



What can I do with a major in Marketing

CBU Career Services • (901) 321-3330 • www.cbu.edu/career • career@cbu.edu

The information below describes typical occupations and employers associated with this major.

Understand that some of the options listed below may require additional training.

Moreover, you are not limited to these options alone when choosing a possible career path.

Description of Marketing

The Bachelor of Science in Business Administration with a concentration in Marketing is designed to give you the necessary skills in research, decision-making, and management to succeed in business fields ranging from marketing to sales to advertising. Your coursework focuses on topics such as purchasing strategy, consumer behavior, market research, sales and sales management, business-to-business marketing, distribution and traffic, promotional strategy, and entrepreneurship.

Our mission is to endow you with the knowledge, analytic capability, critical thinking, leadership skills, and ethical moorings essential to successful and responsible business careers in a rapidly changing and technologically driven global business enterprise.

Possible Job Titles of Marketing Graduates (Includes Full-Time, Internships & Co-Ops)

*(*Jobs secured as reported by CBU Career Services post-graduate survey)*

Communications Manager	Assistant Development Coordinator*	
Customer Service Representative	Market HR Manager	Retail Sales Consultant
Document Control Manager*	Marketing Analyst	Retail Sales Manager
Financial Representative*	MPS Sales Director	Sales Executive
Inside Sales	Production Manager	Transportation Pricing Leader*
Market Asset Protection Manager	Research Analyst*	

Possible Employers and Employment Settings for Marketing Graduates (Includes Full-Time, Internships & Co-Ops)

*(*Jobs secured as reported by CBU Career Services post-graduate survey)*

AT&T	Fidelity Investments*	The Orpheum Theatre*
Bank of America	Kaiser Permanente	US Army*
Domino Inc.	Northwestern Mutual*	Valspar
Enterprise Rent-A-Car*	Red Deluxe*	Walmart
Exxon*	Satellite Industry Association	Xerox
FedEx Trade Networks*	The Earle M. Jorgensen Company	

Skill Sets and Interests Associated with Marketing Majors

Analyzing community needs	Planning & organizing events	Systematizing/organizing material
Analyzing manpower requirements	Problem-solving	Team building
Critiquing & diagnosing problems	Program development	Trouble-shooting
Decision-making	Reviewing/evaluating	
Goal setting	Surveying	

Top Career Services Resources for Marketing Majors

Career Resources Library (Buckman 207)

CareerLinX: <https://cbu-csm.symphlicity.com/students/>

Memphis Business Journal, Book Of Lists

Sign up for a free account and find out what careers you might be a fit for using:

TypeFocus: www.typefocus.com (Access Code: CBU8998)

SIGI 3: www.tinyurl.com/cbusigi

CBU Campus Contacts Associated with Marketing

Dr. Kristin Prien - Chair, Professor
(901) 321-3304 - kprien@cbu.edu

Christina L. Brown - Administrative Assistant
(901) 321-3315 - clbrown@cbu.edu

Additional Resources/Contacts for Marketing Majors

American Marketing Association: <http://www.marketingpower.com>

Sales & Marketing Society Of The Mid-South: <http://www.sms-midsouth.org/>

American Advertising Federation: <http://www.aaf.org/>