



## 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](http://www.nationjob.com/marketing)

[www.pdma.org/jobs](http://www.pdma.org/jobs)

[www.marketingresearchjobs.com](http://www.marketingresearchjobs.com)

[www.researchinfo.com/docs/jobs/index.cfm](http://www.researchinfo.com/docs/jobs/index.cfm)

[www.careers-in-marketing.com](http://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>