



MARKETING

Marketing is an exciting and dynamic organization function that drives the direction in which an organization is headed: it understands customer needs and translates them into critical strategic decisions about target markets to pursue and the optimal product or service design, pricing, communication and distribution strategy that will achieve profit objectives. Marketing roles involve a combination of analysis and creativity in varying degrees, making marketing careers doubly exciting.

Given the variety of tasks that marketing is involved in, a concentration in marketing offers students the opportunity to choose from a variety of roles and careers depending on their interest. Positions in brand and product management develop skills in championing a brand or product and ultimately lead to more general leadership positions. Other students may prefer positions in more specialized areas of marketing such as advertising, digital and social media marketing, marketing research, marketing analytics, pricing, sales and customer relationship management.

SKILLS

TECHNICAL

- **Database Querying:** Ability to run database query to understand behavior of customers and prospects.
- **Modeling:** Ability to collect data and visual data to understand marketing performance.
- **Front-End Development:** Ability to understand the basics of HTML, CSS, JavaScript for marketing analysis.

SOFT

- **Analytical Skills:** Ability to analyze marketing situation and recommend appropriate action.
- **Communication Skills:** Ability to communicate clearly.
- **Interpersonal Skills:** Ability to work with customers, colleagues, and other internal/external partners.

GET INVOLVED

- Alpha Kappa Psi
- American Marketing Association
- Association of Latino Professionals for America
- Delta Sigma Pi
- Future Business Leaders of America-PBL
- Latino Business Student Association
- Management Information Systems Society at UCR
- Phi Chi Theta
- Undergraduate Business Association



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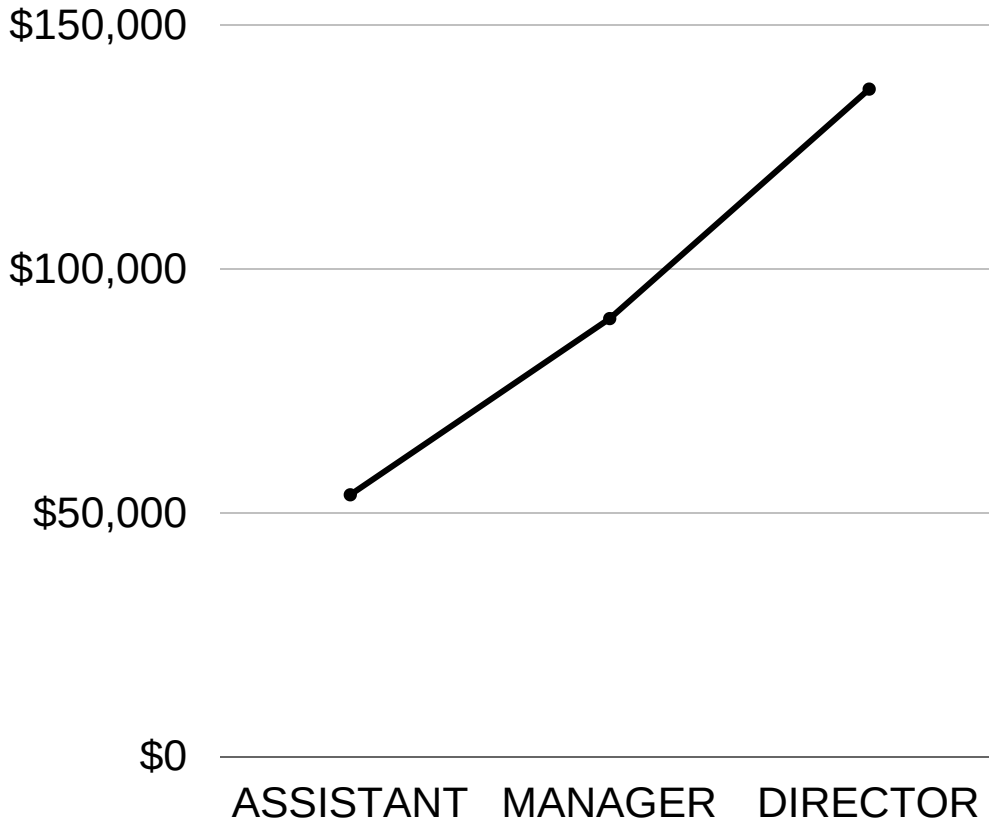
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CAREERS

EMPLOYERS



ENTRY-LEVEL

MID-LEVEL

EXECUTIVE-LEVEL

Marketing Research Assistant
Sales & Promotions Assistant
Marketing/Sales Rep.
Advertising Account Rep.
Merchandise Planner

Brand Manager
Promotions Manager
Digital Marketing Manager
District Sales Manager
Marketing Research Analyst

Marketing Director
VP of Marketing
VP of Sales
Director of Customer Insights
Chief Marketing Officer

**Salaries are highly dependent on location, company type, candidate experience / education. For the purposes of this guide we are providing average starting salaries of certain careers as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S. Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.*

FOR MORE INFORMATION

JOBS AND INTERNSHIP SITES

HANDSHAKE.UCR.EDU
INDEED.COM
LINKEDIN.COM

INDUSTRY RESEARCH

AMERICAN MARKETING ASSOCIATION
BUREAU OF LABOR STATISTICS
DATA & MARKETING ASSOCIATION

