

What can I do with a...

# Major in Marketing?

I CAN GO IN TO...	AND POSSIBLY WORK FOR...	DOING THIS CAN HELP ME GET THERE...	SAMPLE COMPANIES IN TEXAS	SAMPLE TITLES
CAREER AREA	POTENTIAL EMPLOYERS & INDUSTRIES	CAREER PREPARATION STRATEGIES	SAMPLE LIST FOR THIS MAJOR	SAMPLE LIST FOR THIS MAJOR
<b>Sales</b>				
Consumer product Wholesale/Industrial E-commerce Manufacturing representation Service Advertising Real Estate Sales: <ul style="list-style-type: none"> <li>Residential</li> <li>Commercial</li> <li>Office &amp; Industrial</li> <li>Farm &amp; Land</li> </ul> Insurance sales: <ul style="list-style-type: none"> <li>Underwriting</li> <li>Claims</li> <li>Sales</li> <li>Customer Service</li> </ul>	<ul style="list-style-type: none"> <li>Insurance companies</li> <li>Financial services</li> <li>Retail</li> <li>Consumer services</li> <li>Software &amp; Technology</li> <li>Media</li> <li>Travel &amp; Hospitality</li> <li>Real Estate</li> <li>New home builders</li> <li>Consumer products</li> <li>Pharmaceuticals</li> <li>Healthcare</li> <li>Automotive</li> <li>Beer, wine and spirits</li> </ul>	<p><b>Sharpen your skills</b>            Take a sales course. Learn how to work through a sales cycle, and ask for the business. Be well-organized, able to work under pressure, and learn to be comfortable in a competitive environment. Must be self-motivated. Must be outgoing.</p> <p><b>Gain experience</b></p> <ul style="list-style-type: none"> <li>Take on a sales job through part-time jobs, internships.</li> <li>Get a part-time Brand Ambassador job</li> </ul> <p><b>Network</b></p> <ul style="list-style-type: none"> <li>Join the American Marketing Association.</li> <li>Be a student leader</li> <li>Do informational interviews or shadow current sales personnel</li> </ul> <p><b>Pursue a minor</b>            Communication</p> <p><b>Pursue graduate school</b>            MBA</p>	<ul style="list-style-type: none"> <li>HEB, Walgreens, Walmart</li> <li>Gallery Furniture</li> <li>EnviroSolar</li> <li>Dell, Google, Microsoft, AT&amp;T</li> <li>Gannet</li> <li>Marriott</li> <li>Wells Fargo, Chase Bank</li> <li>KB Homes, Lennar, David Weekly</li> <li>Kraft, InBev</li> <li>Pfizer</li> <li>Medtronic</li> <li>JB Goodwin</li> <li>Century 21</li> <li>Keller-Williams</li> <li>Sotheby's</li> <li>State Farm</li> <li>Farmers Insurance</li> <li>GEICO</li> <li>Allstate</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>Customer Service/Sales</li> <li>Sales Associate</li> <li>Sales Lead</li> <li>Manufacturer Rep</li> <li>Inside Sales/Outside Sales</li> <li>Account Manager</li> <li>Account Executive</li> <li>B2B Sales</li> <li>Business Development</li> <li>Sales Consultant</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>Sales Intern</li> <li>Marketing Intern</li> <li>Business Development Intern</li> <li>Entry Level Sales</li> <li>Sales Assistant</li> <li>Sales Administrator</li> </ul>

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**Market Research**

<ul style="list-style-type: none"> <li>• Data collection</li> <li>• Field service</li> <li>• Survey research</li> <li>• Data Analysis</li> <li>• Evaluation Design</li> <li>• Forecasting</li> <li>• Reporting</li> <li>• Project Management</li> </ul>	<ul style="list-style-type: none"> <li>• Consulting firms</li> <li>• Advertising Agencies</li> <li>• Non-profit organizations</li> <li>• Market Research firms</li> <li>• Public institutions: education, health and transportation</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>• Strengthen problem solving, and critical thinking skills.</li> <li>• Learn to use databases and secondary research sources (e.g. Nielsen, Futurecast, etc)</li> <li>• Learn to use statistical software</li> <li>• Be an expert at Excel</li> </ul> <p><b>Gain experience</b></p> <ul style="list-style-type: none"> <li>• Part-time jobs, internships that involve interviewing and data entry.</li> <li>• Use the free Survey Monkey tool to create a survey and send it out to people you know</li> <li>• Sign up to be a focus group participant</li> </ul> <p><b>Network</b></p> <p>Use LinkedIn to find people who work in market research and request an informational interview</p> <p><b>Pursue a minor</b></p> <ul style="list-style-type: none"> <li>• Statistics</li> <li>• Data Analytics</li> </ul> <p><b>Pursue a graduate degree</b></p> <p>Statistics, MBA</p>	<ul style="list-style-type: none"> <li>• Galloway Research Service</li> <li>• Nuance</li> <li>• Nuthinking</li> <li>• 1 Gold Research</li> <li>• Opinions unlimited</li> <li>• Pfeifer Market Research</li> <li>• P&amp;K Research</li> <li>• Precision</li> <li>• Quick Test</li> <li>• Relevant Insights</li> <li>• Schlesinger Group</li> <li>• Sentier Strategic Resources</li> <li>• Synergia</li> <li>• Think Group</li> <li>• Troubadour Research</li> <li>• Worldwide Market Research</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Research analyst</li> <li>• Research associate</li> <li>• Account Executive</li> <li>• Marketing Analyst</li> <li>• Forecast Analyst</li> <li>• Project Manager</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>• Research intern</li> <li>• Data scientist Intern</li> </ul>
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<b>Advertising and Public Relations</b>				

<ul style="list-style-type: none"> <li>Advertising</li> <li>Public Relations</li> <li>Creative promotion</li> <li>Event planning</li> <li>Social Media Management</li> <li>Copy Writing</li> <li>Corporate ad departments</li> <li>Freelance</li> </ul>	<ul style="list-style-type: none"> <li>Public relations firms</li> <li>Event marketing agencies</li> <li>Advertising agencies</li> <li>Media outlets</li> <li>Freelance</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>Learn strong organizational &amp; communication skills.</li> <li>Be an expert at multi-tasking</li> <li>Develop art and creative skills.</li> <li>Take technical writing classes to enhance writing abilities.</li> <li>Develop a portfolio demonstrating your writing and design skills.</li> </ul> <p><b>Gain experience</b></p> <p>Seek multiple internships in your interest area. Work part-time jobs. Join a group that practices public speaking.</p> <p><b>Network</b></p> <ul style="list-style-type: none"> <li>Conduct informational interviews to build your contacts.</li> <li>Advertising often requires starting at the bottom, so make your network strong.</li> </ul> <p><b>Pursue a minor</b></p> <p>Computer Science, Statistics, Art</p> <p><b>Pursue a graduate degree</b></p> <p>MBA</p>	<ul style="list-style-type: none"> <li>GSD&amp;M</li> <li>McGarrah Jessee</li> <li>Proof</li> <li>Latinworks</li> <li>Wunderman</li> <li>Richards Group</li> <li>Enviromedia</li> <li>Mosak</li> <li>TracyLocke</li> <li>Moroch Partners</li> <li>Publicis Dallas</li> <li>Edelman</li> <li>Fleishman Hillard</li> <li>Ink Communications</li> <li>Weber Shandwick</li> <li>Bolt</li> <li>Idea Grove</li> <li>Pierpont</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>Account Coordinator</li> <li>Account Executive</li> <li>Art Director</li> <li>Copywriter</li> <li>Graphic Designer</li> <li>Promotion Coordinator</li> <li>Brand Ambassador</li> <li>Media Planner</li> <li>Media Buyer</li> <li>Project Manager</li> <li>Content Marketing</li> <li>Producer</li> <li>Strategist</li> <li>Media relations</li> <li>Publicist</li> <li>Social media manager</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>Advertising Intern</li> <li>PR intern</li> <li>Marketing Assistant</li> <li>Media Intern</li> <li>Production Intern</li> </ul>
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**Brand Management**

<ul style="list-style-type: none"> <li>• Brand management</li> <li>• Product development</li> <li>• Consumer research</li> <li>• Market analysis</li> <li>• Pricing</li> <li>• Packaging</li> <li>• Distribution systems</li> <li>• Promotions</li> </ul>	<ul style="list-style-type: none"> <li>• Consumer product companies</li> <li>• Retailers</li> <li>• E-commerce companies</li> <li>• Disrupter brands</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>• Develop skills including: decision-making, communication and negotiation, analyzing.</li> <li>• Subscribe to Brandweek email newsletter</li> </ul> <p><b>Gain experience</b></p> <ul style="list-style-type: none"> <li>• Get an internship or part-time job with a consumer products company.</li> <li>• Get a job at retail</li> <li>• Get a part-time Brand Ambassador job</li> </ul> <p><b>Network</b></p> <p>Join the American Marketing Association and be involved in their professional development and networking meetings.</p> <p><b>Pursue a minor</b> Management</p> <p><b>Pursue a graduate degree</b> MBA</p>	<ul style="list-style-type: none"> <li>• American Airlines</li> <li>• AT&amp;T</li> <li>• Blue Bell Ice Cream</li> <li>• Dell</li> <li>• Dr Pepper Snapple</li> <li>• Frito Lay</li> <li>• Pepsico</li> <li>• HEB</li> <li>• IBM</li> <li>• Indeed</li> <li>• JC Penney</li> <li>• Nature Sweet</li> <li>• Schlotzsky's</li> <li>• Southwest Airlines</li> <li>• 7/11</li> <li>• USAA</li> <li>• UT</li> <li>• Valero</li> <li>• Whataburger</li> <li>• Whole Foods</li> <li>• YETI</li> <li>• Yum Brands</li> <li>• Zales</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Brand manager</li> <li>• Product manager</li> <li>• Marketing manager</li> <li>• Market Analyst</li> </ul> <p><b>Internship titles</b></p> <ul style="list-style-type: none"> <li>• Assistant brand manager</li> <li>• Assistant product manager</li> </ul>
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<b>Digital Marketing</b>				
<ul style="list-style-type: none"> <li>• Search Engine Marketing</li> <li>• Search Engine Optimization</li> <li>• Building Websites and apps</li> <li>• User Experience</li> <li>• Social Media Marketing</li> <li>• Email marketing</li> <li>• Content marketing</li> <li>• Channel planning</li> <li>• Data Analytics</li> </ul>	<ul style="list-style-type: none"> <li>• B2C marketers</li> <li>• B2B marketers</li> <li>• E-commerce companies</li> <li>• Digital agencies</li> </ul>	<p><b>Sharpen your skills</b></p> <ul style="list-style-type: none"> <li>• Get Google Adwords certified (it's Free!)</li> <li>• Learn about SEO</li> <li>• Build a website using one of the free tools (e.g. Weebly, Wix, Squarespace, etc)</li> <li>• Learn how to use Google Analytics to track your website</li> <li>• Learn how to use Facebook Ad Manager</li> <li>• Learn how to use email tools such as Constant Contact or Emma</li> <li>• Follow brands on social media</li> <li>• Learn some basic HTML programming</li> </ul> <p><b>Gain experience</b> Every marketer is looking for people with these skills so there are lots of internship and part-time job opportunities</p> <p><b>Network</b> Several of our CTX grads are working in digital marketing. Connect with them and get advice</p> <p><b>Pursue a minor</b> Computer science Data analytics</p> <p><b>Pursue a graduate degree</b> MBA</p>	<ul style="list-style-type: none"> <li>• Agency323</li> <li>• WebpageFX</li> <li>• Adcertera</li> <li>• Toi</li> <li>• Beyond</li> <li>• Bulldog</li> <li>• Slingshot</li> <li>• R/GA</li> <li>• Springbox</li> <li>• T3</li> <li>• nFusion</li> </ul>	<p><b>Job titles</b></p> <ul style="list-style-type: none"> <li>• Digital marketing manager</li> <li>• Content marketing manager</li> <li>• Content writer</li> <li>• SEO manager</li> <li>• SEM manager</li> <li>• Social Media manager</li> <li>• Community manager</li> <li>• User Experience manager</li> <li>• Data analyst</li> <li>• E-commerce manager</li> <li>• Email marketer</li> <li>• Channel planner</li> <li>• Digital strategist</li> <li>• Digital Brand Manager</li> </ul> <p><b>Internship titles</b> Digital marketing intern</p>

*Selected information on this majors to careers information sheet was adapted from What Can I Do With This Major? produced by the University of Tennessee Center for Career Development.*