

Marketing

Marketing is a dynamic area of the business field that focuses on developing customer interest and



loyalty with the goal of promoting and selling products and/or services. Marketers research and identify target audiences, develop products and brands, create promotional campaigns and develop distribution methods that meet consumers' needs. Marketing majors typically work in sales, product development, branding and public relations; however, a degree in marketing can lead to a broad range of careers.

Colorado Mesa University offers a [Marketing](#) concentration as a part of the Bachelor's in Business Administration degree. Marketing majors will develop marketing materials, study methods in promotion and research, and learn about consumer behavior and how to identify and reach a target audience. Numerous opportunities beyond the classroom are available to business majors that enable students to practice and develop business knowledge, techniques and skills. [Clubs](#), organizations, internships, and other professional development activities such as the Student Showcase are available to facilitate students in becoming stronger candidates upon entering the job market.

A person in this career field may:

- Write, edit, and produce marketing materials, press releases and online content.
- Serve as the public face of a corporation or government entity
- Develop and maintain a business or organization's online presence
- Develop and implement promotional campaigns
- Develop new products that fill the need of the target audience

Major Skills & Characteristics

- Written and oral communication skills
- Creative and imaginative
- Ability to assess, persuade and influence target audiences
- Sensitivity to potential consequences or public perceptions
- Ability to understand diverse viewpoints

Organizations That Commonly Employ Marketing Majors

- Corporations and Small Businesses
- Advertising and public relations firms
- Professional Associations
- Colleges and universities
- Federal, state and local government organizations
- Non-Profit Organizations

Marketing Related Careers

- Account Representative/Executive/Manager
- Advertising Executive
- Brand Development Manager
- Buyer
- Consumer Affairs Specialist
- Copywriter
- Customer Service Manager
- Development Director/Fundraiser
- Development Officer
- Director of Product Development
- Distribution Manager
- District Sales Manager
- E-commerce Marketer
- Event Coordinator
- Global Marketing Manager
- International Marketing Manager
- Marketing Field Coordinator
- Market Information Specialist
- Marketing Planner
- Media Planner
- Merchandising Manager
- Online Marketing Specialist
- Pharmaceutical Sales
- Product Manager
- Promotions Manager
- Public Relations Manager
- Purchasing Agent
- Quality Control Auditor
- Research Analyst
- Retail Manager
- Sales Manager
- Site Optimization Strategist
- Social Media Marketing Specialist
- Wholesale Sales Representative

Business Related Careers

- Account Executive/Manager
- Bank Officer
- Benefits Manager
- Budget Officer
- Circulation Manager
- Claims Adjuster/Examiner
- Commercial Sales
- Communications Manager
- Computer Operations Manager
- Construction Manager
- Consultant
- Corporate Trainer
- Credit Analyst
- Credit/Loan Manager
- Entertainment Agent
- Financial Analyst
- Foreign-Exchange Trader
- Government Services Administrator
- Health Services/Hospital Administrator
- Hotel Manager
- Human Resource Manager
- Information Systems Manager
- Insurance Agent
- Inventory Manager
- Labor Relations Manager
- Management Analyst
- Management Consultant
- Management Trainee
- Manufacturing Supervisor
- Occupational Analyst
- Operations Manager
- Payroll Officer
- Personnel Manager
- Real Estate Agent/Broker
- Reports Analyst
- Research Analyst
- Restaurant/Food Service Manager
- Securities Trader
- Stock Broker
- Training Manager
- Transportation Director
- Travel Agent
- Trust Administrator

Note: Some of the occupations listed above may require additional education, experience, or training beyond a Bachelor's Degree. To research these occupations use the Career Research Resources links below.

Career Research Resources:

Use these sites to research information about specific occupations such as nature of the work, training or qualifications, employment or job outlook, projections, earnings and wages.

O*NET-Online: <http://www.onetonline.org>

The U.S. Department of Labor

- In the occupational search box type in key words, job titles, or occupational codes to research various careers.

Occupational Outlook Handbook: <http://www.bls.gov/ooh/>

The Bureau of Labor Statistics

- **View OOH information on Business** at <http://www.bls.gov/ooh/business-and-financial/home.htm>
- Use the A-Z index to select the occupation you are researching.

My Future.com: <http://www.myfuture.com>

The Department of Defense

- This site compiles information from departments of [Commerce](#), [Education](#) and [Labor](#).

Organizations and Associations Links

- American Marketing Association: <http://www.ama.org/>
- American Advertising Federation: <http://www.aaf.org/>
- American Association of Advertising Agencies: <http://www.aaaa.org>
- Association of Consumer Research: <http://www.acrwebsite.org>
- Business Marketing Association: <http://www.marketing.org>
- Sales and Marketing Executive International: <http://www.smei.org/>

Job Listings/Job Search Sites:

- Advertising Age: <http://www.adage.com/>
- American Marketing Association job board: jobs.marketingpower.com
- Council of Public Relations Firms job search: <http://careercenter.prfirms.org/>
- Idealist.org non-profit career resources: <http://www.idealist.org>
- Media Bistro <http://www.mediabistro.com>: <http://www.mediabistro.com/joblistings>
- New Media Social job listings: <http://jobs.newmediahire.com/>