



2nd Floor, Mitten Hall (215) 204-7981 www.temple.edu/careerdev/

Marketing
What can you do with this major?

<u>Types of Industries/Occupational Areas</u>		
Advertising Banks Consumer Product Companies	Financial Institutions Insurance Agencies Manufacturers	Pharmaceutical Companies Public Relations Firms Retail
<u>Related Occupations</u>		
Account Manager Advertising Manager Art Director Bank Officer Buyer Circulation Manager Consultant Consumer Affairs Specialist Creative Director Customer Service Manager Development Officer Direct Mail Specialist Fundraiser	Internet Marketing Specialist Lobbyist Marketing Field Coordinator Marketing Manager Marketing Planner Marketing Specialist Market Research Manager Media Director Media Planner Merchandising Manager Product Analyst Product Development Manager Promotion Manager	Promotion Specialist Public Relations Manager Research Analyst Retail Manager Sales Agent Sales Manager Specialty Advertising Distributor Traffic Coordinator Traffic Manager
<u>Skills/Competencies</u>		
Computer Skills Statistical Skills Strong Communication Skills Good Sales Ability Creativity	Analytical Data Interpretation Skills Interpersonal Skills Management Ability Persuasiveness	Adaptability Editing skills Organizational Skills
<u>Additional Resources</u>		
www.careers-in-marketing.com www.ama.org www.smei.org	www.bls.gov/oco/ocos055.htm www.adcouncil.org www.aaaa.org	www.adage.com www.vault.com www.prsa.org

*This sheet is designed to aid you in identifying compatibility between your major area of study and viable occupational choices. This is meant only to stimulate your thinking. By no means is it an exhaustive list you should limit yourself to. You are encouraged to meet with a Career Coordinator in Career Development Services to explore your options further.