Marketing majors develop knowledge in the areas of product selection and planning, product distribution, pricing and promotion. Concepts applicable to the operation of profit and non-profit organizations are emphasized with attention given to the design, collection, and analysis of marketing information to be used in managerial decision making.

**FUNCTIONAL BUSINESS AREAS FOR MARKETING MAJORS**

Advertising  
Brand and Product Management  
Consumer Affairs  
Internet Marketing  
International Marketing  
Marketing Communications  
Marketing Management  
Marketing Research  
Product Planning and Development  
Promotion Management  
Public Relations  
Sales Management

**ILLUSTRATIVE CAREER OPTIONS**

Account Manager/Executive  
Advertising Manager  
Brand Manager  
Consumer Affairs Director  
Internet Marketing Specialist  
GIS Marketing  
Professional Salesperson  
Marketing Analyst/Researcher  
Merchandise Manager  
Product Analyst  
Product Manager  
Sales Manager  
Predictive Analytics/Data Mining

**POSSIBLE TYPES OF EMPLOYERS**

- **Companies in diverse industries** (e.g., healthcare, consulting, education, hospitality, retailing, sports marketing, manufacturing, etc.)
- **Local, state and federal government agencies** (e.g., The City of St. Petersburg, City of Tampa, Pinellas County Government, Department of Agriculture, Minority Business Development Agency, Overseas Private Investment Corporation, Department of Health and Human Services, Peace Corps)
- **Local, national and international companies** (e.g., Nielsen, Forrester Research, Catalina Marketing, Home Shopping Network, Valpak, Raymond James, TechData, Jabil, Marriott Hotels, AllState, Pinnacle, Capital One Bank, Bright House Networks, ChappellRoberts, FKQ Advertising & Marketing Inc., Paradise Advertising & Marketing Inc., Dunn&Co., Connectivity Marketing and Media, Beall’s Inc., Event Management Services Inc., The Environmental PR Group, Centurion Strategies, Tampa Bay professional sports: Rays, Lightning and Buccaneers)

**SKILLS TO DEVELOP**

- Adaptability/flexibility  
- Creativity  
- Critical thinking  
- Computer skills  
- Oral and written communication  
- Interpersonal skills  
- Presentation skills  
- Problem-solving  
- Research  
- Time-management  
- Quantitative skills