The marketing major provides a solid understanding of business activities under the marketing umbrella—from the identification and selection of target markets, to the development, pricing, placement and promotion of goods and services, and the management of relationships among business partners and their customers.

**INDUSTRIES:**
Goods and Service Producing Sectors, Management, Business

**Salary**
- Entry Level: $48,150
- Median Level: $132,230

**Common Job Titles**
- Account Supervisor
- Brand Manager
- Business Development Director
- Business Development Manager
- Commercial Lines Manager
- Market Development Executive
- Marketing Coordinator
- Marketing Director
- Marketing Manager
- Product Manager

**Skills**
- Active Listening
- Active Learning
- Critical Thinking
- Reading Comprehension
- Writing
- Speaking
- Judgement and Decision Making
- Complex Problem Solving
- Learning Strategies
- Time Management
- Instructing
- Operations Analysis

**Tools**
- Laser fax machine
- Notebook computers
- Personal digital assistant
- Photocopiers
- Scanners

**Knowledge**
- Sales and Marketing
- English Language
- Administration and Management
- Customer and Personal Service
- Communications and Media
- Computers and Electronics
- Mathematics
Popular Employers

- Corporations
- Consulting Firms
- Employment Agencies
- Colleges and Universities
- Nonprofit Associations
- Insurance Companies
- Small-Large Businesses
- Apple
- Microsoft
- Amazon Corporate LLC.
- Cellucor
- PwC
- Salesforce
- Model Metrics

Related Occupations

- Advertising and Promotions Managers
- Sales Managers
- Public Relations Managers
- Management Analysts
- Market Research Analysts
- Marketing Specialists

Advice from professionals is great

Make Connections. It’s important for marketing majors to network and build relationships when attending professional events. Professional associations allows for networking, mentoring, learning the industry trends and finding career or internship opportunities. Professional associations within marketing include:

- American Marketing Association
- Sales and Marketing Executives International
- International Association of Business
- Search Engine Marketing Professional Organization

Professional Associations

Want more information? Go online to ONET /Occupational Outlook Handbook/U.S. News