



what can I do with a degree in...

marketing



OCCUPATIONAL TITLES

- Account Representative
- Advertising Specialist
- Brand Manager
- Marketing Research Analyst
- Retail Buyer
- Merchandising Manager
- Comparison Shopper
- Packaging Specialist
- Consumer Affairs Specialist
- Product Manager
- Customer Service Manager
- Promotions Director
- Direct Mail Specialist
- Public Relations Manager
- Distribution Manager
- Retail Manager
- Franchise Specialist
- International Marketer
- Telemarketing Rep.
- Internet Marketing Spec.
- Wholesale Salesperson
- Inventory Control Specialist
- Sales Representative
- Sales manager
- Logistics
- Pharmaceutical Representative
- Marketing Specialist

EMPLOYMENT SETTINGS

- Advertising agencies
- Media
- Consulting firms
- Nonprofit organizations
- Entertainment firms
- Public relations firms
- Franchisers
- Retailers
- Sports teams/athletics
- Transportation firms
- Manufacturers/wholesalers
- Pharmaceutical Firms

TYPICAL WORK ACTIVITIES

- Explain available services and/or products
- Manage products and services
- Order, price, display, and inventory merchandise
- Create marketing campaigns
- Conduct sales analysis
- Develop research methodology and analyzes data, generates reports
- Conduct marketing audits
- Develop marketing strategies and tactics
- Event marketing

SKILLS & ABILITIES

- Planning ability to influence and persuade
- Oral and written communication skills
- Problem solving
- Teamwork
- Management
- Interpersonal skills
- Negotiation
- Leadership
- Supervisory skills
- Creativity
- Quantitative skills
- Marketing skills
- Adaptability and flexibility

RESOURCES AND INTERNET SITES

- American Marketing Association: www.marketingpower.com
- Business Marketing Association: www.marketing.org
- National Association of Sales Professionals: www.nasp.com
- Marketing Jobs: www.marketingjobs.com
- Access Sales Jobs.com: www.accesssalesjobs.com
- Marketing Manager Jobs: www.marketingmanager.com
- Market Research Jobs: <http://www.marketresearchcareers.com/>
- AdAge.com Career Center: www.crain.com/classified/adage/index.cfm
- Advertising Media Internet Center: www.amic.com
- Fish Marketing: www.fishmarketing.net
- Pathfinders Advertising & Marketing Group: www.pathfind.com



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