What can I do with my Major?

MARKETING

OVERVIEW OF MAJOR

A major in Marketing provides students with the analytical tools for involvement in the following strategic decisions of an organization: which markets and customers to serve, what products and services will be provided, and how the organization will compete. Students study the management of customers, distribution channels, products and brands, communications, pricing, and the use of information for marketing decisions.

NATURE OF WORK

Marketing graduates face a variety of career choices and may work in any one of a number of fields, including research, sales, advertising, public relations, and retail. Most will be concerned with a customer’s wants and needs in identified markets. This includes focusing not only on already planned and produced goods, ideas, and services, but also on identifying a customer’s wants and planning products to satisfy those wants.

SAMPLE JOB TITLES

Visit O*Net and conduct an Occupation Quick Search of each job title to learn more about that career path.

Marketing Manager
Public Relations Specialist
Market Research Analysts and Marketing Specialists
Agents of Artists, Performers, and Athletes
Search Marketing Strategist
Advertising and Promotions Managers
Green Marketer
Advertising Sales Agent
Business Teacher, Postsecondary
Public Relations and Fundraising Managers
Business Intelligence Analyst
Online Merchant
Assistant Buyer
Advertising Copywriter
Product Manager
Account Executive
Director of Public Relations
Media Planner
Sales Promotion Specialist
Media Buyer
Marketing Consultant
Brand Manager

UCONN RESOURCES

Department of Marketing
Marketing Society
Pi Sigma Epsilon
Alpha Kappa Psi
UConn Sport Business Association
Student Entrepreneurial Organization
Undergraduate Business Leadership Council
Freshman and Sophomore Business Society
International Business Society

OTHER RESOURCES

American Marketing Association
Marketing Research Association
Market Research Society