



# WHAT can I do with a major in? Marketing

*Career choice may or may not be closely related to the choice of undergraduate major. The following is a short list of ideas and resources to assist with career planning.*

## Sample jobtitles

Digital Marketing Manager	Digital Media Specialist	Market Analyst
Sales Representative	Public Relations Director	Creative Director
Sales Manager	Communications Director	Event Coordinator
Account Executive	Advertising Manager	Insurance Agent
Brand Manager	Media Buyer	Buyer
Social Media Manager	Advertising Sales	SEO Specialist
Marketing Consultant	Marketing Coordinator	Web Developer
Customer Experience Manager	Marketing Researcher	Project Manager

## Links to explore

### MTSU Official: [www.mtsu.edu/programs/marketing/Career Planning](http://www.mtsu.edu/programs/marketing/Career%20Planning)

<http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

<http://www.bls.gov/ooh/management/public-relations-managers.htm>

<http://www.bls.gov/ooh/management/sales-managers.htm>

<https://www.mtsu.edu/professional-sales/iga.php>

### Job Search

<http://www.marketingjobs.com/>

<https://jobs.swipefiles.com/jobs>

<https://marketinghire.com/>

<https://www.marketresearchcareers.com/index.cfm?>

### Professional Organizations

<https://www.ama.org/Pages/default.aspx>: American Marketing Association

<https://www.mtsu.edu/marketing/studentorgs.php>: American Marketing Association & DECA—MTSU Student Organizations

<https://smei.org/>: Sales & Marketing Executives International