

# What can I do with a major in “Marketing”?

## The University of Georgia Career Center

Clark Howell Hall, 706-542-3375, [www.career.uga.edu](http://www.career.uga.edu)  
UGA Department of Marketing, 706-542-2123, [www.terry.uga.edu/marketing](http://www.terry.uga.edu/marketing)



*This information describes typical occupations and employment settings associated with this major. Understand 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, research, distribution, etc., and can lead to careers in market research, advertising, retail management, merchandising/buying, product planning, logistical management, public relations, hospitality, consumer development, event planning, sales management and many other fields.

### Research 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> (only on campus computers)

Alberta Occupational Profiles - <http://www.alis.gov.ab.ca/occinfo/frameset.asp>(click Occupational Title Search)

### Possible Job Titles of Marketing Graduates

(\*As reported by UGA Career Center post-graduate survey)

Account Coordinator	District Manager	Paraprofessional
Account Executive/Manager	Event Marketing Specialist	Private Dining Coordinator
Advertising Specialist	Event Manager/ Director	Product Development Coord.
Assistant Manager	Executive Marketing Asst.	Production Planner
Bank Representative	Financial Advisor	Program Associate
Brand Manager	Fundraising Coordinator	Project Manager
Broker	Internet Marketing	Promotions
Buyer	Inventory Control Specialist	Public Relations Manager
Campaigns Specialist	Leadership Program Specialist	Public Outreach Director
Communications Analyst	Legal Assistant	Research Analyst
Consultant	Management Trainee	Sales Manager
Consumer Affairs Specialist	Manager	Sales Consultant
Corporate Recruiter	Market Analyst	Sales Associate
Copywriter	Marketing Research Coord.	Site Superintendent
Customer Representative	Media Relations	Speaker Bureau Coordinator
Direct Sales Specialist	Merchandising Coordinator	Teacher
Distribution Manager	Operations Coordinator	Territory Sales Manager

### Possible Employers of Marketing Graduates

(\*As reported by UGA Career Center post-graduate survey)

Accenture	Capital Financial Group	E&J Gallo
Accu-tech	Capstone Financial	Eli Lilly
Acuity Brands Lighting	Cerner Corporation	Elite Marketing Concepts
Aerotech	Chick-fil-A	Enterprise Rent-a-Car
Allen Tate Company	Children's Healthcare of Atlanta	Essmend Solutions
Altria	CIGNA	Estee Lauder
AT&T	Clarke County Schools	EventAcuity Inc
Bernard Hodes Group	CLASS Leasing	Evo Shield
Black and Decker	CTS Protective Services	Executives Club of Chicago
Bridgestone Americas	Coca-Cola	Fidelity Bank
Brocade	Consolidated Graphics	Fletcher Martin Ewing
Caddie Services Inc.	Cox Media	Ford Motor Company
Canvas Systems	Delta Airlines	Fox News
Capgemini US	Disney	Fredrucker

GEICO Insurance  
Georgia Pacific  
Habitat for Humanity  
Hershey Foods  
Hertz  
Hewitt Associates  
Home Depot  
Hormel Foods  
IBM  
Insight Global  
Knowledge Storm  
JCPenney Corporate  
JP Morgan Chase  
Liberty Mutual  
Lucas Distribution  
Macy's  
MAC Presents  
Market Technology

Marsh  
Mattress Firm  
McKesson  
MCI World Com  
Moore Wallace  
Murphy USA  
Muscular Dystrophy Association  
NCR  
Neiman Marcus  
Newell Rubbermaid  
News America Marketing  
Nimbleslick Entertainment  
Pepsi  
Philip Morris Co.  
Publix  
Radisson Hotels & Resorts  
Ralph Lauren Corporation  
Reliant Technology

Ritz Carlton  
Savannah River Site  
Southern Broadcasting  
Sony  
Spartanburg County Foundation  
State Farm  
Steeton and Husk  
Target  
Teach For America  
Techronic Industries  
Toyota  
Turner Broadcasting System  
U.S. Food & Drug Admin.  
Unishippers  
UPS  
The Weather Channel  
Weeks Robinson Properties  
Yamaha Corporation

### **Career Center Library Resources**

*Opportunities in Direct Marketing Careers*  
*Top Careers for Business Grads*

*VAULT Guide to Brand Management*  
*VAULT Guide to Pharmaceutical Sales*

### **Campus Resources**

*Andrew Crain*, Marketing Career Consultant – [acrain@uga.edu](mailto:acrain@uga.edu)  
*Laura Richardson*, Academic Advisor - [lrichard@terry.uga.edu](mailto:lrichard@terry.uga.edu)  
*Nancy Garrett*, Terry College Admissions Coordinator – [ngarrett@terry.uga.edu](mailto:ngarrett@terry.uga.edu)

*Pi Sigma Epsilon* – UGA Chapter, National Sales & Marketing Fraternity- [www.pisigmaepsilon.org](http://www.pisigmaepsilon.org)

*Terry Careers in Marketing Page* – [www.terry.uga.edu/marketing/students/careers\\_marketing.html](http://www.terry.uga.edu/marketing/students/careers_marketing.html)  
*Terry College Admissions* - [www.terry.uga.edu/undergraduate/admissions.html](http://www.terry.uga.edu/undergraduate/admissions.html)

### **Employment Websites**

**American Marketing Association** - [www.marketingpower.com](http://www.marketingpower.com)  
**Sales and Marketing Classifieds** - [www.marketingjobs.com](http://www.marketingjobs.com)  
**LinkedIn UGA Alumni Site** - [www.linkedin.com/groups](http://www.linkedin.com/groups)

### **Additional Resources**

**American Advertising Federation** - [www.aaf.org](http://www.aaf.org)  
**Brand Republic** - [www.brandrepublic.com](http://www.brandrepublic.com)  
**Careers** – [www.careers-in-marketing.com](http://www.careers-in-marketing.com)  
**Market Research Association** - [www.mra-net.org](http://www.mra-net.org)  
**Sales & Marketing Executives Int'l**- [www.mra-net.org](http://www.mra-net.org)  
**National Retail Federation** - [www.nrf.com](http://www.nrf.com)  
**Public Relations Society of America** – [www.prsa.org](http://www.prsa.org)  
**Teamwork Online (Sports Careers)** - [www.teamworkonline.com](http://www.teamworkonline.com)