

what can I do with a degree in...

School of  
Business and  
Economics

# 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](http://www.marketingpower.com)
- Business Marketing Association: [www.marketing.org](http://www.marketing.org)
- The Direct Marketing Association: [www.the-dma.org](http://www.the-dma.org)
- National Association of Sales Professionals: [www.nasp.com](http://www.nasp.com)
- Advertising Research Foundation: [www.arfsite.org](http://www.arfsite.org)
- Association of Marketing Educators: [www.canton.edu/marketd](http://www.canton.edu/marketd)
- Marketing Jobs: [www.marketingjobs.com](http://www.marketingjobs.com)
- Access Sales Jobs.com: [www.accesssalesjobs.com](http://www.accesssalesjobs.com)
- Sales Workz.com: [www.salesworkz.com](http://www.salesworkz.com)
- Marketing Manager Jobs: [www.marketingmanager.com](http://www.marketingmanager.com)
- Marketing Power.com: [www.marketingpower.com](http://www.marketingpower.com)
- Market Research Jobs: [www.researchinfo.com/docs/jobs/index.cfm](http://www.researchinfo.com/docs/jobs/index.cfm)
- AdAge.com Career Center: [www.crain.com/classified/adage/index.cfm](http://www.crain.com/classified/adage/index.cfm)
- Ad Agency Jobs: [www.adagencyjobs.net](http://www.adagencyjobs.net)
- Advertising Media Internet Center: [www.amic.com](http://www.amic.com)
- Fish Marketing: [www.fishmarketing.net](http://www.fishmarketing.net)
- MAC of Michiana: [www.theadclub.org](http://www.theadclub.org)
- Heptagon: [www.heptagoninc.com/careers.htm](http://www.heptagoninc.com/careers.htm)
- Pathfinders Advertising & Marketing Group: [www.pathfind.com](http://www.pathfind.com)