

The following is a sample of occupational titles and work settings related to Marketing.

Keep in mind that career options are not dictated solely by choice of major.

Just as there are many careers open to graduates of any major, there are many paths to careers that do not require a specific degree. Use this information as a beginning guide to exploring options.

Sample Job Titles:

- Account Planner
- Advertising Manager
- Business Manager
- Buyer
- International Marketing Research Analyst
- Inventory Control Manager
- Manufacturers Representative
- Market Research Analyst
- Marketing Manager
- Merchandise Manager
- Promotions Manager
- Public Relations Specialist
- Purchasing Agent, Buyer
- Purchasing Manager
- Wholesale/Retail Buyers
- Writer/Author
- Account Coordinator
- Advertising Agent
- Community Relations Specialist
- Consumer Affairs Agent
- Desktop Publisher
- Event Planner
- Hotel/Restaurant Manager
- Marketing Consultant
- Sales Promotions Assistant
- Technical Writer
- Telemarketer

Possible Professional Settings:

- Advertising Agencies
- Apartment and Condominium Complexes
- Appraisal Firms
- Banks
- Colleges and Universities
- Consulting Firms
- Developers
- Financial Companies
- Government Agencies
- Hospitals
- Insurance Companies
- Internet Companies
- Manufacturers
- Merchandisers
- Non-profit Organizations
- Real Estate Brokers
- Retailers
- Software and Technology Companies
- Corporations
- Chamber of Commerce
- Foundations/Non Profit
- Magazines/Newspapers
- Market Research Firms
- Public Relations Firms
- Radio/TV Stations
- Travel Agencies

Resources:

The following lists are samples of resources available for learning more about majors and careers.*

Professional Associations

- American Marketing Association: www.marketingpower.com

General Career Information

- Washington Occupation Information System: www.wois.org Site Key: KTX478
- Occupational Outlook Handbook: www.bls.gov/oco
- The Occupational Information Network, (O*Net): www.onetcenter.org

SPU Resources

- Business and Economics Department Website: <http://www.spu.edu/depts/sbe/>
- Major & Career Exploration (GS 2001 - 2 credits, offered every quarter)
- Career Counseling: call 206.281.2485 or stop by the Center for Career and Calling on the second floor of the SUB
- Academic Advising: www.spu.edu/depts/sas
- Academic Catalog: www.spu.edu/academics.aspx
- On Track Degree Planner: <http://spu.edu/academics/on-track-degree-planner/>

**Websites are current as of September 2011. If any go inactive, please let us know.*