

What can you do with a major in Marketing Management?

Campus(s) program is offered: Canton, Marietta, North Metro & Paulding

What are the most likely job titles once can expect to qualify for after completing this program?

- Market Researcher
- Marketing Data Analyst
- Internet Marketer
- Email Marketing Specialist
- Internet Marketing Specialist
- Marketing Specialist
- Search Engine Marketing Analyst
- Content Marketing Specialist
- Marketing Analyst
- Marketing Research Analyst
- Marketing Coordinator
- Internet Marketing Coordinator
- Marketing Communications Specialist
- Online Marketing Specialist
- Search Engine Marketing Specialist
- Social Network Marketing Specialist

What do students express as the thing they enjoy the most about this program? What is the least?

Like creativity, experimentation, social media involvement; some uncertainty about sales an public speaking.

What are some typical misconceptions about this program of study?

strong writing skills are not needed at entry level jobs

What are some essential skills a student needs to have in order to be successful in this program of study?

- Strong interpersonal skills
- Outstanding leadership, decision making, and teamwork
- Excellent verbal and written communication
- Strong planning and organization
- Detail oriented
- Strong analysis/problem solving skills
- Computer/software skills
- Understand financials: budgets, expenditures, pricing, profit-loss projections
- Ability to prioritize and meet tight deadlines

What are some typical skills and abilities that a student gains once he/she has completed the program of study?

- commercial awareness
- understanding the business environment/marketplace
- consumer behavior
- how to create a marketing plan
- interpreting and structuring market research

Typical work activities/occupational functions:

- Instilling a marketing led ethos throughout the business
- Researching and reporting on external opportunities
- Understanding current and potential customers
- Managing the customer journey (customer relationship management)
- Developing the marketing strategy and plan
- Management of the marketing mix
- Managing agencies
- Measuring success
- Managing budgets
- Ensuring timely delivery
- Writing copy
- Approving images
- Developing guidelines
- Making customer focused decisions

What additional training would you recommend for a student who wants to go to the next level in this field?

4 year degree in Marketing, or Management with Marketing concentration

-project management skills

-technical social media skills (using social media to market a product/service)

Do any of the occupational courses transfer easily?

Limited transferability, but Southern Poly, and Reinhardt are current partners

What are some common limitations, if any, in this program that students face?

-experience in the field

-lack of 4 year degree

Are there any exams/certifications that a student needs to take after completing the courses? Are these exams/certifications offered on campus?

None

Possible employment settings:

A variety of rewarding marketing, sales, or market research jobs may be found with private corporations, small businesses, government agencies, the hospitality industry, and retail establishments.

Names of employers:

-Fastenal corporation

-local consumer businesses .

-restaurant management and marketing programs

-retail store management training programs

-Six Flags

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