

MARKETING

WHAT IS MARKETING?

Marketing is about being an advocate for the customer and providing the customer's voice to the rest of the company. It is both a science and an art - great marketing is systematic and analytic (like analyzing marketing research or describing and selecting customer segments) but is also creative (like creating a compelling ad or writing great content for social media). Marketers develop, promote, and price products and decide where to sell those products to create long-term relationships with customers.

RELATED CAREER TITLES

BUSINESS DEVELOPMENT AND SALES

Account Executive	Brand Manager	Art Director	Distribution Manager
Circulation Manager	Comparison Shopper	Consumer Credit/Loan Officer	District Sales Manager
Account Representative	Advertising Executive	Copywriter	Economist
Assistant Buyer	Business Credit/Loan Administrator	Credit Manager	Employment Agency Counselor
Claims Adjuster/Examiner	Consultant	Credit/Loan Administrator	Financial Planner
Accountant, Public Practice	Advertising Manager	Customer Service Manager	Franchise Specialist
Bank Officer	Buyer, Retail Store	Development Officer	Fundraiser
Commercial Artist	Consumer Affairs Specialist	Direct Mail Specialist	Government Administrator
Advertising Copywriter	Advertising Production Manager	Director of Public Relations	Grant Writer

DIGITAL MARKETING

Import/Export Manager	Market Research Analyst	Lobbyist	Product Analyst
Marketing Director	Marketing Researcher	Merchandise Manager	Product Manager
Industrial Transportation Spec.	International Marketer	Non-Profit Organization Manager	Promotions Director
Management Trainee	Market Research Interviewer	On-Line Marketer	Property Manager
Marketing Field Coordinator	Media Buyer	Outplacement Specialist	Public Relations Manager
Inside Salesperson	Internet Marketing Specialist	Package Designer	Purchasing Agent
Market Representative	Marketing Consultant	Packaging Specialist	Research Analyst
Marketing Planner	Media Time Sales Representative	Pharmaceutical Sales Representative	Retail Manager
Insurance Agent/Broker	Inventory Control Specialist	Photographer	Retail Store Manager

MARKETING



WHAT CAN I DO WITH A MAJOR IN...?

GENERAL MARKETING

Sales Agent	Securities Broker	Telecommunications Director	Urban/Regional Planner
Sales Manager	Specialty Advertising Distributor	Telemarketing Representative	Warehouse Manager
Sales Promoter	Stockbroker	Television Shopping Channel Coordinator	Wholesale Salesperson
Sales Promotion Specialist	Technical Communicator	Traffic Coordinator	Writer/Author
Sales Representative			

TRANSFERABLE SKILLS

Active learning/listening	Good communication skills	Plan & administer budgets
Analyze and interpret data	Hire and supervise staff	Plan work tasks
Critical thinking	Learning strategies	Prepare status reports
Develop solutions	Manage & direct people/programs	Reading comprehension
Excellent writing skills	Monitoring skills	Research business problems
Formulate program policies	Negotiate staff policies/disputes	Sell products or services

Attainment and demonstration of [NACE Career Readiness Competencies](#) help prepare for a successful transition into the workplace.

CONTACT FOR ADDITIONAL INFORMATION

Department of Applied Business - McCartney Hall 113 - 785.628.4772

RELATED CAREER EXPLORATION LINKS

FHSU Career Services: fhsu.edu/career/

Occupational Outlook Handbook: bls.gov/ooH



Click to explore additional career information