What Can I Do With A Major In: Marketing

Derection
While there used to be a belief that marketing and advertising/sales were one in the same, marketing has gone through an evolution in recent years and the two fields are now quite distinct from each other. Marketers not only promote products, but are also responsible for identifying the consumer need for a product or service, researching what consumers want, and developing the product or service which includes making informed decisions on price, packaging, and distribution. Promotion of the end product/service may include advertising, personal selling, and sales promotion through large scale campaigns. Within the marketing field, jobs are grouped in various areas including sales, customer relations, purchasing/procurement, retail, banking, brand management, and market research.

WHAT JOBS ARE AVAILABLE?

- Advertising Account Manager
- Advertising Agency Coordinator
- Business Professor
- Insurance Claim Examiner
- Branch Manager
- Buyer
- Farm Products Purchasing Agent
- Fashion Coordinator
- Financial Manager
- Financial Analyst
- Financial Planner
- Fundraiser
- General Manager
- Operations Manager
- Band Manager
- Import Customs Broker
- Export Customs Broker
- Loan Counselor
- Insurance Claims Adjuster
- Market Research Analyst
- Loan Officer
- Marketing Manager
- Non-Retail Sales Supervisor
- Purchasing Agent
- Purchasing Manager
- Retail Sales Department Supervisor
- Retail Buyer
- Retail Stores Manager
- Sales Engineer
- Sales Managers
- Sales Representative
- Securities Broker
- Sports Events Planner
- Toy Designer
- Athletes Business Manager
- Advertising Sales

WHO EMPLOYS STUDENTS WITH THIS MAJOR?

- Advertising Firms
- Banks
- Toy Companies
- Insurance Companies
- Loan Offices
- Corporations
- Sports Teams
- Restaurants
- Retail Stores
- Fashion Companies
- Universities
- Local Government

INTERNERSHIP INFORMATION

At Western Carolina University there are numerous internship opportunities for students. In some cases internships are established through a faculty member in the student's major. Oftentimes students find part-time jobs in an area related to their field of study. When this happens, students should discuss with their academic advisor the possibility of receiving college credit. Generally, three hours of general elective credit can be earned for a minimum of 200 hours of experience.
WHAT SKILLS ARE LEARNED IN THE CLASSROOM?
- Ability to think critically and apply the marketing theories and strategies
- Knowledge of key marketing concepts and principles in the implementation and control of marketing strategy and marketing management activities.
- A foundation for making ethical decisions and understand social responsibility in business.
- Written, oral, and technology skills.
- An understanding of global business and an appreciation and knowledge of cultural differences and similarities in the multicultural global business environment.

KNOWLEDGE
- Knowledgeable of ethical principles and the application of those principles.
- Able to identify needed actions or presented problems, find and use appropriate information to address the action or problem, identify alternative solutions, and make decisions.
- Knowledgeable of core business concepts including accounting, business law, economics, finance, information technology, management, marketing and quantitative analysis.
- Knowledgeable of professional selling, consultative selling, consumer behavior, marketing strategy, marketing management, and negotiation.

PROFESSIONAL RESOURCES
- American Marketing Association: https://www.ama.org/Pages/default.aspx
- Business Marketing Association: https://www.marketing.org/
- Web Marketing Association: http://www.webmarketingassociation.org/wma/

ADDITIONAL INFORMATION SOURCES
- Marketing Profs: http://www.marketingprofs.com/
- Society for Marketing Professional Services: http://www.smpros.org/
- Marketing Teacher: http://www.marketingteacher.com/

FOR ADDITIONAL INFORMATION
Department of Entrepreneurship, Sales and Marketing, and Hospitality and Tourism
Center for Career and Professional Development
Killian Annex 205
Forsyth 104
828-227-7133
careerservices@wcu.edu