

MARKETING

Description

Marketing majors learn how to match market opportunities to an organization’s goals; understand consumer needs; and design, deliver, capture and communicate the value of products and services in a dynamic, competitive environment. The knowledge students gain from this major helps them chart new pathways for domestic and global market success. In a recent study, 67% of executives questioned said they expected their hiring of marketing professionals to increase in the next few years.

Marketing majors take courses in understanding consumer and business buying, marketing research, marketing communications, internet marketing, sales management, retailing, non-profit marketing and international marketing. Marketing also offers a concentration in Internet marketing resiliency. This concentration prepares students to enhance and protect the electronic marketing efforts of their firms.

Skills Needed

Active listening	Critical thinking	Presentation / Public speaking
Analytical thinking	Independent thinking	Program coordination
Analyzing systems	Leading teams	Social perceptiveness
Budget planning	Oral communication	Social research
Creativity	Persuasion	Written communication

Sample Occupations

Visit the Bureau of Labor and Statistic’s online Occupational Outlook Handbook:

<http://www.bls.gov> for more information. In addition, visit a recent CNN Money survey:

<http://money.cnn.com> which reveals five marketing positions that are listed in the top twenty best jobs in America.

- Account Manager
- Advertising Account Executive
- Advertising Creative Executive
- [Advertising Sales Agent](#)
- Brand Manager
- [Copy Writer and Editor](#)
- Customer Service Manager
- [Event & Meeting Planner](#)
- Internet Marketing Manager
- Manufacturer’s Representative
- Marketing Assistant/Coordinator
- Marketing Communications Specialist
- Marketing Manager
- [Market Research Analyst](#)
- Media Marketing Specialist
- Merchandising Manager
- Product Manager
- Promotions Specialist
- [Public Relations Specialist / Media Specialist](#)
- Retail Manager
- Sales Manager
- [Sales Representative](#)

Organizations That Have Employed Mason Marketing Graduates

Accenture, AT&T, AXA Advisors, Beers and Cutler, Capitol Advantage, Chevy Chase Bank, Cvent.com, Emergent, EMC Corporation, Enterprise Rent-A- Car, Fastenal Company, Freddie Mac, Gannett Co, Geico, The Hecht Company, Intuit, Ketchum, Marriott, MicroStrategy, PricewaterhouseCoopers, Rockbridge Associates, SCA Direct, Spherion, Sports Plus, TMP Worldwide, Wiredset, Woelfel Research, Inc. and Women's Sports Foundation

Sample Professional Associations

- [American Marketing Association](http://www.marketingpower.com/): <http://www.marketingpower.com/>
Provides industry information, research, networking opportunities and job search assistance to professionals in a broad array of marketing fields.
- [Business Marketing Association](http://www.marketing.org): <http://www.marketing.org>
Provides information, education and networking opportunities to business-to-business marketers and communicators.
- [Sales and Marketing Executives International](http://www.smei.org): <http://www.smei.org>
Provides industry information, education and networking opportunities to sales and marketing professionals world-wide.
- [Society of Competitive Intelligence Professionals](http://www.scip.org): <http://www.scip.org>
Provides education and networking opportunities to professionals in market research, strategic analysis and business science and technology.

Student Clubs

[American Marketing Association](#)

Visit <http://som.gmu.edu/studentorganizations> for a complete listing of SOM's student organizations.

Sample SOM Career Services Library Resources

- Resumes that Knock 'em Dead
- 101 Best Resumes to Sell Yourself
- Best 109 Internships
- Big Book of Jobs
- Careers in International Business
- Case in Point: Complete Case Interview Prep
- Networking Survival Guide: Get success by tapping into the people you know
- Vault Career Guide to Marketing and Brand Management
- Vault Guide to Top 50 Consulting Firm