

Marketing

Background –

Those in the marketing field work to evaluate marketing strategies and formulate, direct and coordinate plans to promote the advertising of a product or service. Assisting a company reach consumers successfully through marketing strategies are one of their main concerns. In addition, the evaluation of the financial aspects of the product or service and how sales are affecting the market as a whole and the company, specifically is another duty of the field.

What is the average salary in this field? \$62,560 for Market Research Analyst vs. \$100,810 for Marketing Managers*

What classes at GVSU may help me in my career? Discuss with your advisor which courses among those on this list, along with other courses not listed here, would best serve your career goals.

1. **PSY 360** – Social Psychology
2. **PSY 445** – I/O Psychology
3. **Minor in Marketing** – (18 credits)
 - a. **MKT 350** – Marketing Management
 - b. **MKT 351** – Consumer Behavior
 - c. **MKT 352** – Marketing Research
 - d. **MKT 375** – Marketing Ethics
 - e. **MKT 451** – Marketing Strategy
 - f. **MKT 300/400**
4. **Significant background knowledge in business (i.e. minor, major) may be necessary to be successful in this career**



What outside experiences could I seek out during my undergraduate career?

1. Explore career fairs hosted by GVSU: expand your network of potential employers
 - a. Search on Handshake for more than “psychology major”

What skills would be helpful to have as someone in Marketing? Analytical skills, statistics, communication skills, creativity, ability to work with groups or independently or on many projects, time management, attention to detail, skills with statistics programs and computer skills would be helpful to have in this line of work.

Employer Possibilities – careers industries vary greatly; can work within private industry, government organizations, wholesale trade, retail trade, or public relations organizations

1. Example titles include - Marketing and Events Assistant, Account Executive, Digital Operations Manager, Account Manager, Director of Marketing Development

*Salary – bls.gov (2016)