

# Marketing

The study of marketing concerns itself with all activities related to the marketing and distribution of goods and services, from producers to consumers. Areas of study include buyer behavior, the development of new products, pricing policies, institutions and channels of distribution (including retailing and wholesaling), advertising, professional selling, sales promotion, marketing research, and the management of marketing.

## **Skills & Knowledge Developed in this Field of Study**

This degree requires a combination of interpersonal, creative and analytical skills. Individuals exhibiting high energy, leadership potential, enthusiasm, and creativity are sought by employers in marketing. Strong analytical abilities, including knowledge of statistics, computers and finance are also required. Finally, marketing requires both oral and written communication.

## **Careers Specific to the Bachelor's Degree**

Approximately percent of the marketing graduates pursue positions in sales. A position of marketing representative may be obtained in the fields of consumer goods, industrial products, or professional services. Entry-level positions are also available in marketing research.

## **Other Career Possibilities with a Bachelor's Degree**

Other options available for the marketing major include positions in retail such as store management, merchandising, and buying; management training positions with a variety of companies; entry level positions in advertising, public relations, and sports marketing; or direct response marketing.

## **Careers that Normally Require a Graduate Degree**

Positions for those with an MBA in marketing are available in the same areas as for those with an undergraduate degree. However, responsibilities and salaries are generally higher to be commensurate with the added experience and education of the MBA. Positions in product management are usually only available to those with an MBA.

## **Job Outlook**

Employment of sales representatives is expected to grow faster than the average for all occupations through the year 2005. Most marketing majors take positions in sales or retailing; some find positions in advertising, marketing research, or product management. Starting salaries for undergraduates majoring in marketing generally range from \$28,000 to \$40,000. Lower salaries are typically received for positions in retailing and higher salaries for positions in sales. Potential career growth is excellent.

## Related Career Titles for Marketing Majors:

Account Representative	Credit/Loan Administrator	International Marketer
Advertising Executive	Customer Service Manager	Internet Marketing Specialist
Art Director	Development Officer	Inventory Control Specialist
Bank Officer	Direct Mail Specialist	Lobbyist
Brand Manager	Distribution Manager	Management Trainee
Buyer	District Sales Manager	Market Representative
Circulation Manager	Employment Agency Counselor	Market Research Interviewer
Claims Adjuster/Examiner	Financial Planner	Marketing Field Coordinator
Commercial Artist	Franchise Specialist	Marketing Planner
Comparison Shopper	Fund-raiser	Marketing Researcher
Consultant	Government Administrator	Media Buyer/Analyst
Consumer Affairs Specialist	Grant Writer	Merchandising Manager
Consumer Credit/Loan Officer	Import/Export Manager	Non-Profit Organization Manager
Copywriter	Inside Salesperson	Packaging Specialist
Credit Manager	Insurance Agent	Product Analyst
Product Manager	Sales Agent	Traffic Coordinator
Promotions Director	Sales Manager	Urban/Regional Planner
Property Manager	Specialty Advertising Distributor	Wholesale Salesperson
Public Relations Manager	Telecommunications Director	Television Shopping Channel Coordinator
Research Analyst	Telemarketing Representative	Retail Manager

## Related Major Skills:

Reading comprehension	Active listening	Excellent writing skills
Critical thinking	Active learning	Monitoring skills
Analyze and interpret data	Manage & direct people & programs	Develop solutions
Good communication skills	Formulate program policies	Negotiate staff policies/disputes
Hire and supervise staff	Sell products or services	Research business
Plan work tasks	Learning strategies	

