

#### CAREER RESPONSIBILITIES

Taught by a highly experienced and skilled faculty, the Marketing major offers students the ability to study all areas of business and organization structures that deal with consumer satisfaction and excitement! With your Marketing degree, you will be prepared for many different career paths. Marketing graduates work in Marketing Research, Advertising, Sales and Sales Management, Transportation and Distribution, Retailing, Buying, Merchandising, Product Development and Management and many other areas, both on a local, regional, national or international level. Because the Marketing major deals with the various publics of organizations and businesses, the careers are rarely dull and always challenging.

#### Skills Associated with Marketing Majors:

- Aptitude for leadership
- Ambitious, resourceful, decisive, and an aptitude for selling
  - Willingness to work beyond expectations
- Proficient in organizing, planning, persuading, and coordinating
  - Capacity to organize, analyze, or interpret data
    - Energetic, competitive, creative
    - Good vocabulary/speak well

#### Sample Career Titles

Account Representative	District Sales Manager	Online Marketer
Advertising Executive	Employment Agency Director	Package Designer
Advertising Manager	Field Representative	Packing Specialist
Advertising Space Salesperson	Financial Planner	Personnel Specialist
Art Director	Franchise Specialist	Pharmaceutical Sales Rep.
Assistant Buyer	Fundraiser	Product Analyst
Automotive Sales Worker	Government Administrator	Product Manager
Bank Officer	Grant Writer	Promotions Director
Brand Manager	Human Resources Manager	Property Manager
Buyer	Import/ Export Manager	Public Relations Manger
Circulation Manager	Insurance Agent	Purchasing Agent
Claims Adjuster/ Examiner	International Marketer	Real Estate Agent
Commercial Artist	Internet Marketing Specialist	Research Analyst
Comparison Shopper	Inventory Control Specialist	Retail Manager
Consultant	Lobbyist	Retail Sales Worker
Consumer Affairs Specialist	Management Trainee	Sales Agent
Consumer Credit/Loan Officer	Manufacturer Sales Rep.	Sales Manager
Copywriter	Market Research Analyst	Sales Production Manager
Credit Manager	Market Research Interviewer	Sales Supervisor
Credit/Loan Administrator	Marketing Field Coordinator	Securities Sales Agent
Customer Service Manager	Marketing Planner	Specialty Advertising Distributor
Development Officer	Marketing Rep.	Sports/Special Events Executive
Direct Mail Specialist	Marketing Researcher	Store Manager
Direct Sales Person	Media Buyer/Analyst	Telecommunications Director
Director of Marketing	Merchandising Manager	Travel Agent
Distribution Manager	Non-Profit Organization Manager	Urban/ Regional Planner

\*\* Some careers may require additional training and/or education

To find out more about the daily work of these professions, skills needed, and salary ranges, go to [Occupational Outlook Handbook](#) and type a career title into the search field.

Visit **Career Education & Development**, 124 Bailey Library, to discuss these occupations and career opportunities with a Career Counselor.