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
- Advertising Campaign Development
- Principles of Marketing
- Legal and Social Environment of Business
- Consumer Behavior
- Marketing Research
- Advertising and Promotion
- 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