



What Can I Do With A Major In...

MARKETING

General Information:

Marketing degree programs combine the mathematical and statistical courses of an accounting degree with the organizational focus of a business major, plus the human behavioral studies of the liberal arts. Career education in marketing is essential, because you'll learn how to bring a product or service from idea to acceptance, and practice how to gain a competitive edge in the marketplace (and in your career). A major portion of the workforce is directly or indirectly in a marketing job, and the demand for marketing experts is not affected by economic fluctuations. You'll have a better-than-average chance of advancing to decision-making positions faster in marketing than in other occupations. Most large firms will expect to see at least a bachelor's degree for professional positions and an MBA is preferred for management careers. In today's hyper-competitive economy, many marketing professionals are earning their marketing degrees online, in order to advance without giving up their jobs.

Career Possibilities:

General and Operations Manager
Management Analyst/Consultant
Project Manager
Computer and Information Systems
Manager
Financial Analyst
Employee Relations Manager

Senior Employment Analyst
Compensation and Benefits Manager
Entrepreneur
Human Resources Director
Marketing Consultant
*CEO
*Senior Administrator/Manager

**May require additional education or certification*

Statistics:

- Annual median salary for marketing managers (2011): *\$64,000*
- Starting salaries for marketing majors graduating in 2009 averaged \$40,161.
- Marketing Managers held 197,500 jobs in 2008.
- Employment for marketing managers is expected to grow 12% from 2008-2018.
- Annual median salary for advertising and promotions managers (2011): *\$55,000*

UCCS Clubs:

Go to <http://www.uccs.edu/~cao/> for a list of clubs to get involved in or contact the ROAR Office for more information, 719.255.3470 or roar@uccs.edu.

For more information:

www.marketingpower.com
www.careers-in-marketing.com
www.marketing.org
www.bls.gov/oco/ocos020.htm

Sources:

<http://www.worldwidelearn.com/online-education-guide/business/marketing-major.htm>
www.acinet.org
www.simplyhired.com