

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

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 | Professional Selling | 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 | Social Media Marketing |
| 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 | |

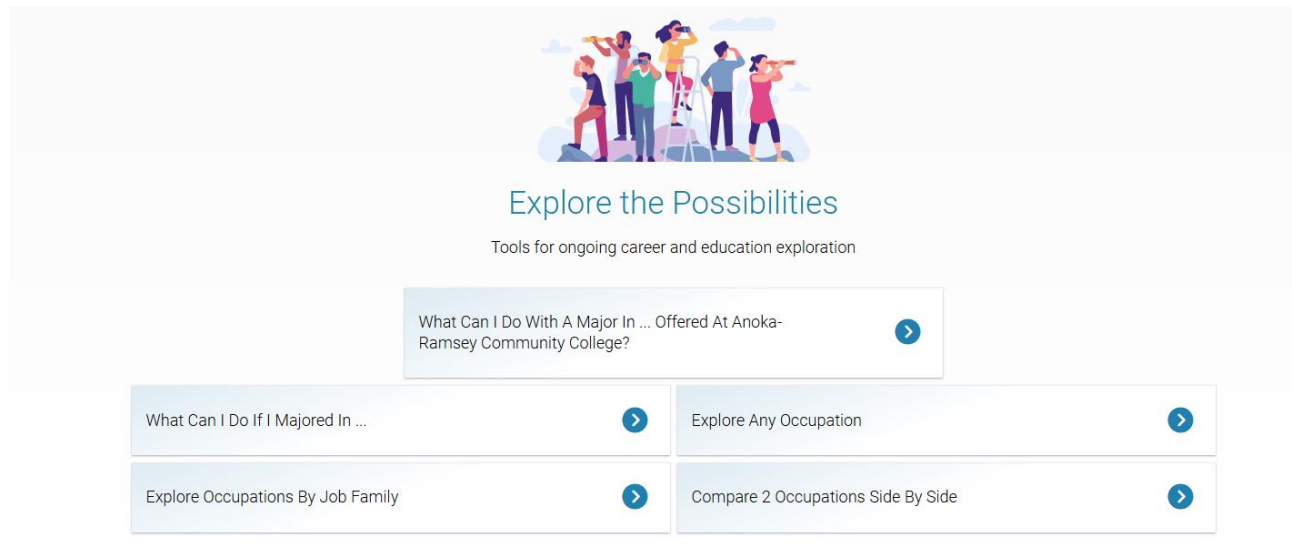
*Many of these careers require a four-year degree. Please meet with your advisor for more information about this major.

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.

Focus2

Visit [FOCUS2](#) (use ARCC credentials to sign-in) for more information regarding **related occupations and average salaries** and explore **other related majors**. You can also take **assessments** to match your skills, interests, and values to potential careers and majors.



Minnesota Colleges & Universities with a major in MARKETING

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

^Anoka-Ramsey Community College offers a [Business Associate of Applied Science Degree with a Management/Marketing Emphasis](#) designed for students interested in preparing for entry-level positions in business and marketing as well as for possible transfer.

Search for majors and colleges at [Minnesota State System Colleges and University](#)

Professional Association Links

[American Advertising Federation](#)

[American Marketing Association](#)

[Advertising Age](#)

[The Ad Council](#)

[The Data and Marketing Association](#)

[National Association of Sales Professionals](#)

[Sales and Marketing Executives International](#)

For More Information

Contact ARCC Counseling (Coon Rapids and Cambridge) at (763) 433-1100 or stop by the campus Information Desk

Information adapted from:

[Minnesota Career Information System](#)

[Occupational Outlook Handbook](#)

[Focus2](#)

[Career Center at the University of North Carolina at Wilmington](#)