

What Can I Do With a Major In...

MARKETING

With a Marketing degree from Curry College, you'll learn what motivates consumers and how to influence them in an ever-changing global marketplace. With specialized courses in advertising, consumer behavior, and digital marketing, and internships built into the curriculum, Curry will prepare you for the dynamic field of marketing.

AREAS AND OPPORTUNITIES

- Account Executive
- Advertising Sales
- Blogger
- Brand Manager
- College Admission Rep
- Copywriter
- Customer Service
- Digital Marketing
- Event Planning
- Fundraising
- Market Research Analyst
- Marketing Specialist
- Media Planner
- Product Marketing
- Project Management
- Public Relations
- Real Estate Sales
- Retail Buyer
- Sales Manager
- SEO Specialist
- Social Media Manager

EMPLOYERS

- Advertising Agencies
- Consulting Firms
- Colleges and Universities
- Developers
- Financial Firms
- Government Agencies
- Healthcare Facilities
- Insurance Companies
- Manufacturers
- Market Research Companies
- Media Outlets
- Movie and TV Industry
- Non-Profits
- Online Companies
- Public Relations Firms
- Real Estate Companies
- Retailers
- Self-Employed (Freelance)
- Software Companies
- Sports Industry
- Tourism Industry

RELATED SKILLS

- Adaptability
- Analytical Thinking
- Attention to Detail
- Creativity
- Flexibility
- Negotiation
- Problem-Solving
- Project Management
- Public Speaking
- Research
- Sales
- Social Media
- Storytelling
- Strong Communication
- Teamwork
- Technical Skills
- Time Management