

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, and 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