Marketing focuses on understanding consumer behavior, market trends, and strategic communication to promote products or services effectively. It involves studying market research, branding strategies, digital marketing, and advertising techniques to influence consumer preferences and drive business growth.

COMMON JOB TITLES * additional education or certification required post graduation

ENTRY & MID LEVEL POSITIONS

Marketing Coordinator Market Research Analyst Digital Marketing Specialist **Advertising Coordinator** Social Media Manager **Public Relations Specialist**

Brand Manager/Strategist Account Representative Events Manager/Coordinator **Product Manager** Sales Consultant SEO Specialist

AREAS OF EMPLOYMENT: WHERE DO MARKETING MAJORS TYPICALLY WORK?

Corporations: Berkshire Hathaway, Omaha Steaks, Mutual of Omaha

Government: NE Dept. of Economic Development, MAPA

Nonprofit Organizations: Omaha Community Foundation, Joslyn Art Museum

Advertising & Marketing Agencies: Bozell, Sleight Advertising, Hurrdat Hospitality Agencies: Hilton Omaha, Visit Omaha, Omaha Marriot Retail & E-commerce Companies: Spreetail, Bluestem Brands, HayneedleFinancial Institutions: FNBO, Core Bank, Pinnacle Bank

Technology Companies: Firespring, Hudl, Infogroup **Healthcare**: UNMC, Children's Hospital, CHI Health

Entertainment Companies: Omaha Symphony, Slowdown, Omaha Fashion Week

Consumer Companies: Nike, Inc., L'Oreal, ConAgra Brands

IMPORTANT QUALITIES:

Transferable Skills Gained:

Communication Skills Collaboration/Teamwork **Decision-Making Skills** Leadership Creativity Analytical Skills

Concrete Skills Gained:

Microsoft Applications Adobe Creative Cloud Canva Salesforce Social Media: Instagram, Facebook, etc. Asana

HOW TO DEVELOP YOUR SKILLS:

Join a **UNO Marketing & Entrepreneurship Program** or a **CBA Student Organization** to connect with other students & get involved in the field Attend events at the **UNO College of Business (CBA)** to hear from professionals and participate in discussions Participate in **CBA Community Outreach** to get involved in the community and make connections outside of school



MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

<u>Marketing</u> + <u>Journalism Media Communication min</u>or = Public Relations Specialist

* additional education or certification required post graduation

<u>Marketing</u> + <u>Psychology minor</u> = <u>Brand/Advertising Strategist</u>

Marketing + Economics minor = Market Research Analyst

OCCUPATIONAL OUTLOOK:

Advertising & Marketing Managers Sales Managers **Public Relations Specialists** Market Research Analysts **Event Coordinators**

EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to accounting jobs, internships, and opportunities to boost your student experience

ADDITIONAL EDUCATION:

Graduate School:

Pursuing a Master's degree in Business Administration (MBA) with a related concentration or other advanced degree could provide specialized knowledge and skills needed for your desired career path

More Information:

UNO CBA Graduate Programs

UNO Graduate Programs A-Z

OTHER RESOURCES:

UNO Marketing & Entrepreneurship Career Exploration in CBA Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook

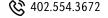
NEED SOME EXTRA HELP?

Book an appointment with CBA Career Services Book an appointment with your Advisor

Career Services



6001 Dodge Street, Omaha, NE 68182







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