

# WHAT CAN I DO WITH A DEGREE IN MARKETING?

## TYPES OF JOBS

### Sales and Promotion

- Industrial Sales
- Wholesale Sales
- Direct Marketing
- Consumer Product Sales
- Financial Services Sales
- Services Sales
- Advertising Sales
- E-commerce
- Sales Management:
  - District
  - Regional
  - Higher
- Promotion:
  - Consumer
  - Trade
  - Sales Force
  - Customer Service

### Market Research

- Data Collection:
  - Primary
  - Secondary
  - Field Service
  - Data Analysis

### Purchasing/Procurement

- Purchasing
- Buying
- Management

### Retail

- Buying/Merchandising
- Store Management
- Sales Management

### Brand/Product Management

## POTENTIAL EMPLOYERS

- Large corporations
- Marketing research firms
- Public institutions concerning health, education, and transportation
- Management consulting firms
- Advertising agencies
- Manufacturers
- Retailers
- Trade and industry associations
- Government agencies
- Nonprofit organizations
- Special merchandisers:
  - Single-line stores
  - Limited-line stores
  - Specialty stores
- General merchandisers:
  - Department stores
  - Variety stores
- Mass merchandisers:
  - Discount stores
  - Grocery stores
  - Superstores
  - Warehouse stores
- Local, state, and federal government
- Large corporations
- Educational institutions
- Hospitals
- For-profit and nonprofit organizations
- Product and service organizations
- Manufacturers
- Insurance companies
- Print and electronic media outlets
- Software and technology companies
- Internet companies
- Consulting firms
- Financial companies

## SALARIES

Median annual wages May 2008 Bureau of Labor Statistics

|                                     |         |
|-------------------------------------|---------|
| Sales managers                      | 346,900 |
| Marketing managers                  | 175,600 |
| Public relations managers           | 56,700  |
| Advertising and promotions managers | 44,600  |