

What Can I Do With a Major in...?

Marketing

Related Career Titles

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

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

Professional Associations

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

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 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

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](#)

Barry University
Career Development Center