

What can I do with a major in Marketing

The University of Georgia Career Center

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UGA Department of Marketing, 706-542-2123, www.terry.uga.edu/marketing



This information describes typical occupations and employment settings associated with this major. Understand that some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Marketing

Marketing focuses on the process by which consumer and business needs for products and services are anticipated and satisfied. Marketing stresses research and analysis to understand consumer behavior and then uses that analysis to design, price, promote and make available products or services that meet consumer demands. The discipline includes such topics as new product development, sales, pricing, advertising, distribution, etc., and can lead to careers in research, sales, advertising, retail management, merchandising/buying, product planning, logistical management, public relations, hospitality, consumer development, event planning, social media and many other fields. The Marketing program at UGA offers emphasis areas in Professional Selling (sales) or Digital Marketing, which may be obtained through completing specific coursework and internship requirements. Marketing majors may also pursue electives related to market research.

Researching Job Titles and Careers

O*NET <http://online.onetcenter.org> (click on Find Occupations)

Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)

Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the “Resources” tab and select “Online Resources”)

Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

Possible Job Titles

Account Coordinator	Direct Sales Specialist	Marketing Research Coord.
Account Executive/Manager	Distribution Manager	Media Relations
Advertising Specialist	District Manager	Merchandising Coordinator
Associate Manager, Social Media	E-Commerce Manager	Operations Analyst
Bank Representative	Event Marketing Specialist	Product Analyst/Developer
Brand Manager	Event Manager/ Director	Production Planner
Broker	Executive Marketing Asst.	Project Manager
Buyer	Financial Advisor	Public Relations Manager
Campaign Specialist	Fundraising Coordinator	Research Analyst
Category Management Coordinator	Human Resource Specialist	Sales Manager
Communications Analyst	Inventory Control Specialist	Sales Associate
Consultant	Management Trainee	Social Media Coordinator
Corporate Recruiter	Manager/Assistant Manager	Territory Sales Manager
Customer Representative	Market Analyst	Vinologist

Possible Employers

Aerotech	Hershey Foods	News America Marketing
Altria	Hertz	Pepsi
AT&T	Home Depot	Kroger
Children’s Healthcare of Atlanta	Hormel Foods	Radisson Hotels & Resorts
Chick-fil-A	IBM	State Farm
Coca-Cola	Insight Global	Target
Consolidated Graphics	Liberty Mutual	Teach For America
Cox Media	Macy’s	Techtronic Industries
E&J Gallo	McKesson	Toyota
Eli Lilly	NCR	Turner Broadcasting System
Fidelity Bank	Neiman Marcus	United Way
Georgia Pacific	Newell Rubbermaid	UPS

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.

Campus Resources

Andrew Crain, Marketing Career Consultant: acrain@uga.edu

Laura Richardson, Academic Advisor: lrichard@terry.uga.edu

Jason Booth, Academic Advisor: jwbooth@uga.edu

Marketing Major Homepage: <http://www.terry.uga.edu/undergraduate/majors/marketing>

Terry College Admissions: www.terry.uga.edu/undergraduate/admissions.html

Pi Sigma Epsilon – UGA Chapter, National Sales & Marketing Fraternity: <http://www.pse.org/>

American Marketing Association – UGA Chapter: <http://www.terry.uga.edu/students/student-organizations/ama>

To find additional clubs and organizations, go to the **Center for Student Organizations** at- <http://stuorgs.uga.edu/find/index.html>
Connect with your **Career Consultant** <http://career.uga.edu/contact#careerconsultants>

Employment Websites

GENERAL:

CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)

DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)

GoinGlobal (To access GoinGlobal, login to your DAWGlink account)

Idealist www.idealists.org/ (nonprofit jobs)

USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:

American Marketing Association: www.marketingpower.com

Atlanta Interactive Marketing Association: <http://www.atlantaima.org/>

Hootsuite Social Media Job Board: <http://socialmediajobs.hootsuite.com/a/jbb/find-jobs>

Sales and Marketing Classifieds: www.marketingjobs.com

Public Relations Society of America: www.prsa.org

Teamwork Online (Sports Careers): www.teamworkonline.com

***Note:** Many professional associations (including PRSA and AMA) have local chapters with online job boards, information, and event calendars. Atlanta's AMA chapter is one example (<http://www.ama-atlanta.com/>). If you are targeting a specific location, consider using this strategy for your job search!

Professional Information Resources

American Advertising Federation: www.aaf.org

Brand Republic: www.brandrepublic.com

Careers: www.careers-in-marketing.com

Market Research Association: www.mra-net.org

National Retail Federation: www.nrf.com

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

- **Develop a Focus:** Since marketing is such a broad field, it is helpful for students in the program to develop a sense of focus for their job search. A candidate who targets a certain industry, role, or company usually has an easier time making themselves stand out from the crowd. Even knowing a specific city or location can help you get started on narrowing down the options!
- **Land an Internship:** There are many types of marketing jobs, but some of the best and most desirable jobs for college graduates are highly competitive. For that reason, marketing majors should seek to complete one or more internships during their time in college. Not only do internships give you valuable experience and make you more competitive, but many companies now use internships as one of their primary methods for deciding who to hire.
- **Consider Sales:** A huge number of entry-level opportunities within marketing are sales positions. While many students still picture the stereotype of the door-to-door salesperson, the reality is often very different. Some positions do involve cold-calling, but other sales roles involve handling major business accounts and building or maintaining important relationships. Consider

gaining some sales experience in your first internship or full-time position – the opportunities are plentiful, the experience transfers well into other areas of marketing, and the earning potential is often considerable.

- **Get Involved:** Join a marketing-specific organization such as Pi Sigma Epsilon or the American Marketing Association, or take on marketing-related roles in a sorority/fraternity or other group. Pursue leadership positions to make yourself more competitive and keep your resume updated.
- **Start Connecting:** The Marketing Department, Terry College and the UGA Career Center all offer extensive ways for you to gain valuable experience. Attend as many networking events as possible, including alumni panels, information sessions or career fairs. Even if you're not looking for a job yet, these opportunities can help you define your professional goals. Create an account on LinkedIn and start connecting with everyone you meet during your time in college. Finally, visit the Career Center early to start developing a plan for yourself and honing your skills in areas like resume-writing, interviewing, and more!