

Career

Paths

MARKETING

As a marketing major, you will learn how to build strong brands, align products with the appropriate market, set optimal prices, create powerful communications, utilize digital media, and manage customer relationships, all within a global environment. The marketing major is designed to offer you foundational marketing skills combined with those focused on consumer behavior, leveraging analytics, and social media to give you a comprehensive degree program.

Agency Account Management/Client Services

Example Career Paths: Assistant Account Executive | Assistant Account Manager | Client Consultant | Client Services Account Manager | Client Solutions Analyst

Potential Employers: For-Profit and Nonprofit Organizations | Product & Service Organizations | Manufacturers | Financial Companies | Insurance Companies | Media Outlets | Software & Technology Companies | Internet Companies | Consulting Firms

Professional Associations: [American Marketing Association](#) | [American Association of Advertising Agencies \(4As\)](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Management Analysts](#)

Brand, Content, & Product Marketing

Example Career Paths: Brand Activation | Brand Marketing | Brand Strategist | Content Creator | Digital Product Marketing | Solutions Marketing | Product Marketing

Potential Employers: Consumer Products Corporations | Service Providers | Industrial Goods Manufacturers | Software & Technology Companies | Advertising & Public Relations Firms | Market Research Firms

Professional Associations: [American Marketing Association](#) | [American Advertising Federation](#) | [American Association of Advertising Agencies \(4As\)](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#)

Digital Marketing

Example Career Paths: Media Planning | Advertising Coordinator | Digital Strategy | Search Engine Optimization | Web Marketing | Paid Search/Paid Advertising | E-Commerce | Email Marketing

Potential Employers: Consumer Products Corporations | Service Providers | Manufacturers | Software & Technology Companies | Advertising & Public Relations Firms | Market Research Firms | Retail Chains & Stores | Wholesalers

Professional Associations: [American Marketing Association](#) | [American Advertising Federation](#) | [American Association of Advertising Agencies \(4As\)](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#)

Market Research

Example Career Paths: Business Development | Customer Insights | Brand Strategy | Market Research Analyst | Performance Analyst | Product Research | E-Commerce

Potential Employers: Large Corporations | Marketing Research Firms | Public Institutions | Management Consulting Firms | Advertising Agencies | Manufacturers | Retailers | Trade & Industry Associations | Government Agencies | Nonprofit Organizations

Professional Associations: [American Marketing Association](#) | [Insights Association](#)

Related Occupations: [Market Research Analysts](#)

Social Media Management

Example Career Paths: Strategy | Content Planning | Community Management | Marketing & Promotions | Blogging | Copywriting | Search Engine Marketing | Online Customer Service

Potential Employers: Public Relations Firms | Marketing Agencies | Advertising Agencies | Social Media Management Companies | Media Outlets | Corporations | Web Application Companies | Freelance

Professional Associations: [Social Media Association](#) | [American Marketing Association](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Public Relations Specialists](#)

Management

Example Career Paths: Employee Supervision | Operations Supervision | Project Management | Team Management | Information Management | Executive Management

Potential Employers: Any type of organization/industry

Professional Associations: [American Management Association](#) | [Project Management Institute](#)

Related Occupations: [Management Occupations](#)

Entertainment Marketing

Example Career Paths: Sales | Promotions | Marketing | Event Planning | Public Relations | Social Media Management

Potential Employers: Music Industry | Sports Industry | Festivals | Event Planning Companies | Marketing & Public Relations Firms | Movie & TV Industry | Theaters | Nonprofits

Professional Associations: [Corporate Event Marketing Association](#) | [Sport Marketing Association](#) | [Events Industry Council](#)

Related Occupations: [Advertising, Promotions, and Marketing Managers](#) | [Entertainment & Recreation Managers](#) | [Meeting, Convention, & Event Planners](#) | [Public Relations Specialists](#) | [Sales Managers](#)

Sales

Example Career Paths: Industrial Sales | Consumer Product Sales | Financial Services Sales | Services Sales | Advertising Sales | Corporate Sales | Manufacturer Representation | Direct Consumer Sales | E-Commerce | Customer Service | Sales Management

Potential Employers: For-Profit & Nonprofit Organizations | Product & Service Organizations | Manufacturers | Financial Companies | Insurance Companies | Media Outlets | Technology Companies

Professional Associations: [National Association of Sales Professionals](#)

Related Occupations: [Sales Occupations](#)

Real Estate

Example Career Paths: Brokerage/Sales | Residential | Commercial | Office & Industrial | Farm & Land | Property Management | Appraising | Land Development

Potential Employers: Real Estate Brokers | Banks | Appraisal Firms | Apartment and Condo Complexes | Leasing Offices | Developers

Professional Associations: [American Society of Appraisers](#) | [National Association of Realtors](#) | [National Association of Residential Property Managers](#) | [National Association of Real Estate Brokers](#)

Related Occupations: [Property Appraisers and Assessors](#) | [Property, Real Estate, & Community Association Managers](#) | [Real Estate Brokers & Sales Agents](#)

Preparing for your Career

- Pursue internships to learn about the field and gain experience. Consider completing multiple internships during the school year and/or the summer to build more connections.
- Join relevant [College of Business clubs](#) to gain knowledge about professions of interest.
- Develop excellent communication skills and the ability to work well with others.
- Conduct informational interviews or shadow professionals in jobs of interest to learn more about their work and build a network of contacts.
- Look for companies that hire new graduates into rotational training or corporate leadership development programs to gain exposure to multiple functional areas.
- Curate your digital persona and showcase your branding, digital, and communication skills through your online presence.
- Become familiar with roles that often interact with marketing positions, such as sales.

This resource was adapted from What Can I Do With My Major.

For more, visit <https://web.uri.edu/career/wcidwmm/>

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What Can I Do With This Major? features 100 major profiles with information on common career paths, types of employers that hire in the field, and strategies to maximize opportunities. Scroll to the...

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