MARKETING

Possible Career Options:
(some career options could require advanced study)

- Account Executive
- Account Representative
- Accountant, Public Practice
- Advertising Copywriter
- Advertising Executive
- Advertising Manager
- Advertising Production Manager
- Art Director
- Assistant Buyer
- Bank Officer
- Brand Manager
- Business Credit/Loan Administrator
- Buyer, Retail Store
- Circulation Manager
- Claims Adjuster/Examiner
- Commercial Artist
- Comparison Shopper
- Consultant
- Consumer Affairs Specialist
- Consumer Credit/Loan Officer
- Copywriter
- Credit Manager
- Credit/Loan Administrator
- Customer Service Manager
- Development Officer
- Direct Mail Specialist
- Director of Public Relations
- Distribution Manager
- District Sales Manager
- Economist
- Employment Agency Counselor
- Financial Planner
- Franchise Specialist
- Fund Raiser
- Government Administrator
- Grant Writer
- Import/Export Manager
- Industrial Transportation Specialist
- Inside Salesperson
- Insurance Agent/Broker
- International Marketer
- Internet Marketing Specialist
- Inventory Control Specialist
- Lobbyist
- Management Trainee
- Market Representative
- Market Research Analyst
- Market Research Interviewer
- Marketing Consultant
- Marketing Director
- Marketing Field Coordinator
- Marketing Planner
- Marketing Researcher
- Media Buyer
- Media Time Sales Representative
- Merchandise Manager
- Non-Profit Organization Manager
- On-Line Marketer
- Outplacement Specialist
- Package Designer
- Packaging Specialist
- Pharmaceutical Sales Representative
- Photographer
- Product Analyst
- Product Manager
- Promotions Director
- Property Manager
- Public Relations Manager
- Purchasing Agent
- Research Analyst
- Retail Manager
- Retail Store Manager
- Sales Agent
- Sales Manager
- Sales Promoter
- Sales Promotion Specialist
- Sales Representative
- Securities Broker
- Specialty Advertising Distributor
- Stockbroker
- Technical Communicator
- Telecommunications Director
- Telemarketing Representative
- Television Shopping Channel Coordinator
- Traffic Coordinator
- Urban/Regional Planner
- Warehouse Manager
- Wholesale Salesperson
- Writer/Author

Transferable Skills:

- Active learning
- Active listening
- Analyze and interpret data
- Critical thinking
- Develop solutions
- Excellent writing skills
- Formulate program policies
- Good communication skills
- Hire and supervise staff
- Learning strategies
- Manage & direct people/programs
- Monitoring skills
- Negotiate staff policies/disputes
- Plan & administer budgets
- Plan work tasks
- Prepare status reports
- Reading comprehension
- Research business problems
- Sell products or services

Employment and Salary Information:

Please visit Career Services at the following website:

http://www.fhsu.edu/career/

Occupation Information:

Please visit the Occupational Outlook Handbook website: **(does not have information on every occupation)**

http://www.bls.gov/ooh/