Bachelor of Arts/Science in Marketing

Marketing majors find career opportunities in a wide variety of diverse and dynamic industries. The marketing curriculum has been designed to give you more flexibility in helping to prepare for specific marketing-related jobs in professional sales, product/brand management, digital marketing, advertising, and marketing research.

Entry-Level Positions

- Buyer
- Human Resources Specialist
- Insurance Sales Agent
- Market Research Analyst
- Management Analyst
- Public Relations Specialist
- Sales Manager

Curriculum Information

Marketing Eight Semester Plan

Positions with a Graduate Degree

Business Teachers - Post Secondary

Professional Organizations and Related Resources

- American Marketing Association
- Breaking into the Career Field of Marketing
- Careers in Marketing
- Knowledge Source for Marketing
- Marketing Careers Overview
- Marketing Research Association
- Marketing Today

Where else can I find information on this major?

- Occupational Outlook Handbook
- O*Net Online
- USF Career Services