

Career Opportunities for Majors in

PBCC Career Centers

MARKETING

<http://www.pbcc.edu/career.xml>.

Some Florida public universities offering this major: [FAU](#) [FIU](#) [UF](#) [UCF](#) [UNF](#) [USE](#) [UWF](#) [FSU](#) [FGCU](#) *for a more extensive list of colleges and universities, go to www.petersons.com

Description of major:

Marketing is a very diverse field that includes advertising, brand management, retailing, marketing research, personal selling and sales management, purchasing planning and strategy. A bachelor's degree in marketing qualifies for broad range of positions, and a master's degree qualifies you for advanced positions with more responsibilities.

Regardless of your career choice, increase your marketability to employers through internships, related work experience, good grades, and involvement in college activities. Visit the Career Center at your campus to research this field. Talk to people employed in these occupations and meet with an Academic Advisor to develop an academic plan for this major.

Sample Occupations

Listed below are occupations related to this major. **Some occupations may require additional skills, experience, coursework or an advanced degree.**

Account Executive	Buyer	Marketing Assistant
Retail Store Manager	Entrepreneur	Event Planner
Fund Raiser	Insurance agent/Broker	Loan Officer
Market Research Analyst	Promotions Manager	Public Relations Specialist
Merchandise Manager	Real Estate Agent	Sales Rep/ Manufacturer Rep
Securities Broker	Marketing/Sales Manager	Job Development Specialist

And many more....To find more careers by major go to <http://online.onetcenter.org/crosswalk/> and search by major in the first box "Classification of Instructional Programs" (CIP)

Example of Work Settings

Advertising Agencies	Banks	Consulting Firms
Consumer Organizations	Consumer Organizations	Educational Institutions
Film Companies	Hospitals	Investment Firms
Magazines, Newspapers	Market research Firms	Publishing Companies
Radio / TV Stations	Retail Stores	

Sources of career information:

Go to www.facts.org Choose "**Finding a College or Program.**" In the "**Explore Careers**" box, select one or all of the following links and follow the directions:

- Career Development
- Career Planning - Florida CHOICES
- Related Links & Resources

Visit or call the Career Center on your campus for more information.

Palm Beach Gardens
BR 129
(561) 207-5350

Lake Worth
CT 104
(561) 868-3066

Boca Raton
BT 125
(561) 862-4325

Belle Glade
CR 115
(561) 993-1129