



What can I do with a Major in... Marketing

What is Marketing?

Marketing is a social process which satisfies consumers' wants. The term includes advertising, distribution and selling of a product or service. It is also concerned with anticipating the customers' future needs and wants, often through market research.

Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.

Marketing is far more than tactics. Marketing is analysis, and a sound marketing strategy is based on this analysis. What type of analysis are we talking about? Well, analysis about customers, for example. Having a solid understanding of customers means having a solid understanding about how customers behave, their motivations, their perceptions and preferences. It means segmenting the market correctly and not in the way that most companies think about segmentation (if they ever do).

What is Marketing at U of L?

The University of Louisville offers a Bachelor of Science in Business Administration (BSBA) with a major in marketing through the College of Business. The Department of Marketing offers a variety of elective courses suitable for a wide spectrum of marketing careers. We also have an excellent sales curriculum for those interested in a sales career. Our faculty and advisors can provide guidance on appropriate electives.

Marketing students have ready access to state-of-the-art computer facilities housed in the College of Business. Marketing courses are designed to provide hands-on experience with the latest computer hardware and software. The development of written and oral communication skills and critical thinking skills is stressed throughout the curriculum. Practical experience is provided through the co-op program.

The Sales Program consists of professional selling coursework and educational experiences designed to prepare students for successful careers in sales, marketing, and other areas.

The purpose of the Department of Marketing is to be an intellectual force that benefits our constituents in the local, regional, national, and global community through our creative and entrepreneurial teaching, research, and service activities. Our constituents include: students, employers, alumni, the university community, public and private sector organizations, and professional and academic marketing groups.

Degrees in Marketing at U of L:

Bachelor of Science in Business Administration with a major in Marketing.

Occupational Overview

Graduates of the BSBA program should:

Be competent in their discipline.



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- Be problem solvers.
- Have an awareness of ethical issues.
- Be effective communicators.
- Be knowledgeable of business disciplines.
- Be competent with technology.
- Have awareness of the global business environment.
- Appreciate diversity.

Within the broader context of the BSBA program outcomes, students majoring in marketing should:

- Use appropriate techniques and software to analyze and solve marketing problems.
- Have effective communication skills, both written and oral, in the marketing context.
- Demonstrate critical thinking through effective integration of their marketing knowledge with other disciplines.
- Be current in their knowledge of the marketing discipline.
- Demonstrate professional behavior at all times.

Career Opportunities in Marketing:

Possible Entry Level Job Titles:

Account Executive
Advertising Copywriter
Advertising Production Mgr
Assistant Buyer
Buyer, Retail Store
Consultant
Direct Mail Specialist
Fund Raiser
Industrial Transport. Spec
Insurance Agent/Broker
Management Trainee
Market Research Analyst
Media Buyer
Media Time Sales Rep.
Merchandise Manager
On-Line Marketer
Outplacement Specialist
Package Designer
Pharmaceutical Sales Rep.
Purchasing Agent
Retail Store Manager
Sales Manager
Sales Promoter
Sales Representative
Securities Broker
Stockbroker



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Technical Communicator

Related Links in the Marketing Discipline:

Professional Association Links

American Marketing Association <http://www.ama.org/>

Advertising Age <http://www.adage.com/>

The Ad Council <http://www.adcouncil.org/>

Career Planning Links

Careers in marketing <http://careercenter.tamu.edu/students/s1/s1d2f.shtm>

CareerSelector.com brings you free information on key careers in business <http://www.careers-in-marketing.com>

Careers in Marketing <http://www.careers-in-marketing.com>

Economists and Marketing Research Analysts (Occupational Outlook Handbook)

<http://stats.bls.gov/oco/ocos055.htm>

So You're Thinking About a Marketing Career <http://www.black-collegian.com/issues/1998-12/marketing12.shtml>

Business Job Finder: Explore Business Careers <http://www.careers-in-business.com>

Salary/Outlook Info



www.bls.gov/oco

<http://online.onetcenter.or>



<http://>