

Marketing

Marketing professionals may work in sales careers where they build relationships with customers and clients, understand how to price products, research competitors, and present information to customers to persuade them to buy. Other marketing professionals may specialize in brand management where they create, manage, and promote a specific brand or product line.

They must know why consumers buy the things they do, what types of advertising is effective, and who the target market is. Another category of marketing professionals focuses on market research where conducting surveys, researching buying trends, and studying the effectiveness of advertising campaigns is typical.

Typical careers for Marketing majors

- Sales representative
- Retail buyer/merchant
- Market researcher
- Advertising account representative
- Brand coordinator/manager
- Product planner
- Business analyst
- Customer relationship manager
- Public relations associate
- Event planner
- Promotions manager
- Real estate agent

Types of companies that hire Marketing majors

- Almost every organization (corporate, non-profit, and government) that produces either goods or services employs marketing majors to provide market research, strategy, and sales
- Pharmaceutical manufacturers such as Merck, Johnson & Johnson, Glaxo SmithKline, and AstraZeneca hire sales representative/account managers
- Consumer packaged goods (CPG) manufacturers such as General Mills, Nestle, and PepsiCo hire for account management positions and limited marketing analyst and event/promotions management positions
- Advertising firms such as The Richards Group, Brierley, and Colle-McVoy hire marketing majors for account management and media planning