What Can I Do With a Major in…?
Business Administration — Marketing Concentration

Overview

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. (American Marketing Association)

Many occupations today require a college educated individual who can write and speak well, solve problems, learn new information quickly and work well with others on a team. This means that college graduates use their education in a wide variety of fields, and your future career may relate as much to your personal career interests, work values and transferable skills as your specific academic major. However, the following list contains a representative sample of job titles of former graduates with an Marketing major. Use this as an idea list, and remember that it represents some, but certainly not all, of the careers you might consider. Students obtaining employment immediately upon graduation are usually those with the best college records and a willingness to relocate to find a job. Some of these jobs also require education beyond a bachelors’ degree.

Related Careers

Account Representative
Advertising Executive
Art Director
Bank Officer
Brand Manager
Business Development Specialist
Business Intelligence Analyst
Buyer
Circulation Manager
Claims Adjuster /Examiner
Client Services Manager
Commercial Artist
Comparison Shopper
Competitive Intelligence Analyst
Consultant
Consumer Affairs Specialist
Consumer Credit Loan Officer
Consumer Product Manager
Copywriter
Creative Director
Credit Manager
Customer Service Manager
Data Miner
Development Officer
Direct Mail Specialist
Direct Marketing Manager
Distribution Manager
District Sales Manager
Email Marketing Specialist
Employment Counselor
Event Marketing Specialist
Event Planner
Financial Planner
Franchise Specialist
Fund Raiser
Government Administrator
Graphic Designer
Grant Writer
Import/Export Manager
Inside Salesperson
Insurance Agent
Sales Agent
Sales Manager
Internet Marketing Specialist
Inventory Control Specialist
Landing Page Optimization Analyst
Lobbyist
Management Trainee
Marketing Representative
Market Researcher
Marketing Communications Manager
Marketing Database Manager
Marketing Field Coordinator
Marketing Planner
Media Buyer/Analyst
Merchandising Manager
Multicultural Marketing Specialist
Non-profit Manager
Online Marketing Manager
Online Promotions Manager
Packaging Specialist
Pay-per-click Specialist
Product Analyst
Product Manager
Production Manager
Promotions Director
Property Manager
Public Relations Manager
Reporting Analyst
Retail Manager
Sales Agent
Sales Manager
Search Engine Optimization Analyst
Specialty Advertising
Telecommunications Director
Telemarketing Representative
Television Shopping Channel Coordinator
Traffic Coordinator
Urban/Regional Planner
User Interface Designer
Web Content Editor
Web Designer
**Major Skills**

- Reading Comprehension
- Mathematics and Analytical Skills
- Monitoring
- Compliance
- Examine Financial Records
- Process Data/Computers
- Active Listening
- Critical Thinking
- Give Advice on Finances
- Prepare Financial Reports
- Computer Skills
- Writing and Speaking Skills
- Active Learning
- Plan & Administer Budgets
- Prepare/Organize Records

**Job Listings:**

- MonsterTRAK [http://www.monstertrak.com](http://www.monstertrak.com)

**Resources**

- Mobile Marketing JobList [http://www.mobilemarketingjoblist.com](http://www.mobilemarketingjoblist.com)
- MonsterTRAK [http://www.monstertrak.com](http://www.monstertrak.com)
- Marketing Jobs [http://www.marketingjobs.com](http://www.marketingjobs.com)

**Career Planning & Information:**

- Economists and Marketing Research Analysts (Occupational Outlook Handbook) [http://stats.bls.gov/oco/ocos055.htm](http://stats.bls.gov/oco/ocos055.htm)

**Organizations & Associations:**


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