WHAT CAN I DO WITH A MAJOR IN … MARKETING

OCCUPATIONAL OVERVIEW:
According to the Bureau of Labor Statistics (BLS) (2013), “marketing managers estimate the demand for products and services that an organization and its competitors offer. They identify potential markets for the organization’s products. Marketing managers also develop pricing strategies to help organizations maximize profits and market share while ensuring that the organizations’ customers are satisfied. They work with sales, public relations, and product development staff.” The UNM Anderson School of Management (ASM) website (2013) adds that “marketing managers might directly liaison with store buyers to get them to carry their products, or they may be able to work in retail and sales management at a business selling products directly to customers.”

EMPLOYMENT REQUIREMENTS:
According to the BLS (2013), “most marketing managers have a bachelor’s degree. Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous. In addition, completing an internship while in school is highly recommended.” Consult O*Net for more information on the specific KSAs (Knowledge, Skill, Ability) that are required for this career.

THE UNIVERSITY OF NEW MEXICO:
The Anderson School of Management at the University of New Mexico offers both Bachelor’s and Master’s degrees in Business Administration with a Marketing Management focus. For more information about these programs, please see the UNM Anderson School of Management website.

Students completing a marketing degree program can expect classes in business concepts, economics, consumer behavior, advertising, sales, etc. Students complete projects that are applicable to the real world. Upon graduation, there are many career options.

INDUSTRIES & TARGET EMPLOYERS:
A variety of employers specifically recruit UNM students and alumni. Consult UNM’s Lobo Career Connection for a complete list of employers and current job postings. Speak with a Career Development Facilitator at the UNM Office of Career Services for help with identifying employers or additional resources for your occupation of choice.

SUGGESTED STRATEGIES:
• Gain professional experience in your area of interest through involvement in internships, student employment, Co-ops, and/or volunteer opportunities. Internship opportunities are listed on the Anderson Career Services website and are also sent out through the concentration list-servs.
• Shadow professionals in your field of interest to gain a better understanding of their occupation and to build relationships with professional mentors.
• Take advantage of the many networking opportunities sponsored by Anderson Career Services.
• Get involved on campus through student organizations and campus events. Find organizations and events at the Student Activities Center website.
• Attend career-related campus events such as career fairs, company information sessions, and or career workshops.
• Students who are interested in graduate school should maintain a high undergraduate GPA and develop relationships with faculty and community leaders.
• Speak with mentors and faculty about career opportunities.
• Additional information can be found on your department’s website, list-servs, newsletters, and social media sites.
STATE AND NATIONAL WAGES:
Adapted from Career One Stop 2013

MARKETING MANAGERS

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<th>Pay Period</th>
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INFORMATIONAL WEBSITES:
American Advertising Federation  http://www.aaf.org/
American Marketing Association  http://www.marketingpower.com
Business Marketing Association  http://www.marketing.org
DECA  http://www.deca.org/
Marketing Management Association  http://www.mmaglobal.org/

O*NET OnLine  http://onetonline.org

http://www.bls.gov/

REFERENCES:


University of New Mexico, Anderson School of Management (2013). Retrieved from  http://www.mgt.unm.edu/