**Classrooms to Career in Marketing**

**Are you interested in**: *a career where you can be both creative and strategic?*

Do you like selling, designing advertising materials, planning events, writing newsletters, social media? Consider a major in business administration with a focus on marketing.

**Overview of the major**

Marketing is about communicating the value of a product or service to a customer with the goal of encouraging a purchase decision. Most people are familiar with retail-level marketing, advertising, and sales to individuals. However, business-to-business (B2B) marketing is just as important and provides great career potential.

No business or organization can succeed without an effective marketing plan. Knowing who the customer is, where the customer can be reached, what motivates the customer to buy, and what kind of message will persuade the customer are the heart of marketing. Additionally, the marketing department is involved with the development of new products and services based on consumer needs, helping the firm make ethical business decisions, and even how to respond when products and services don't perform as well as expected. As companies gather more and more data about customers, the marketing department can become even more sophisticated in its approach.

Marketing as a business function is actually a broad term that encompasses several types of careers, each of which depends on a different strengths: creativity and artistic ability, writing skills, research and analytical skills, sales ability, conceptual thinking, and many more.

**The marketing curriculum includes coursework which will allow you to**

* develop a marketing plan
* understand how consumers think
* develop a market research study
* create a great advertising campaign

**As part of a major in business administration,** students also acquire a broad-based understanding of business and the role marketing plays in helping achieve strategic goals. It is that knowledge of business and strategy that separates someone with a marketing degree from other related areas (such as communications, advertising, graphic design).

**Types of Jobs**

Marketing professionals are employed in a wide range of industries and in firms large and small. Below are some common job titles in the marketing field.

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| --- | --- | --- |
| public relations writer | digital marketing analyst | social media marketing |
| market research analyst | **database marketing analyst** | **advertising media buyer** |
| promotions and marketing manager | **sales or brand manager** | **event planner** |

**Or attend graduate school for**:

* An MBA
* Master of Science/Arts degree in market research, analytics, public relations, digital media, or integrated marketing communications

**Options for the business administration major/marketing minor**

* BS in Business Administration, Marketing Minor
* All business students are required to complete an internship and marketing minors are guided to opportunities providing professional marketing experiences.

Students wanting to expand their knowledge and skills might consider adding:

* A minor in communications, graphic design, web design, or business and professional writing.
* A minor in statistics would be extremely valuable as the demand for specialists in marketing analytics continues to grow.
* Additional experiential learning, gained by becoming a member of the American Marketing Association student chapter at Meredith. Being a member of AMA also provides great networking opportunities.
* Member or officer duties in any student organization, especially those such as event planner or with duties related to communication or membership development.

**Professional Associations**

* American Marketing Association (AMA): [Marketingpower.com](http://jobs.marketingpower.com/home/index.cfm?site_id=14810) website is a great resource!
* Public Relations Society of America (PRSA)

**Career Outlook**

* According to [the Bureau of Labor Statistics](http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm), marketing jobs increased 12% in the past year. The outlook for the next several years is even more positive, with the growth in marketing jobs expected to be better than average. The areas of greatest demand are in marketing analytics, event planning, and digital marketing.

**Job Outlook Comparison Through 2022**

* Sales Management—8 percent, as fast as average
* Public Relations Management—13 percent, as fast as average
* Advertising Management—12 percent, fast as average
* Market Research Analyst – 32 percent, much faster than average
* Marketing Management—13 percent, as fast as average

Source: U.S. Bureau of Labor Statistics’ 2014-15 Occupational Outlook Handbook