

Bachelor of Science Marketing

Department of Marketing
 wpcarey.asu.edu/mkt
 480-965-3621

This major involves analysis of how businesses plan, organize, administer, and control their resources to achieve marketing objectives. Focus is placed on market forces, growth and the survival of firms in competitive markets, and on the marketing strategy and tactics of the firm. Through the proper selection of courses, a student may prepare for a career in: advertising, general marketing administration, industrial marketing, international marketing, market research and planning, brand and promotion management, retail merchandising and management, and selling and sales management.

Marketing Degree Stats

Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills will have the best job opportunities.¹

Job Titles and Careers For Marketing Major

- Account Representative
- Advertising Executive
- Search Optimization Specialist
- District Sales Manager
- Marketing Communication Manager
- Market Research Analyst

- Event Planner
- Online Promotions Manager
- Purchasing Agents and Managers
- Market Representative
- Chief Marketing Officer
- Product Manager

- International Marketer
- Internet Marketing Specialist
- Brand Manager
- Public Relations Specialist
- Media Buyer
- Merchandising Manager

Sales Representatives

- All salespeople must fully understand and competently discuss the products offered by the company. Salespeople usually develop

prospective client lists, meet with current and prospective clients to describe the firm's products, and then follow up.

Market Research Analysts

- Market research analysts provide information that helps marketers to identify and define opportunities; they generate, refine, and evaluate marketing actions and monitor marketing performance.

Advertising Specialists

- Advertising is one of the ten hottest career fields in the United States today. In fact, for the second year in a row, the position of interactive advertising executive has made the list of high-demand career specialties.

- Many firms maintain small groups of advertising specialists who serve as liaisons between those companies and outside advertising agencies.

The Department of Marketing at the W. P. Carey School of Business has been recognized as one of the best in the nation by both *Bloomberg Businessweek* and *U.S. News & World Report*. The department has an active internship program and offers a wide range of employment opportunities to marketing graduates.

Marketing students can optionally build upon the knowledge provided in the core curriculum, through specialized training from either the Professional Sales Concentration or the Digital and Integrated Marketing Communications

Concentration. These field-based programs of study prepare marketing majors to assume jobs in areas such as sports business, digital marketing, brand management, and professional sales.

The goals of the marketing major at the W. P. Carey School of Business are to prepare students for first-level positions in marketing, provide the capabilities necessary to advance to higher-level marketing positions, and develop leadership skills critical for success in business and not-for-profit organizations.

- The national average salary range for a marketing major graduate in business is \$41,945 – \$64,009.²

Marketing, Advertising, and Public Relations Managers

- Marketing managers work with product development and market research managers to develop the firm's detailed marketing strategies.
- Advertising managers oversee account services, creative services, and media services departments.

- Public relations managers conduct publicity programs and supervise the specialists who implement them.

Public Relations Specialists

- Specialists in public relations serve as advocates for businesses and other organizations.

- They may assist company executives in drafting speeches, arranging interviews, overseeing company archives, responding to information requests, and handling special events, such as sponsorships and trade shows that provide promotional value to the firm.

Wholesale and Retail Buyers and Merchandise Managers

- Buyers working for wholesalers and retail businesses purchase products for resale. Their goal is to find the best possible merchandise at the lowest price. They also influence the distribution and marketing of this merchandise.

- Successful buyers must understand what appeals to customers and what their establishments can sell. Buyers also check competitors' prices and sales activities and watch general economic conditions to anticipate customer buying patterns.

Professional Organizations

Honors Marketing Advisory Board

Contact: Dr. Amy Ostrom
amy.ostrom@asu.edu

Student organization for business honors students that gives you a chance to interact with one another and executives in an informal environment.

American Marketing Association (AMA)

[facebook.com/AMAatASU](https://www.facebook.com/AMAatASU)

AMA is for students who are passionate about marketing and also looking to have a good time. The AMA at ASU is an organization where students can concurrently extend both their personal and professional networks.

Sports Business Association (SBA)

sbaatasu.org

The mission of Sports Business Association (SBA) is to deliver unprecedented educational and professional opportunities for ASU students interested in the sports industry. Guided by its pursuit of excellence, SBA is determined to assert itself as a premiere student organization by providing members with industry connections, leadership development, and applications of social responsibility. In doing so, SBA aspires to contribute to the professional athletic climate and ultimately forge strong bonds to help achieve goals of its student members, professional contacts, and University-affiliated associates.

¹ U. S. Bureau of Labor Statistics Occupational Outlook Handbook

² National Association of Colleges and Employers, Spring Salary Survey

Who can you talk to?

Tempe Campus
480-965-4154

To schedule an appointment:
wpcarey.asu.edu/sos