

# MARKETING

University of Northern Iowa College of Business Administration  
<https://majors.uni.edu/marketing>

## 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 COURSEWORK

Global Marketing	Consumer Behavior
Advertising Campaign Development	Marketing Research
Principles of Marketing	Advertising and Promotion
Legal and Social Environment of Business	Marketing Strategy
	Corporate Finance

## POSSIBLE CAREERS \*some titles may require further education

Admissions Representative	Event Planner	Market Research Analyst	Sales Representative
Brand Manager	Fundraising Director	Media Planner	Social Media Manager
Product Manager	Marketing Assistant	Public Relations Specialist	Digital Marketing
Copywriter	Account Executive	Web Analytics	Advertising 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

## HOLLAND CODES

**ESA**