What Can I Do With A Degree In...

MARKETING

PROFESSION OVERVIEW:
The exchange of goods and services is perhaps the oldest form of business known to humankind. Students completing a marketing degree program can expect classes in business concepts, economics, consumer behavior, advertising, sales, etc. Students complete projects that are applicable to the real world. Upon graduation, there are many career options. Marketing managers might directly liaison with store buyers to get them to carry their products, or they may be able to work in retail and sales management at a business selling products directly to customers.

SAMPLE OCCUPATIONS:
Please ask your Career Advisor for help in identifying additional occupations for your major or additional resources for each of the occupations. Note that some of these options may require an advanced degree.

• Account Executive
• Advertising Copywriter
• Advertising Production Mgr.
• Assistant Buyer
• Buyer, Retail Store
• Consultant
• Direct Mail Specialist
• Fund Raiser
• Insurance Agent/Broker
• Management Trainee
• Market Research Analyst
• Media Buyer
• Media Time Sales Rep.
• Merchandise Manager
• On-Line Marketer
• Outplacement Specialist
• Package Designer
• Pharmaceutical Sales Rep.
• Sales Manager
• Sales Promoter
• Sales Representative
• Securities Broker
• Stockbroker
• Technical Communicator

AVERAGE YEARLY SALARY (BACHELOR DEGREE CANDIDATES):

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Average Salary Offer</th>
<th>25th</th>
<th>50th</th>
<th>75th</th>
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<tbody>
<tr>
<td>Advertising</td>
<td>$39,300</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand / Product Management</td>
<td>46,233</td>
<td>35,000</td>
<td>45,000</td>
<td>55,000</td>
</tr>
<tr>
<td>Buyer / Merchandising</td>
<td>46,053</td>
<td>42,000</td>
<td>44,000</td>
<td>48,000</td>
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<tr>
<td>Customer Service</td>
<td>35,456</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Entry-Level Management</td>
<td>43,125</td>
<td>33,250</td>
<td>42,000</td>
<td>51,000</td>
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<tr>
<td>Market Research</td>
<td>43,586</td>
<td>33,000</td>
<td>43,000</td>
<td>49,000</td>
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<tr>
<td>Purchasing</td>
<td>49,059</td>
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<tr>
<td>Sales</td>
<td>41,475</td>
<td>35,000</td>
<td>40,000</td>
<td>48,000</td>
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INFORMATIONAL WEBSITES:
http://online.onetcenter.org/
http://www.bls.gov/oco/
http://www.naceweb.org/default.asp

PROFESSIONAL ASSOCIATIONS:
American Marketing Association ................................................................. http://www.marketingpower.com
Business Marketing Association ................................................................. http://www.marketing.org
Marketing Management Association ......................................................... http://www.mmaglobal.org