

What Can I do with a major in....?

Marketing

Typical Employers

- BBDO Advertising
- NBA
- Philip Morris
- Target
- Walt Disney World
- Carnival Cruise Lines
- MTV
- Fox News
- IBM

Typical Work Activities

- Attend meetings
- Sell ideas and products to clients
- Create marketing campaigns
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Occupational Titles

- Account Executive
- Account Publicist
- Account Representative
- Advertising Coordinator
- Advertising Copywriter
- Buyer
- Commercial Sales Representative
- Customer Service Representative
- Event Planner
- Executive Sales Representative
- Graphic Designer
- Internet Marketing Coordinator
- Lobbyist
- Market Research Analyst
- Marketing Director
- Marketing Events Coordinator
- Media Marketing Coordinator
- Media Relations
- Pharmaceutical Retailer
- Press Liaison
- Promotions Specialist
- Public Relations Manager
- Sales Representative

Professional Associations

- [American Marketing Association](#)
- [Market Research Association](#)
- [Sales and Marketing Executives International](#)

Skills and Abilities

- Creativity
- Ability to influence and persuade
- Negotiation skills
- Teamwork
- Oral and written communication
- Problem solving

Internet Sites

- [MarketingJobs.com](#)
- [Marketing Jobs/Sales Jobs](#)
- [American Marketing Association Job Bank](#)



Barry University
Career Planning & Placement Services

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