

What can I do with a Major in...

Major: Marketing

O*net Outlook link to Career Titles

[Marketing Managers](#) InDemand

[Market Research Analysts](#) InDemand

[Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products](#) InDemand

[Sales Managers](#) InDemand

[Agents and Business Managers of Artists, Performers, and Athletes](#)

[Sales Agents, Securities and Commodities](#) InDemand

[Advertising and Promotions Managers](#) InDemand

[Insurance Sales Agents](#) InDemand

[Public Relations Specialists](#)

[Advertising Sales Agents](#)

[Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products](#) InDemand

[Public Relations Managers](#)

[Cost Estimators](#) InDemand

Knowledge, Skills and Abilities learned with this degree:

- Communicates thoughts, ideas, information and messages in writing
- Creates documents such as letters, reports, graphs and flow charts
- Receives, attends to, interprets and responds to verbal messages and other cues
- Organizes ideas and communicates orally
- Generates new ideas
- Recognizes problems and devises and implements an appropriate plan of action
- Discovers a rule or principle underlying the relationship between two or more phenomena and applies it when solving problems
- Uses efficiently learning techniques to acquire and apply new knowledge and skills
- Conducts marketing research
- Promotes products through development of Point-Of-Purchasing displays
- Reviews potential cost, price and market research of introducing service programs
- Researches customer base potential using available data
- Designs an advertising/promotional campaign to promote new services
- Develops a marketing plan
- Reading comprehension
- Critical thinking
- Analyze and interpret data

- Sell products/services
- Prepare reports
- Negotiation
- Researches problems

Examples of Employers Recruiting UNT Marketing Majors

American Airlines
 Association Member Benefits Advisors
 Blockbuster, Inc.
 Brown and Keene Personnel Consultants
 Consolidated Electrical Distributors
 Ebner Camps, Inc.
 Epic MedStaff Services, Inc.
 IFS
 Jackson & Cooksey LP
 KS2 Technologies Inc.
 Plywood Company of Fort Worth, Inc.
 Rhodes and Associates
 Sherwin-Williams Company (The)
 Sherwin-Williams Company (The)
 Stan Johnson Company
 Stevens Transport
 Transtar Autobody Technologies
 TravelCenters of America
 Wells Fargo Financial
 Zale Corporation

Examples of Possible Careers with a Bachelor Degree:

Account Manager
 Account Manager
 Account Sales Representative
 Associate Broker - Commercial Real Estate
 BLAST (Blockbuster Leadership and Skills Training) Analyst
 Commercial Real Estate Associate
 Credit Manager
 District Manager Trainee
 Healthcare Recruiter
 Inside Sales Representative
 Management Intern
 Management Trainee
 Marketing Assistant
 Merchandising Training Program - Assistant Buyer
 Part-time Marketing/Sales Representative
 Professional Development Program
 Sales Executive
 Summer Camp Counselor
 Territory Sales Manager

Links:

Job Search Websites
[Mobile Marketing JobList](#)

[Turner Jobs](#)

[MonsterTRAK](#)

[Marketing Jobs](#)

[Marketing & Sales Jobs Page](#)

www.nationjob.com/marketing

www.pdma.org/jobs

www.marketingresearchjobs.com

www.researchinfo.com/docs/jobs/index.cfm

www.careers-in-marketing.com

Associations:

[Advertising Age](#)

[The Ad Council](#)

[American Marketing Association](#)

[Academic Marketing Associations](#)

[Marketing Associations and Groups](#)

[Securities Industry Association](#)

[Students in Free Enterprise](#)

[Public Relations Society of America](#)

American Advertising Federation

American Association of Advertising

Council of Sales Promotion Agencies

Federal Acquisition Institute

Manufacturer's Agency National Association

Marketing Research Association

National Retail Federation

National Institute of Government Purchasing

National Association of Purchasing Management

Promotion Marketing Association of America

Sales & Marketing Executives International

Career Potential:

Account Manager

Advertising Specialist

Assistant Product Manager

Brand Specialist/Manager

Buyer

Buyer Behavior Specialist

Customer Affairs Manager

Fundraiser

Market Researcher

Marketing Analyst

Marketing Assistant/Specialist

Merchandising Analyst

Merchandising Specialist/Manager

MIS Project Leader

New Product Associate

Online Publicist

Promotions Assistant

Public Relations Representative

Purchasing Agent

Research Analyst

Retail Marketing Specialist
Sales Associate

As a marketing student, you will be exposed to a broad set of skills and functions. Courses you will take include advertising management, channels of distribution, consumer behavior, foundations in marketing, international marketing, market research, marketing management, professional selling, retail management, marketing strategy and management.

The essence of marketing is to identify customers' needs, choose a target market, and develop, distribute, price and promote products and services for that target market. As a marketing professional, you could work in brand management, sales, advertising, market research, retail, distribution and logistics.

<http://www.unt.edu/pais/insert/umktg.htm>