



What can I do with my Major?

MARKETING

SAMPLE JOB TITLES

Visit [O*Net](#) and conduct an Occupation Quick Search of each job title to learn more about that career path.

[Marketing Manager](#)
[Public Relations Specialist](#)
[Market Research Analysts and Marketing Specialists](#)
[Agents of Artists, Performers, and Athletes](#)
[Search Marketing Strategist](#)
[Advertising and Promotions Managers](#)
[Green Marketer](#)
[Advertising Sales Agent](#)
[Business Teacher, Postsecondary](#)
[Public Relations and Fundraising Managers](#)
[Business Intelligence Analyst](#)
[Online Merchant](#)
[Assistant Buyer](#)
[Advertising Copywriter](#)
[Product Manager](#)
[Account Executive](#)
[Director of Public Relations](#)
[Media Planner](#)
[Sales Promotion Specialist](#)
[Media Buyer](#)
[Marketing Consultant](#)
[Brand Manager](#)

UCONN RESOURCES

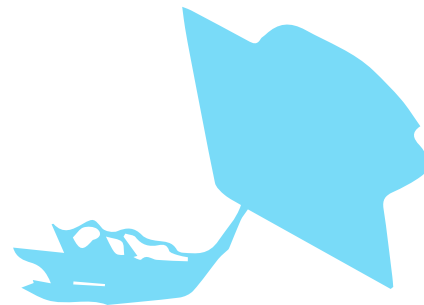
[Department of Marketing](#)
[Marketing Society](#)
[Pi Sigma Epsilon](#)
[Alpha Kappa Psi](#)
[UConn Sport Business Association](#)
[Student Entrepreneurial Organization](#)
[Undergraduate Business Leadership Council](#)
[Freshman and Sophomore Business Society](#)
[International Business Society](#)

OVERVIEW OF MAJOR

A major in Marketing provides students with the analytical tools for involvement in the following strategic decisions of an organization: which markets and customers to serve, what products and services will be provided, and how the organization will compete. Students study the management of customers, distribution channels, products and brands, communications, pricing, and the use of information for marketing decisions.

NATURE OF WORK

Marketing graduates face a variety of career choices and may work in any one of a number of fields, including research, sales, advertising, public relations, and retail. Most will be concerned with a customer's wants and needs in identified markets. This includes focusing not only on already planned and produced goods, ideas, and services, but also on identifying a customer's wants and planning products to satisfy those wants.



OTHER RESOURCES

[American Marketing Association](#)
[Marketing Research Association](#)
[Market Research Society](#)