What can I do with a major in **MARKETING**

**Career Options**

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

**Transferable Skills Gained**

- Problem-solving
- Communication
- Interpersonal skills
- Teamwork
- Decision-making skills
- Management skills
- Analytical skills

**Employment Areas**

- Corporations
- Federal Agencies
- Local/State Governments
- Non-Profit Organizations
- Manufacturing Companies
- Small Businesses
- Retailers
- Universities/Colleges

**Informational Websites**

- UNO College of Business Administration: [cba.unomaha.edu/marketing](http://cba.unomaha.edu/marketing)
- American Marketing Association: [marketingpower.com](http://marketingpower.com)
- National Association of Sales Professionals: [nasp.com](http://nasp.com)
- Marketing Hire: [marketinghire.com](http://marketinghire.com)

**Extracurricular Opportunities**

- Actively participate in the Student Marketing Association
- 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
- Engage in personal networking to increase job possibilities

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