

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](#)