

Professional Organizations:

American Advertising Federation

www.aaf.org/

American Marketing Association

www.ama.org

Marketing Research Association

www.mra-net.org/

Promotion Marketing Assn of America

www.pmalink.org

Direct Marketing Association

www.the-dma.org

Sales and Marketing Executives International

www.smei.org/

Society for Marketing Professional Services

www.smeps.org

Visit USFSP College of Business

[http://www.stpt.usf.edu/cob/undergraduate_studies/
marketing.htm](http://www.stpt.usf.edu/cob/undergraduate_studies/marketing.htm)

What You Can Do With a Major In... **Marketing**

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 concerned with (1) the identification and assessment of consumer and industrial market needs and (2) the development of marketing programs to satisfy those needs. Marketing personnel in profit and nonprofit organizations analyze markets and industries to define new and refine existing opportunities. Marketers are also responsible for developing and managing products, promotional programs, distribution systems, and prices that are appropriate to the targeted market opportunities. Students who major in marketing enjoy a wide range of employment opportunities. Entry-level opportunities exist in sales and sales management, retail management, product and brand management, market research, advertising, distribution and logistics, purchasing, and other areas. Marketing majors find careers in positions such as Promotion and Advertising Coordinator, Media Planner, Media Buyer, Media Estimator, Events Planning, Market Researcher, Market Analyst, Sales Representative, Sales Executive, Brand Manager, Advertising Agency Account Coordinator, Logistics Analyst/Coordinator, Ocean Import/Export Agent, and many others.

USFSP offers a bachelors degree in Marketing through the College of Business. The Marketing program at USF prepares students for initial entry and management positions in many areas of marketing.

Areas of Concentration:

Sales

Industrial Sales; Consumer Product Sales; Financial Services Sales; Services Sales; Advertising Sales

Customer Relations

Customer Service

Purchasing/Procurement

Retail

Buying; Store Management

Banking

Commercial Lending; Branch Management; Operations

Brand Management

Market Research

Possible Employment Settings:

Advertising agencies	Media
Consulting firms	Nonprofit organizations
Entertainment firms	Public relations firms
Financial institutions	Retailers
Franchisees/franchisers	Service industries
Government	Transportation firm
Sports teams/athletic organizations	Manufacturers
Industry	Wholesalers

Possible Occupational Opportunities:

Account representative	Direct mail specialist
Packaging specialist	Advertising executive
District sales manager	Product manager
Buyer	Franchise specialist
Promotions director	Comparison shopper
International marketer	Research analyst
Consumer affairs spec.	Market researcher
Sales agent	Customer service manager
Merchandise manager	Wholesale salesperson
Recruiter	

Career Exploration Websites:

Occupational Outlook Handbook (OOH)

www.bls.gov/oco

O*NET Dictionary of Occupational Titles

www.online.onetcenter.org/

Career Guide to Industries

www.bls.gov/oco/cg

Job Search Websites:

The #1 Entry Level Job Website

www.collegegrad.com

Wall Street Journal Career Journal

<http://careers.wsj.com>

Careers in Business

www.careers-in-business.com

Marketing and Sales Job Page

www.nationjob.com/marketing

Marketing Manager

www.marketingmanager.com