

Marketing Overview

Avila's Marketing major will provide you with a strong background to enter this popular, fast-paced and dynamic field. This flexible degree opens doors to exciting opportunities in advertising/public relations, marketing research, personal selling, consulting, brand/product management to name but a few. Marketing majors are also very well positioned to enter MBA programs of study. Avila Marketing students frequently pursue high quality internships, part-time work and related minors such as Communication or Psychology to position themselves for a wider variety of career options.

Marketing Entry Level Career Opportunities

Advertising Coordinator

Organizes advertising for print media. Coordinates scheduling and promotions to ensure client satisfaction and project completion. Maintains client relationships.

- U.S. Median Salary: \$62,308
- Kansas City Median Salary: \$61,245

eCommerce Marketing Analyst

Collects and analyzes data to evaluate existing and potential online markets. Uses traffic tracking applications to recognize user patterns and trends to help formulate effective marketing techniques.

- U.S. Median Salary: \$70,628
- Kansas City Median Salary: \$69,423

Logistics Analyst

Enhances product workflow by analyzing and developing logistics plans that affect production, distribution, and inventory. Creates and reviews procedures for distribution and inventory management to maximize customer satisfaction and minimize cost.

- U.S. Median Salary: \$55,043
- Kansas City Median Salary: \$54,104

Marketing Assistant

Coordinates and assists with the marketing activities of a product or business line which may include advertising, direct mailing, printing, customer events, and trade shows.

- U.S. Median Salary: \$41,549
- Kansas City Median Salary: \$40,840

Marketing Coordinator

Coordinates and implements marketing communication projects with responsibilities that include public relations, special events management, advertising, and creating brand awareness. Organizes the preparation of proposals and presentations using marketing resource materials such as brochures, data, slides, photographs, and reports. Prepare status reports on marketing efforts.

- U.S. Median Salary: \$54,053
- Kansas City Median Salary: \$53,130

Market Research Analyst

Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales.

- U.S. Median Salary: \$58,695
- Kansas City Median Salary: \$57,694

Product Marketing Analyst

Prepares marketing strategies and programs for a product or product line. Evaluates product performance to help develop and update company goals and objectives. Advises sales team on any relevant product concerns. Recommends changes to current product development procedures based on market research and new trends.

- U.S. Median Salary: \$63,011
- Kansas City Median Salary: \$61,936

Promotions Specialist - Web

Manages website promotions of company products including home pages, online banners and emails. Uses traffic tracking applications to recognize user patterns and trends to help formulate effective marketing techniques. Undertakes search engine optimization to drive users to the company's website.

- U.S. Median Salary: \$60,143
- Kansas City Median Salary: \$59,117

Public Relations Specialist

Prepares and disseminates information regarding an organization through newspapers, periodicals, television and radio and other forms of media.

- U.S. Median Salary: \$50,782
- Kansas City Median Salary: \$49,915

Retail Manager Trainee

Helps in all functions of a retail store under direct guidance of the manager. Shadows retail store manager to practice managerial skills and accumulate managerial experience. Attends management training offered by the retail store. Might act as a back-up manager in absence of the store manager. Oversees item pricing, and merchandise additions and deletions for retail operations. Ensures accuracy of pricing data in database and of automated pricing systems. Provides reports to management as needed.

- U.S. Median Salary: \$37,276
- Kansas City Median Salary: \$36,640

Sales Analyst

Prepares sales forecasts and collects and analyzes data to evaluate current sales goals. Researches and evaluates current economic conditions that may affect the organization's ability to sell its products or services in the marketplace. Assists in the development of sales quotas and forecasts for the sales team. Recommends changes to current sales techniques, procedures or promotional efforts based on market research and new trends.

- U.S. Median Salary: \$53,160
- Kansas City Median Salary: \$52,253

Sales Representative

Develops new prospects and interacts with existing customers to increase sales of an organization's products and/or services.

- U.S. Median Salary: \$56,024
- Kansas City Median Salary: \$55,068

SPECIAL NOTE: If a student graduates with relevant work or internship experience, the student can expect a higher than median starting salary and more career options.