

# What Can I do with a Major in **MARKETING?**

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Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (American Marketing Association, 2013).

## **Typical Coursework**

Accounting Principles	Business Finance	Business Law
Consumer and Buyer Behavior	Contracts and Sales	Oral Communication
Integrated Marketing Communications	International Marketing	Introduction to Accounting
Introduction to Marketing	Introduction to Psychology	Management Principles
Marketing Research Methods	Marketing Strategy	Presentation Graphics
Principles of Advertising	Principles of Macroeconomics	
Statistical Methods and Concepts	Principles of Management & Organization	
Intro to Management Information Systems		

## **Related Major Skills**

Reading comprehension	Sell products or services
Active listening	Plan work tasks
Excellent writing skills	Plan & administer budgets
Active learning	Prepare status reports
Monitoring skills	Good communication skills
Critical thinking	Learn strategies
Analyze and interpret data	Research business problems
Manage & direct people/programs	Develop solutions
Formulate program policies	Negotiate staff policies/disputes
Hire and supervise staff	

## **Related Occupations**

Account Representative	International Marketer	Advertising Executive
Internet Marketing Specialist	Brand Manager	Buyer
District Sales Manager	Market Representative	Market Research
Interviewer	Retail Manager	Research Analyst
Marketing Field Coordinator	Franchise Specialist	Marketing Planner
Marketing Researcher	Consultant	Government Administrator
Media Buyer/Analyst	Consumer Affairs Specialist	Merchandising Manager
Import/Export Manager	Non-Profit Organization Manager	Copywriter
Inside Salesperson	Packaging Specialist	Product Analyst
Product Manager	Sales Agent	Promotions Director
Sales Manager	Public Relations Manager	Wholesale Salesperson
Specialty Advertising Distributor	Telecommunications Director	

## **Who Hires for this Occupation?**

Marketing professionals work in nearly every industry. Some examples include: Federal, State, and Local Government, Advertising agencies, Public and Private Companies, Educational Services, Health Care Services, and Manufacturing.

## **Minnesota Colleges & Universities with a major in MARKETING**

Anoka-Ramsey Community College (Assoc.)	Bemidji State University	Metropolitan State University
MN State University, Mankato	MN State University, Moorhead	Southwest State University
Saint Cloud State University	Winona State University	College of Saint Benedict
Augsburg College	Bethany Lutheran College	Bethel University
College of St. Scholastica	Concordia College	Concordia University
Gustavus Adolphus College	Hamline University	North Central University
Saint John's University	Saint Mary's University	St. Catherine University
University of Northwestern	University of St. Thomas	St. Olaf College
Carlton College	Crown College	Macalester College
Univ of Minnesota – Crookston, Duluth, Morris, Rochester, Twin Cities		

## **Professional Association Links**

American Advertising Federation, <http://www.aaf.org>  
American Marketing Association <http://www.ama.org/>  
Advertising Age <http://www.adage.com/>  
The Ad Council <http://www.adcouncil.org/>  
Business Marketing Association, <http://careerlink.marketing.org/search.cfm>  
Direct Marketing Association, <http://thedma.org>  
National Association of Sales Professionals, <http://www.nasp.com>  
Sales and Marketing Executives International, <http://www.smei.org>

## **For More Information**

Contact ARCC Career Counseling: (763) 433-1240 (CR campus), (763) 433-1840 (Cambridge campus)  
or stop by the campus Information Desk