

Marketing

The School of Business provides students with professional knowledge and basic skills necessary to assume positions of administrative responsibility in a wide variety of areas. The Marketing major can be utilized in almost any industry and/or organization.

The tables below are not inclusive but provide a basic listing of career opportunities available to the Marketing major.

Positions for those holding a Bachelor's degree in Marketing include:

Account Representative	Sales Analyst	Credit/Loan Administrator
Customer Service Manager	International Marketing Representative	Internet Marketing Representative
Art Director	Brand Manager	Buyer
Circulation Manager	Commercial Artist	Comparison Shopper
Consultant	Media Buyer	Copywriter
Product Manager	Promotions Director	Public Relations Manager
District Sales Manager	Insurance Agent	Lobbyist
Consumer Affairs Specialist	Public Relations Specialist	Product Analyst
Bank Officer	Research Analyst	Financial Planner
Consultant	Grant Writer	Retail Coordinator
Logistics Analyst	Market Research Analyst	Product Marketing Analyst

Positions that may require a Master's or Doctorate include:

Marketing Research Director	Advertising Executive	Sales Engineer
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More information can be found by utilizing the following Internet resources:

Occupational Outlook Handbook www.bls.gov/oco

O*Net OnLine <http://online.onetcenter.org/>

World Wide Learn www.worldwidelearn.com/online-education-guide/business/management-major.htm

Careers in Marketing www.careers-in-marketing.com

American Marketing Association <http://www.marketingpower.com/Pages/default.aspx>

Advertising Age www.adage.com

The Ad Council www.adcouncil.org

The Knowledge Source for Marketing www.knowthis.com

American Advertising Federation – Kansas City <http://aafkc.com>



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