

MARKETING MANAGEMENT

University of Northern Iowa David W. Wilson College of Business

<https://business.uni.edu/marketing-entrepreneurship/marketing-majors-minors-programs>

About The Major

Marketing is an essential business function that focuses on researching, advertising, selling, and delivering products and services to customers. It's a critical element to the success of every business. Being a marketer means you'll get to know every aspect of a business and work with a wide variety of people. Many marketing positions involve travel and interacting with customers, clients, vendors, or business partners. There are four emphasis areas with a marketing degree at UNI: advertising and digital media, sales management, marketing management, and global marketing.

Sample Course Work

Consumer Behavior
Marketing Strategy
Service Marketing
Marketing Analytics
Entrepreneurship
Global Marketing

Possible Careers

*Some titles may require further education

Admissions Representative

Brand Manager

Product Manager

Copywriter

Event Planner

Fundraising Director

Marketing Assistant

Account Executive

Media Planner

Public Relations Specialist

Web Analytics

Social Media Manager

UNI Graduates: Where Are They Now?

- University of Northern Iowa
- John Deere
- Principal Financial Group
- Wells Fargo
- Hy-Vee Inc.
- Target
- Meredith Corporation
- Mudd Advertising
- Pella Corporation
- Veridian Credit Union
- VGM Group Inc.
- Two Rivers Marketing
- Blue Frog Dynamic Marketing
- Launch IT Corporation
- PDCM Insurance

Skills Needed

- Ability to Work collaboratively
- Attention to Detail
- Persuasive
- Active Listening and Learning
- Oral and Written Communication
- Ability to Handle Many Tasks at Once