

# What you can do with your Marketing major



Marketing majors study the exchange processes by which consumers and organizations satisfy their needs and wants. As the most humanistic of the business majors, it covers the range of business, social sciences, humanities, communication, data analysis, and technology. Marketing offers many opportunities to think strategically, create relevancy and deliver measurable results which makes the function critical to any organization. This widening field is responsible for many career innovations. The ability to influence decision and/or buying habits is a useful skill, even outside of a conventional marketing role. Employment examples include Market Analyst, Consumer Behavior Specialist, Social Media Manager, Community Relations Coordinator, Creative Director, Brand Manager, and much more. Digital Marketing's dynamic engagement with consumers is an increasingly important aspect of the business.

According to the [Bureau of Labor Statistics](#), employment of marketing occupations is projected to grow 10% from 2021 to 2031, faster than the average for all occupations. Successful marketers must continuously evolve their people and technical skills to advance their careers.

## Essential Skills & Characteristics to develop and highlight



Passion for solving problems



Data analysis and analytics



Attention to detail and organization



Communication and interpersonal skills



Personal management



Open minded



Self-belief



Creativity

## How To Get Started

- [Assess](#) your personal strengths & preferences
- [Research opportunities](#): online/in-person
- [Expand your network](#), marketing, technical skills, and improve your personal brand
- [Get an internship/relevant](#) work experience
- [Join the Marketing Club](#)-affiliated with the AMA
- [Connect with professionals](#) through career conversations & job shadowing

## Chart Your Path Forward with the [Career Success Center](#)

### [Activate Your Handshake Account](#)

for events, coaching appointments and connections to jobs, internships, employer & alumni networking & more! [www.wcsu.edu/handshake](http://www.wcsu.edu/handshake)

### [Explore Career Communities](#)

to discover a wide variety of fields where you can turn your Marketing major into success.

### [Get Career & Internship Advising](#)

from the Career Success Center to make a plan, whether you're a first-year student or about to graduate

# Put your Marketing major to **WORK**

## Common Alumni Job Titles

- Market Researcher
- Business Developer
- Media Buyer
- Marketing Director
- Project Manager
- Product Line Manager
- Client Services Specialist
- Marketing Planner
- Account Executive

## Employers of Marketing Majors

- Boehringer Ingelheim
- WCSU
- Indeed.com
- Cartus
- Ability Beyond
- Enterprise
- Prudential Financial
- Rebel Interactive Group
- Dynata
- Coldwell Banker

## Recent Marketing Alumni

### Employment Sector

- 19 % Professional, Scientific and Tech Services
- 13 % Finance and Insurance
- 11 % Retail Trade
- 9 % Manufacturing
- 9 % Management
- 7 % Administrative and Supportive Services
- 6 % Wholesale Trade
- 5 % Accommodations and Food Services

### Live & Work

- 80 % Connecticut
- 15 % Middle Atlantic
- 2 % South Atlantic
- 2 % East North Central
- 1 % New England Balance
- 1 % Pacific
- 1 % East South Central



[Seyed Hamid Mossavi](#)

B.B.A. in Marketing, Class of 2018

"With any dream and ambition, there are two integral pillars to remember. 1. Step outside your comfort zone and 2. Never pass up an opportunity to make a connection. Nothing great can ever be reached by sticking to your comfort circle, and worse, letting no one in it."

## Informational & Job Websites

- <https://wcsu.joinhandshake.com/login>
- <https://www.ama.org>
- <http://www.marketingcrossing.com/>
- <https://www.recruitermedia.com/>
- <http://www.careers-in-marketing.com/mr.htm>
- <https://techcrunch.com/>
- <https://venturebeat.com/>
- <https://www.allbusinessschools.com/marketing/salary/>
- <http://www.pmalink.org/>
- <http://www.imanetwork.org/>
- <http://www.the-dma.org/index.php>
- <http://www.aipmm.com/>
- <https://www.acrwebsite.org>



[Alycia Hamilton](#)

B.B.A. in Marketing, Class of 2004  
SVP Group Account Director and Chicago Account Capability Lead at Digitas North America

"At WCSU, I learned to speak my voice and value the opinions and knowledge of others. I also saw the advantage of nurturing relationships. Both have given me the ability to consistently grow and learn."

## Career Communities for Marketing Majors

The Career Success Center has seven Career Communities to connect you with career advising, resources and programs. Here are a few suggestions on where Marketing majors can start.

Not inspired by these options? Visit our website at [www.wcsu.edu/careersuccess/career-communities/](http://www.wcsu.edu/careersuccess/career-communities/) to view more.

- [Financial, Business and Consulting Services](#)
- [Media, Arts, Marketing & Entertainment](#)
- [Government, Public Policy, Law and Non-Profits](#)