



## CAREER OPPORTUNITIES FOR MARKETING MAJORS

### SUMMARY

Marketing is the study of the dynamic processes used by individuals and organizations to anticipate and satisfy customers' needs and wants. In today's society, this is accomplished through marketing research, product planning and pricing, promotion (advertising and selling), and distribution.

### SKILLS & ABILITIES OF THE MARKETING MAJOR

- **Analytical** - visualize, articulate, and solve both complex and easy problems and concepts and make decisions that are rational and based on available information
- **Judgement and Decision Making** - Considering the relative costs and benefits of potential actions to choose the most appropriate one
- **Communication Skills** – Actively listening and the ability to professionally communicate through multiple platforms
- **Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do
- **Persuasive** – Persuading others to change their minds or behavior

### POTENTIAL CAREERS

- Account Management
- Advertising Sales
- Consumer Product Sales
- Development
- Direct Marketing
- Financial Sales
- Marketing Accounts
- Marketing Sales
- Planning/Buying
- Print production
- Product and Market Analysis
- Research
- Sales Agent and Management
- Social Media Coordinator

### TYPES OF EMPLOYERS

- Advertising Agencies
- College and Universities
- Consulting Firms
- Digital/online business
- Government Agencies
- Hospitality Businesses
- Manufacturers
- Market Research Companies
- Non-Profits
- Print Media
- Print Publishers
- Public Relations Firms
- Radio
- Small Business
- Television
- Trade Associations

## ACTIVITIES ON THE JOB

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- Identify, develop, or evaluate marketing strategy, based on objectives, the market, and cost and markup factors
- Develop pricing strategies, balancing firm objectives and customer satisfaction
- Initiate and perform market research studies and/or analyze findings
- Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites
- Devise or evaluate methods and procedures for collecting data, such as surveys, opinion polls, and questionnaires

## POTENTIAL TOOLS & TECHNOLOGY

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- Computers
- Customer Relationship management (CRM) Software
- Project Management Software
- Analytical or Scientific Software
- Database User Interface and Query Software
- Information Retrieval or Search Software
- Business Intelligence and Data Analysis Software
- Web Page Creation and Editing Software
- Web Platform Development Software
- Graphics or Photo Imaging Software

## ADDITIONAL RESOURCES

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- American Marketing Association [www.ama.org](http://www.ama.org) (check out city chapters, including Cincinnati, as well)
- Careers in Advertising and Public Relations [www.careers-in-marketing.com](http://www.careers-in-marketing.com)
- Xavier University Marketing Club

Sources: College Board Book of Majors 2014 and [www.onetonline.org](http://www.onetonline.org);  
<http://www.xavier.edu/williams/undergraduate/marketing/> and <http://www.onetonline.org>