**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**

- 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

*Some titles may require further education

**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