



WHAT CAN I DO WITH A MAJOR IN Marketing

CAREER OPTIONS

Advertising Sales Agent	Marketing Strategy Manager*
Business-to-Business Sales Agent	Public Relations Associate
Buyer	Research Associate
Event Planner	Retail Manager
Financial Sales Representative	Sales Associate
Market Research Analyst *	Social Media Manager

*Advanced Degree/Certification Required

TRANSFERABLE SKILLS GAINED

Problem-solving	Analytical skills
Communication	Statistics
Interpersonal skills	Data management
Teamwork	
Decision-making skills	
Management skills	

EMPLOYMENT AREAS

Corporations	Manufacturing Companies
Federal Agencies	Small Businesses
Local/State Governments	Retailers
Nonprofit Organizations	Universities/Colleges

INFORMATION WEBSITES

UNO College of Business Administration	cba.unomaha.edu/marketing
Occupational Outlook Handbook	goo.gl/j3vOQ
American Marketing Association	marketingpower.com
National Association of Sales Professionals	nasp.com
Marketing Hire	marketinghire.com

EXTRACURRICULAR ACTIVITIES

Actively participate in the Student Marketing Association, UNO Collegiate DECA, Delta Sigma Pi, and/or UNO Collegiate Entrepreneurs' Organization
Consider attending meetings or joining professional marketing associations like the Society for Marketing Professional Services (SMPS)
Seek internship and employment experience in relevant fields
Develop communication and teamwork skills