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
www.pdma.org/jobs
www.marketingresearchjobs.com
www.researchinfo.com/docs/jobs/index.cfm
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