Marketing

Marketing is concerned with the flow of goods and services through the economy and the distribution of industrial and consumer goods. Job opportunities in marketing include marketing research, advertising, manufacturing sales, wholesale sales, retail sales, retail buying, and many others.

A foundation in marketing includes both a formal education and out of class experiences. In addition, an outgoing personality, the ability to communicate clearly and persuasively, a competitive spirit, and sensitivity in dealing with people are helpful traits in this field.

As a marketing professional, you may work in sales careers where you build relationships with customers and clients, understand how to price products, research competitors, and present information to customers to persuade them to buy. Other marketing professionals may specialize in brand management where you create, manage, and promote a specific brand or product line. You must know why consumers buy the things they do, what types of advertising is effective, and who the target market is. Another category of marketing professionals focuses on market research where conducting surveys, researching buying trends, and studying the effectiveness of advertising campaigns is typical.

Chris Hui - Marketing Alum (B.S.B. '12)

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Marketing Student Profile: Tanner's Perspective

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