

ABOUT A DEGREE IN MARKETING

In addition to learning about the general business topics, marketing majors study consumer needs and desires in an attempt to understand how to successfully align an organization's products and services. Marketing majors also use their education and understanding of the marketing mix to attract and motivate consumers to buy the product offering. Marketing specializations include sales, advertising, promotions, public relations, brand management, and marketing research.

CAREER OPPORTUNITIES

Marketing Manager	Advertising Manager	Market Planner
Sales	Product/Brand Manager	Packaging Specialist/Designer
Public Relations Manager	Purchasing Manager	Internet Marketing Specialist
Customer Service Manager	Retail Buyer	Account Executive
Account Representative	Chamber of Commerce Manger	Market Research Analyst

RELATED SKILLS

Communication Skills	Problem-solving Skills	Project Design
Creativity and Innovation	Persuasive Techniques	Project Management
Critical Thinking	Product Design	Employee Management
Qualitative Research Analysis	Financial Analysis	Merchandizing
Quantitative Research Analysis		

HIRING INSTITUTIONS

Advertising	Public Relations Firms	Media Companies
Business-to-Business Sales	Retail Management	Government Agencies
Pharmaceutical Sales	Banking	Communications Companies
Non-profit Organizations	Insurance	Financial Services
Chambers of Commerce		

JOB OUTLOOK

Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by between 12-18 percent through 2016, depending on the particular job. Job growth will be spurred by intense domestic and global competition in products and services offered to consumers and increasing activity in television, radio, and outdoor advertising. Projected employment growth varies by industry. (Source: Bureau of Labor Statistics)

WORK ENVIRONMENT

Advertising, marketing, promotions, public relations, and sales managers work in offices close to those of top managers. Working under pressure is unavoidable when schedules change and problems arise, but deadlines and goals must still be met. Substantial travel may be involved. Sales managers travel to national, regional, and local offices and to the offices of various dealers and distributors. Advertising and promotions managers may travel to meet with clients or representatives of communications media. At times, public relations managers travel to meet with special-interest groups or government officials. Job transfers between headquarters and regional offices are common, particularly among sales managers. Long hours, including evenings and weekends are common. (Source: Bureau of Labor Statistics)

COMPANIES THAT HIRED TU STUDENTS

ARC Products, Bank of Oklahoma, Cargill, Cimarex Energy, Clear Channel Radio, Consumer Logic, Cox Communication, Emerge Interactive Media, Family & Children Services, (Source: Post Graduate Surveys at Career Services)	Fifteen-Fifteen Ltd., JD Young, Keefe Group, KSQ Architects, KTUL TV, Lamar Advertising, ONEOK, P&C Real Estate, Petro Vietnam, Sooner Pipe, Stratline Industries,	Thomas Plumbing and Heating, Toshiba, Tulsa Drillers, The University of Tulsa, US Cellular, US Government, West Marine
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