

WHAT CAN I DO WITH MY MAJOR?

BSBA: MARKETING

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

Retail & E-commerce Companies: Spreetail, Bluestem Brands, Hayneedle

Media Outlets: Omaha World Herald, Omaha Magazine, WOWT

Technology Companies: Firespring, Hudl, Infogroup

Healthcare: UNMC, Children's Hospital, CHI Health

Entertainment Companies: Omaha Symphony, Slowdown, Omaha Fashion Week

Hospitality Agencies: Hilton Omaha, Visit Omaha, Omaha Marriot

Financial Institutions: FNBO, Core Bank, Pinnacle Bank

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

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

Marketing + Journalism Media Communication minor = Public Relations Specialist

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Marketing + Psychology minor = Brand/Advertising Strategist

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

 EAB 13

 6001 Dodge Street, Omaha, NE 68182

 402.554.3672

 careers.unomaha.edu

 careers@unomaha.edu

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