

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

Marketing

Career Counselor

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Related Career Titles

- ✓ Account Executive
- ✓ Marketing Assistant/Coordinator
- ✓ Buyer
- ✓ Media Relations Specialist
- ✓ Special Events Coordinator
- ✓ Public Relations Manager
- ✓ Pharmaceutical Sales Representative
- ✓ Customer Services Representative
- ✓ Event Planner
- ✓ Market Research Analyst

Related Major Skills

- ✓ Creativity
- ✓ Knowledge of graphic design software
- ✓ Verbal and written communication
- ✓ Teamwork and consultation
- ✓ Negotiation and conflict resolution
- ✓ Website design and development
- ✓ Ability to present information to groups

Typical Employers in South Florida

- ✓ Zimmerman Advertising
- ✓ Starmark International
- ✓ Sonshine Communications
- ✓ WSVN Channel 7
- ✓ City Furniture
- ✓ JM Family Enterprises
- ✓ Creative Mindworks
- ✓ Spirit Airlines
- ✓ Southern Wine and Spirits of America
- ✓ Alienware
- ✓ Noven Pharmaceuticals

Typical Work Activities

- ✓ Direct advertising or marketing campaign
- ✓ Oversee in-house accounts
- ✓ Create and maintain a favorable image for department or organization
- ✓ Maintain contact with external vendors
- ✓ Negotiate contracts
- ✓ Help others understand what type of products people want
- ✓ Determine which products will be sold

Professional Associations

- ✓ [American Marketing Association](#)
- ✓ [National Association of Sales Professionals](#)
- ✓ [Business Marketing Association](#)

Job & Internship Search Links

- ✓ [Marketing Hire](#)
- ✓ [Yahoo/Hot Jobs' Marketing Jobs](#)
- ✓ [Talent Zoo](#)
- ✓ [Marketing Jobs](#)
- ✓ [Online PR Resources](#)
- ✓ [Media Jobs](#)
- ✓ [PR Job Force](#)
- ✓ [Sales Animals](#)



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