



WHAT CAN I DO WITH A MAJOR IN? MARKETING

Career choice may or may not be closely related to the choice of undergraduate major. The following is a short list of ideas and resources to assist with career planning.

SAMPLE JOB TITLES

Marketing Manager	Consumer Consultant	Merchandiser
Sales Representative	Public Relations Director	Creative Director
Sales Manager	Communications Director	Copy Writer
Account Executive	Advertising Manager	Event Planning
Brand Manager	Media Buyer	Real Estate Agent
Social Media Manager	Advertising Sales	Insurance Agent
Marketing Consultant	Marketing Strategist	Demographer
Marketing Researcher	Project Manager	Buyer

LINKS TO EXPLORE

MTSU Official: www.mtsu.edu/programs/marketing/

Career Planning

<http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>
<http://www.bls.gov/ooh/management/public-relations-managers.htm>
<http://www.bls.gov/ooh/management/sales-managers.htm>
<http://careers-in-marketing.com/>

Job Search

<http://www.marketingjobs.com/>
<http://www.marketinghire.com/>
<http://www.marketingcareers.com/>
<http://jobs.monster.com/v-marketing.aspx>
<http://careerlink.marketing.org/jobseekers/>

Professional Organizations

<https://www.ama.org/Pages/default.aspx>
<http://adage.com/>
<http://www.adcouncil.org/>
<http://thedma.org/>