

MARKETING

Marketing attracts creative and driven individuals who want to understand customer needs and wants in order to generate interest in a company's products or services. Marketing is also an essential part of businesses large or small, so you'll be able to find a career in a wide range of industries and professional settings.

INDUSTRY GROWTH IS TIED TO THE NEED FOR BUSINESSES TO:

- Maintain and expand their market share
- Protect their reputation and raise brand awareness
- Better understand their customers and why they make the choices they make



9%

JOB GROWTH THROUGH 2024

2016 MEDIAN SALARIES

- Marketing managers \$127,560
- Research analysts \$62,560
- Sales managers \$117,960

CHARACTERISTICS

- Creative and analytical
- Data driven
- Great storytellers
- Collaborative
- Customer-focused
- Flexible
- Forward-thinking
- Curious
- Well-rounded
- Decision-making skills
- Organizational skills

JOB TASKS AND DUTIES

- Initiate research studies to understand opportunities and threats
- Develop pricing strategies for products or services
- Create interest among potential buyers of a product or service
- Estimate demand for products and services
- Identify potential markets for products and services

REASONS TO PURSUE A CAREER IN MARKETING

- Work in nearly any industry
- Opportunities for advancement
- Constant evolution of the industry with new technology, lifelong learning
- High salaries
- Variety of people and work
- Opportunities to be creative and innovative
- Vital to business



WHAT TO EXPECT IN A MARKETING PROGRAM

A marketing program helps students acquire the knowledge and skills necessary to develop and implement marketing strategies. You will learn to identify target markets, build customer relationships, and develop distribution and sales tactics.

MARKETING MAY BE A GOOD FIT IF YOU...

- Want an exciting and rewarding career
- Are creative and self-motivated
- Enjoy thinking about how people think and convince them of certain things
- Think strategically
- Want job prospects across a variety of industries
- Enjoy working with new technologies and media
- Can manage money, time, and projects

CLASSES MAY INCLUDE:

- Business communication
- Macroeconomics
- Principles of marketing
- Principles of management
- Global marketing strategies
- Selling and sales management
- Marketing research
- Business-to-Business marketing
- Consumer behavior
- Social media marketing

LOOK FOR A PROGRAM THAT OFFERS:

- Opportunities to gain hands-on experience, such as internships, research, and networking events in a variety of industries
- State-of-the-industry facilities and the hardware, software, and tools you'll use in the workplace
- Connections with a variety of local and regional businesses and companies
- AACSB International accreditation
- Faculty that includes top professors, experienced executives, and practicing marketing professionals

To learn about the Marketing program at the University of Northern Colorado, visit us at [UNCO.EDU/PROGRAMS/BUSINESS/MARKETING-BS/](https://unco.edu/programs/business/marketing-bs/)

Before you declare your major in marketing:

- Take a career assessment test to match your skills with potential jobs
- Test out the industry with an internship with a local marketing or advertising agency or shadow a professional marketer
- Find a mentor who can give you insider insights on their career and why they love it.
- Get sales or retail experience with a local business.

"A passionate belief in your business and personal objectives can make all the difference between success and failure. If you aren't proud of what you're doing, why should anybody else be?"

—Richard Branson, founder of the Virgin Group



UNIVERSITY OF
**NORTHERN
COLORADO**