

# Marketing

Are you interested in developing new products or services? Does the challenge of getting existing products to the consumer sound appealing? Would a career that includes international employment opportunities be exciting? If you answered "yes" to these questions, then a marketing career might be right for you.

Students majoring in marketing will be exposed to a variety of situations. You will be asked to solve problems and case studies. A marketing degree can get you to many places, including overseas. The only thing that will limit how far you go is your willingness to learn and participate.

The list of career possibilities available to you as a marketing major are vast and depend only on the competencies and skills you acquire through your academic work and extracurricular activities.

## Skills and Competencies

Like other degrees, you will be exposed to a variety of academic coursework as a Marketing major. In the process, you will acquire new skills. Specifically, your communication, analytical, technical, and computer skills will be challenged and strengthened. Strong communication skills are, after all, necessary in every career field today. Marketing is no exception. You will need to develop effective writing skills, as well as oral presentation, persuasiveness, and computer and data analytic skills. Leadership and public relation skills are also important. The ability to think critically, solve problems, and negotiate are important in this field, too. You can expect to be exposed to academic coursework and experiences that challenge you to further develop these skills. The curriculum at NMU prepares students for the broad professional fields of marketing, sales, promotion, or for graduate studies.

## Course Work

This degree includes the following courses as part of the program requirements, and specific major requirements along with general education courses and graduation requirements.

### Business Core

- ACT230 Principles of Accounting I (4 cr.)
- ACT240 Principles of Accounting II (4 cr.)
- FIN 351 Financial Management I (4 cr.)
- MGT221 Business Law I (4 cr.)
- MGT240 Organizational Behavior Mgt. (4 cr.)
- MGT325 Operations Management (4 cr.)
- MGT344 Managerial Communications (4 cr.)
- MKT230 Introduction to Marketing (4 cr.)

### Marketing

- CIS222 Quantitative Business Problem Solving (4 cr.)
- MGT425 Business Research (4 cr.)
- MKT335 Consumer Behavior analysis (4 cr.) *or*  
MKT430 Services Marketing (4 cr.)
- MKT435 Marketing Strategy Seminar (4 cr.)
- MKT438 Marketing Management (4 cr.) *or*  
MKT466 International Marketing (4 cr.)
- MKT Electives (12 cr.)

### Other Required Courses

- EC201 Microeconomics (4 cr.)
- EC202 Macroeconomics (4 cr.)
- MA113 Finite Mathematics (4 cr.)  
*or higher*
- DATA109 Intro to Statistics (4 cr.)
- PSY100 Introduction to Psychology (4 cr.)
- SO101 Introduction to Sociology (4 cr.) *or*  
SO113 Social Problems (4 cr.)
- SP100 Public Address (4 cr.)

*Detailed course descriptions can be found at [www.nmu.edu/bulletin](http://www.nmu.edu/bulletin).*

## Career Development

You should begin the resume-building process as soon as you can. The Academic and Career Advice Center can assist you with career planning, while Career Services will help you fine tune your resume and look for jobs related to your field. In the meantime, the more hands-on experience you have, the better the chances are that you will find a job. Becoming involved in a professional related internship is a way to develop your professional skills and gain experience. Your academic course work is important as well, so be sure to maintain a high grade point average.

## Additional Considerations

Strong communication skills, patience, and the ability to organize large amounts of information are beneficial to these occupations. Productive research, writing, and critical thinking skills, and familiarity with computerized word processing and data base applications are a must for some fields. Education beyond a bachelor's degree may be required for some of these fields, especially those in education. The Master's degrees could help you obtain any number of executive positions.

## Job Outlook

Marketing should expand at a 10% rate, which is about average among all professions. Starting Salaries greatly vary with experience and field, but generally range from \$80,000 to \$135,000 on average.

# Potential Careers

NMU's Marketing Program prepares students for employment in the following careers:

- Advertising Professional
- Billboard Maker
- Commercial Producer
- Community College Professor
- Computer and Data Processing
- High School Teacher
- Marketing Manager
- Motor Vehicle Dealers
- Printing and Publishing Firms
- Product Consultant
- Public Relations Manager
- Research Analyst
- Retail Store Buyer
- Sales Representative
- University Professor

# Additional Resources and Information

For Career Planning and Opportunities:  
Academic & Career Advisement Center  
3302.1 C.B. Hedgcock  
906-227-2971  
[www.nmu.edu/acac](http://www.nmu.edu/acac)

College of Business  
301 Cohodas  
906-227-2960  
[www.nmu.edu/business](http://www.nmu.edu/business)

For Job Search, Resume and Career Information:  
Career Services  
3302.3 C.B. Hedgcock  
906-227-2800  
[www.nmu.edu/careers](http://www.nmu.edu/careers)

For Information about NMU Student Organizations Associated with this Major Contact:  
Center for Student Enrichment  
1206 University Center  
906-227-2439  
[www.nmu.edu/cse](http://www.nmu.edu/cse)

American Marketing Association (AMA)  
<http://myweb.nmu.edu/~ama>

Internet Resource Links:  
[www.careers.org](http://www.careers.org)  
[www.bls.gov](http://www.bls.gov)

For Career Information with National Organizations:  
[www.the-dma.org](http://www.the-dma.org) -Direct Marketing Association  
[www.ama.org](http://www.ama.org) -American Marketing Association



**NORTHERN MICHIGAN  
UNIVERSITY**

MARQUETTE, MICHIGAN

The Academic & Career Advisement Center  
2022



What to do with  
a major in...

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