

Marketing:

A marketing major prepares students to create, promote, and sell products or services while understanding customer behavior, market research, and strategic planning. Students learn to develop marketing campaigns, analyze consumer data, and utilize digital platforms to reach target audiences. The major emphasizes creativity, communication, and analytical skills, providing a broad foundation for a variety of industries. Marketing professionals work in diverse sectors such as retail, technology, healthcare, finance, and entertainment.

Typical Industry Sectors:

- ❖ Retail
- ❖ Technology
- ❖ Healthcare
- ❖ Finance
- ❖ Consumer Goods

Entry-Level Job Title Examples:

- ❖ Marketing Manager
- ❖ SEO Specialist
- ❖ Market Research Analyst
- ❖ Public Relations (PR) Specialist
- ❖ Product Marketing Coordinator
- ❖ Communications Specialist
- ❖ Social Media Coordinator
- ❖ Sales Representative
- ❖ Event Planner
- ❖ Digital Strategist

Skills Needed (Hard):

- ❖ Data Analysis
- ❖ SEO/SEM
- ❖ Content Creation
- ❖ Marketing Automation Tools
- ❖ Graphic Design Software

Skills Needed (Soft):

- ❖ Problem-Solving
- ❖ Creativity
- ❖ Time Management
- ❖ Teamwork
- ❖ Communication

Further Education/Training:

While a degree in marketing provides a solid foundation, additional certifications in areas like digital marketing (Google Analytics, HubSpot), social media marketing, or SEO can give you a competitive edge. Some employers also value experience with specific tools like Salesforce or Adobe Suite.

Student and National Organizations to Join:

- ❖ [American Marketing Association \(AMA\)](#) – National organization with student chapters offering networking, workshops, and resources.
- ❖ Delta Sigma Pi – A professional fraternity organized to foster the study of business in universities.
- ❖ Phi Beta Lambda – PBL is a link between the classroom and the reality of the competitive business world.
- ❖ [Public Relations Student Society of America \(PRSSA\)](#) – For students interested in marketing with a focus on public relations.
- ❖ [National Retail Federation \(NRF\) Student Association](#) – Ideal for students interested in retail marketing careers.