MARKETING

POSSIBLE OCCUPATIONS

(Some of these occupations may require additional education and experience)

Advertising Copywriter  Event Marketing Planner  Special Events Planner
Advertising Executive  Financial Planner  Media Planner
Art Director  Franchise Specialist  Merchandising Manager
Bank Officer  Franchise Specialist  Non-Profit Organization Manager
Brand Manager  Fundraiser Coordinator  Packaging Specialist
Business-to-Business Salesperson  Government Administrator  Product Analyst
Buyer  Grant Writer  Product Manager
Circulation Manager  Import/Export Manager  Promotions Assistant/Coordinator
Claims Adjuster/Examiner  Insurance Agent  Property Manager
Commercial Artist  International Marketer  Public Relations Specialist
Comparison Shopper  Internet Marketing Specialist  Research Analyst
Consultant  Inventory Control Specialist  Retail Manager
Consumer Affairs Specialist  Inventory Manager  Sales Agent
Consumer Credit/Loan Officer  Lobbyist  Sales Manager
Copywriter  Management Trainee  Sales Representative
Credit Manager  Market Analyst/Researcher  Specialty Advertising Distributor
Credit/Loan Administrator  Market Representative  Sports Marketeer
Customer Relations  Market Research Interviewer  Telecommunications Assistant/Director
Customer Sales Representative  Marketing Assistant/Director  Telemarketing Representative
Customer Service Manager  Marketing Field Coordinator  Telemarketing Specialist
Development Officer  Marketing Manager  Television Shopping Channel Coordinator
Direct Mail Specialist  Marketing Planner  Traffic Coordinator
Direct Salesperson  Marketing Researcher  TV Shopping Channel Coordinator
Distribution Manager  Marketing/Sales Manager  Urban/Regional Planner
District Sales Manager  Media Buyer/Analyst  Wholesale Salesperson
Employment Agency Counselor  Media Estimator

POSSIBLE WORK SETTINGS

Advertising Agencies  Credit Unions  Investment Firms  Radio/Television Stations
Banks/Financial Institutions  Educational Institutions  Labor Unions  Retail Stores
Business and Industry  Film Companies  Magazines/Newspapers  Retail/Discount Store
Chambers Of Commerce  Healthcare Industry  Manufacturing Companies
Consumer Organizations  Hospitals  Market Research Firms
Consumer Product Companies  Hotels/ Restaurants  Pharmaceutical Companies
Insurance Companies  Publishing Companies
SELECTED WEB RESOURCES

(Links to non-UNI Internet sites are provided for your convenience and do not constitute an endorsement)

Exploring Careers
UNI Career Services
Advertising, Promotions, and Marketing Managers (Occupational Outlook Handbook)
Careers in Marketing

Job Hunting
UNI Career Services - Job Board
Marketing Jobs
NationJOBS in Marketing/Sales
Pharmaceutical Sales employment

Associations/Organizations
Academy of Marketing Science
American Academy of Advertising
American Marketing Association
Association for Consumer Research
Direct Marketing Association
International Advertising Association
Marketing Research Association
Midwest Direct Marketing Association
American Association of Advertising Agencies
Advertising Associations and Affiliations

SEARCH THE INTERNET

Use keywords such as the name of the field plus careers or jobs - e.g. "careers in marketing" or "marketing jobs" or "jobs in marketing." Use phrases such as "what can I do with a major in ..." with the name of the field of interest - e.g. "what can I do with a major in marketing."

Important Notice: Links to any resource should not be interpreted as an endorsement of or contractual relation with any product, viewpoint, organization, or individual and UNI Career Services. Upon creation of this informational resource, links to other locations were up to date and accurate. Please notify us about broken links.

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