

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 Marketer
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.

Div 10/2015