

What Can I Do With A Major In.....Marketing?

Major Description: The Marketing (B.B.A.) program has the mission of providing a broad based general business education that prepares students for careers in Marketing and related fields.

Some Related Job Titles*	Possible Employers	Additional Resources for more information:
Advertising Executive Buyer Distribution Manager Inside Salesperson International Marketer Market Research Interviewer Marketing Planner Promoter Public Relations Representative Research Analyst Sales Manager Telemarketing Specialist	Advertising Firms Athletic Teams Chambers of Commerce Colleges/Universities Credit Unions Entertainment Companies Hotels Insurance Companies Investment Firms Marketing Firms Product Manufacturers Public Relation Firms/Departments Publishing Companies Radio/TV Stations Research Firms Restaurants Retail Stores	Clayton State University homepage https://www.clayton.edu/business/programs/bachelor-of-business-administration/marketing Books-Career Services Library Occupational Outlook Handbook https://www.bls.gov/ooh/ O*NET https://www.onetonline.org/ FOCUS 2 https://www.focus2career.com/Portal/Login.cfm?SID=933 (use the access code "lakerpride" to create an account)

Primary Skills Needed: Appreciation of diversity, ability to understand and respect feelings, sort data and objects, compile and rank information, identify problems and needs, written and spoken communication, and identifying solutions to problems

* This list is a sample of options. There are many more titles and employers from which to choose, this is just a sample of a few. When considering job titles for yourself, consider *your skills, knowledge, and experience level*. If you are unaware of your personal skill set, schedule a meeting with a career counselor at the phone number listed above. We look forward to helping you discover your "best fit" in a career based on your interests.