ABOUT A DEGREE IN MARKETING

In addition to learning about the general business topics, marketing majors study consumer needs and desires in an attempt to understand how to successfully align an organization’s products and services. Marketing majors also use their education and understanding of the marketing mix to attract and motivate consumers to buy the product offering. Marketing specializations include sales, advertising, promotions, public relations, brand management, and marketing research.

CAREER OPPORTUNITIES:

- Marketing Manager
- Sales
- Public Relations Manager
- Customer Service Manager
- Account Representative
- Advertising Manager
- Product/Brand Manager
- Purchasing Manager
- Retail Buyer
- Chamber of Commerce Manager
- Market Planner
- Packaging Specialist/Designer
- Internet Marketing Specialist
- Account Executive
- Market Research Analyst

RELATED SKILLS:

- Communication Skills
- Problem-solving Skills
- Creativity and Innovation
- Persuasive Techniques
- Critical Thinking
- Product Design
- Qualitative Research Analysis
- Financial Analysis
- Quantitative Research Analysis
- Project Design
- Project Management
- Employee Management
- Merchandizing

HIRING INSTITUTIONS:

- Advertising
- Business-to-Business Sales
- Pharmaceutical Sales
- Non-profit Organizations
- Chambers of Commerce
- Public Relations Firms
- Retail Management
- Banking
- Insurance
- Media Companies
- Government Agencies
- Communications Companies
- Financial Services

JOBOUTLOOK:

Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by between 12-18 percent through 2016, depending on the particular job. Job growth will be spurred by intense domestic and global competition in products and services offered to consumers and increasing activity in television, radio, and outdoor advertising. Projected employment growth varies by industry. (Source: Bureau of Labor Statistics)

WORK ENVIRONMENT:

Advertising, marketing, promotions, public relations, and sales managers work in offices close to those of top managers. Working under pressure is unavoidable when schedules change and problems arise, but deadlines and goals must still be met. Substantial travel may be involved. Sales managers travel to national, regional, and local offices and to the offices of various dealers and distributors. Advertising and promotions managers may travel to meet with clients or representatives of communications media. At times, public relations managers travel to meet with special-interest groups or government officials. Job transfers between headquarters and regional offices are common, particularly among sales managers. Long hours, including evenings and weekends are common. (Source: Bureau of Labor Statistics)

COMPANIES THAT HIRE TU STUDENTS:


DISCLAIMER: These companies are not associated with, sponsored, or endorsed by The University of Tulsa. This sheet is provided simply as a suggestion for students conducting their own job search, not as a decision-making aid. Students should consult with counselors, parents, and/or other trusted sources before making a decision regarding a job or internship acceptance.