Those pursuing a degree in marketing can expect to develop advertising campaigns, conduct research on customer needs, set product prices, and determine how products should be delivered and displayed. Marketing majors tend to be creative, outgoing, competitive, self-motivated, and effective communicators. Those interested in market research must possess strong quantitative and qualitative skills. Designing research projects, collecting data, and analyzing results are important skills to develop. Possible employment may be found in advertising, marketing research, public relations, sales, retail, corporate marketing, media sales and planning, and product or brand management.

Related Occupations
- Account Executive
- Advertising Manager
- Advertising Space Manager
- Automotive Sales Rep
- Buyer
- Circulation Manager
- Insurance Agent
- Marketing Director
- Market Researcher/Analyst
- Manufacturer Sales Rep
- Media Analyst
- Merchandise Manager
- On-line Marketer
- Outplacement Specialist
- Package Designer
- Pharmaceutical Sales Rep
- Product Manager/Analyst
- Public Relations Representative
- Purchasing Agent
- Retail Sales Rep
- Sales Manager
- Securities Agent
- Sports/Special Events Executive
- Stockbroker
- Store Manager
- Travel Agent
- Wholesale Trade Rep
- Wireless Sales Rep

Some of these options require additional training and/or education

Internet Resources
- Brint Knowledge Management Portal
  www.brint.com
- BetterManagement.com
  www.bettermanagement.com
- Business.com The Business Search Engine
  www.business.com
- Business Resources on the Web
  www.cio.com/topic/1495/Marketing_IT
- Careers in Marketing
  www.careers-in-marketing.com
- Career Journal form the Wall Street Journal
  www.careerjournal.com/Default.asp?cookie%5Ftest=1
- Colorado County Job Board
  www.ccionline.org/index.cfm/ID/30/Job-Board
- Colorado State/Cities Job Board
  www.colorado.gov
- Direct Marketing News
  www.dmnews.com
- Directory of Graduate Programs
  www.gradschools.com
- Internet Resources for Job Search
  www.rileyguide.com
- Occupational Outlook Handbook (Careers)
  www.bls.gov/oco/home.htm
- Web Digest for Marketers
  wdfm.com/index2.html

Professional Resources
- American Advertising Federation
  www.aaf.org
- American Marketing Association
  www.marketingpower.com
- AMA Colorado Chapter
  www.coloradoama.com
- Association for Accounting Marketing
  www.accountingmarketing.org/index.asp
- Association for Consumer Research
  www.acrwebsite.org
- Association of Marketing Students
  www.deca.org
- Business Marketing Association
  www.marketing.org
- The Ad Council
  www.adcouncil.org
- Direct Marketing Association
  www.the-dma.org/index.shtml
- eMarketing Association
  www.emarketingassociation.com
- International Advertising Association
  www.aiaglobal.org
- International Association of Business Communicators
  www.iabc.com
- Marketing Management Association
  www.mmaglobal.org
- Marketing Research Association
  www.mra-net.org
- Marketing Today
  www.marketingtoday.com