
Marketing Specialists



Advice from professionals is great

Make Connections. It's important for marketing majors to network and build relationships when attending professional events. Professional associations allows for networking, mentoring, learning the industry trends and finding career or internship opportunities. Professional associations within marketing include:

Professional Associations

American Marketing Association
Sales and Marketing Executives International
International Association of Business
Search Engine Marketing Professional Organization

