

CAREERS FOR

# Marketing Management

MAJORS

[Anderson School of Management](#) offers a Bachelor of Business Administration with different concentrations. ASM's BBA offers a concentration in [Marketing Management](#). Marketing is essentially the act of selling products or promoting services of a business. This can include research and advertising. Individuals in marketing also have a focus on creating, developing, pricing, and promoting products/services to meet the customer's needs.

Individuals working in marketing utilize skills such as communication, leadership, creativity, research, presentation skills, etc. Marketing is closely related to the sales industry, so individuals in the marketing field should understand the skills related to sales as well. Students who are interested in Marketing Management may also be interested in the [dual concentration for marketing and operations](#).

## Industries & Job titles

**Advertising:** Advertising account executive, Advertising account planner, Advertising art director, Media buyer, Media planner, Social media manager, Promotion Coordinator

**Digital Marketing:** Digital Media Director, Digital Optimization Analyst, Director of Internet Marketing, Director of Web Analytics, New Media Manager, Digital Marketing Analyst, Digital Marketing Specialist, Paid Search Specialist, SEO Manager, Social Media Coordinator, Web Marketing Manager

**Marketing:** Marketing Representative, Marketing Specialist, Brand marketing manager, Market researcher, Marketing copywriter Marketing executive, Production Manager

**Public Relations:** Public relations account executive, Public relations officer  
Sales promotion account executive

**Sales:** Advertising Sales Agent, Sales Representatives, Sales Managers, Floor Sales, Insurance Sales Agents, Retail Sales, Sales and Marketing associate.

## Top Companies\*

[Directory Research Corp](#)

[Ameritest of Cy Research](#)

[Gregory Business Consultant Agency LLC](#)

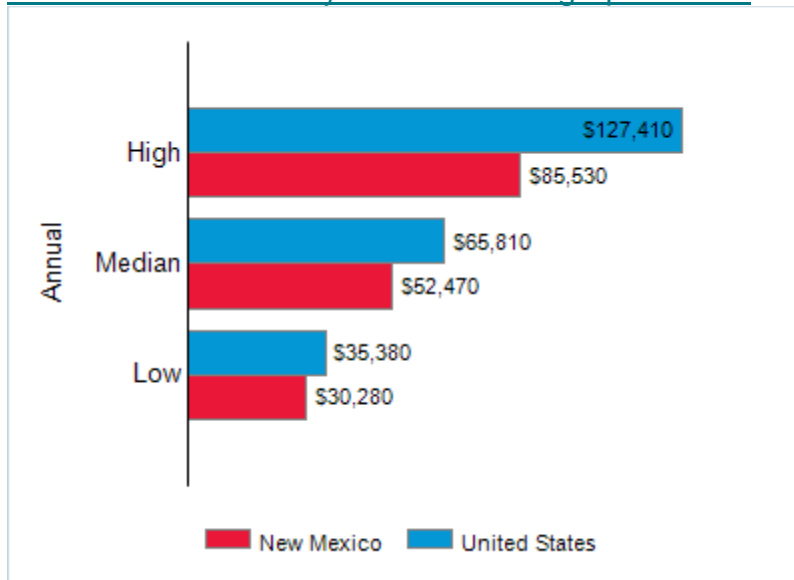
[Technology Management Company, Inc](#)

[Prism Group Inc](#)

\*These employers have hired UNM graduates from UNM Anderson School of Management. For further information on companies, look at some of [Albuquerque's top advertising agencies](#).

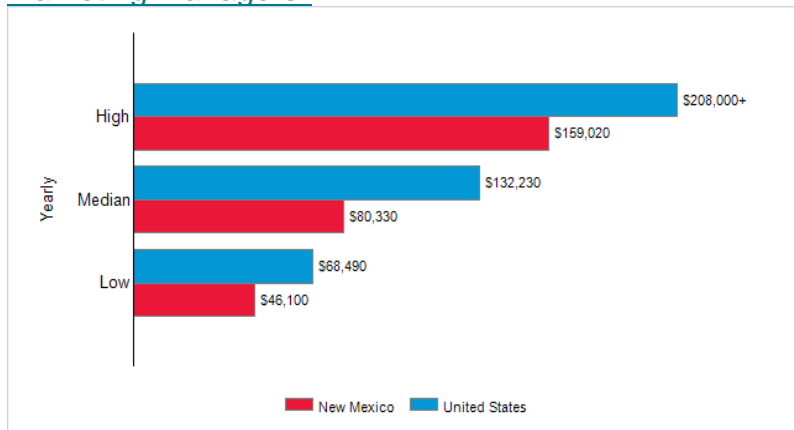
## Salary Information

### Market Research Analyst and Marketing Specialists\*



\*Career One Stop

### Marketing Managers\*



\*Career One Stop

Note: this job requires minimum of 5 years of experience in the field

## Tips

- Experience is important in the world of Business. One may consider obtaining a relevant internship during undergraduate studies. To identify potential internships, please visit [Handshake](#).
- It is important to learn how you want to market yourself as a jobseeker in the marketing/advertising industry.
- Conduct an [informational interview](#) with a professional in the field to get a sense if this is a good path for you.
- Many students with this degree end up in the sales industry.
  - [The Myth of Marketing](#)

### Learn More

[American Advertising Federation](#)  
[American Marketing Association](#)  
[Business Marketing Association](#)  
[DECA](#)  
[Marketing Management Association](#)  
[New Mexico American Marketing Association](#)  
[Register for Handshake: Jobs for Lobos O\\*NET; Market Research Analysts and Marketing Specialists](#)

[Occupational Outlook Handbook; Advertising, Promotions, and Marketing Managers](#)  
[Student Activities Center; American Indian Business Association, Association of Latino Professionals for America, Delta Sigma Pi](#)  
[Buzzfile Employers by Major; Marketing](#)

### Questions?

Visit UNM Career Services in person! See our website for onsite drop-in hours. Or email [onlinecareerservices@unm.edu](mailto:onlinecareerservices@unm.edu) or call 277-2531 to schedule an appointment.