

Marketing Concentration

The Department of Marketing provides students with many opportunities to gain experience in developing marketing strategies and tactics. The curriculum provides flexibility for each student to select marketing electives that align with his or her career interests.



What Do Professionals in Marketing Do?

Marketing professionals are at the center of developing solutions to meet customers' needs. They gather information to understand markets and potential customers, analyze the needs of market segments, and lead organizational efforts in developing products and services for target customers. Beyond developing solutions for customers, marketers are also responsible for developing strong relationships with customers and for designing distribution channels that make products/services conveniently available. Marketers are also responsible for capturing the value that companies create with well-designed pricing strategies. It is not unusual for marketing professionals to specialize in a particular facet of marketing, such as branding, market research, pricing, or customer relationship management.

Giving the far-reaching effects of product development, channel design, and communications, marketing professionals play a critical role in improving the sustainability of business operations.

Common Characteristics and Skills of Successful Marketing Students and Professionals

- Strong written communication skills
- Strong analytic and planning skills
- Strong communication skills, including listening
- Effective presentation skills
- Appreciates diversity and differences in people
- Understands and enjoys working with technology
- Persuasion and negotiation skills
- Flexible presentation approach/style based on audience
- Exercises ethical behavior at the highest level
- Employs good judgment
- Self-starter, works without close supervision, takes initiative
- Works well with others, in team environments
- Understands how all functions of business are related

Tips for Researching Marketing Occupations

- Discuss career options with your marketing professors
- Search the web for job profiles and position descriptions
- Talk to alumni of the marketing program
- Attend the Career Fair; ask recruiters about marketing jobs
- Visit with a Career Counselor in the Career Management Center
- Shadow a marketing professional for a day
- Know yourself and what type of work you enjoy
- Get involved with a club/organization and run for the office of Vice President or Chair of Marketing
- Attend guest lectures hosted by Marketing Club

Potential Careers in Marketing

- Advertising and Promotion
- Brand Management
- Channel Management
- Customer Service
- Digital Marketing
- Event Marketing
- Market Research
- Marketing Data Analytics
- Marketing Communications
- Marketing Strategy Planning
- Media Planning
- Pricing Management
- Product Development
- Public Relations
- Retailing
- Sales Management
- Social Marketing
- Sports Marketing

Online Resources

www.acinet.org

Undergraduate Programs

110 Rockwell West
(970) 491-5103
undergradinfo@business.colostate.edu
Advising Appt: csubiz.com/advising

Career Management Center

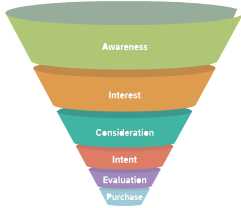
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COLLEGE OF BUSINESS
COLORADO STATE UNIVERSITY



2,300+
Business majors



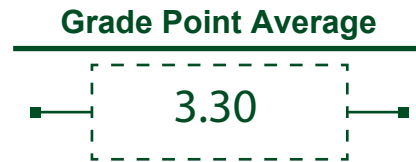
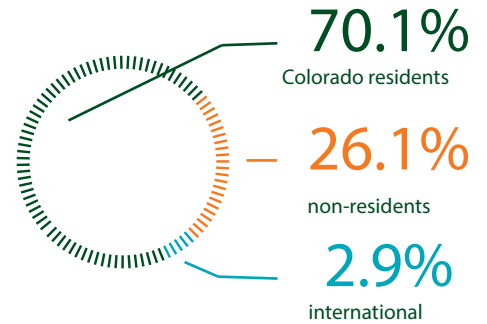
Marketing (MKT) : 517 Students



First generation
(first in their family to earn a bachelor's degree)



Identify as racially or ethnically diverse



Internship, Practicum, and Field Experience Rates

All Concentration Average: 63%

MKT 61%

Average Starting Salary¹

All Concentration Average: \$ 51,283

MKT \$ 43,397

Job/Education Offer Rates²

All Concentration Average: 93%

MKT 93%

¹ Average salary is based on full-time permanent employment.
² Offer rate is the percentage of graduates who are actively seeking employment or education that secured plans or indicated at least one job offer within six months of graduation.

