

Professional Career Guide: **Marketing**

What is **Marketing**?

Marketing is the process of identifying, promoting, and delivering products or services that satisfy consumer needs. Essentially, marketing involves the process of moving products and services from concept to the market. Marketing shapes an organization's image and how consumers view its products or services.

Marketing industries:

- Sales
- Marketing research
- Public Relations
- Social media promotions
- Retail Sale
- Healthcare Marketing
- Entertainment/Sports marketing
- Advertising
- Consulting
- Supply chain

Preparing for your career

Requirements: 120 total hours, which includes at least 18 marketing hours.

Develop the tools to succeed in today's fast-moving, data-driven, increasingly digital markets. You'll build strong communication skills, an understanding of consumer psychology, and expertise in research and market analysis, preparing you for careers in product management, advertising and sales, marketing research, and more.

How to get **hired**:

- Networking
- Internship experience
- Marketing project experience
- Seeking out positions
- Talking about what has influenced the decisions you have made and what you do



Internship Highlight

Company: 84.51

Position: Consultant Intern

Advice: : My biggest

recommendation for all interns is to reach out to employees through the business regardless of relevance to your project. Conversations with other employees helped me gain a clearer understanding of the industry and identify where I want to work.

-Malia Heck

Top skills needed

Soft skills:

- Professional verbal and written communication skills
- Public speaking skills
- Use research and technological skills to think analytically
- Creative skills to use in new ideas that appeal to clients or target demographics
- Manage stress of various deadlines and demands while working with others in a team
- Use persuasion and negotiation skills
- Use a customer-service orientation to relate well to others

Hard skills:

- | | |
|------------------------|--------------------|
| • Microsoft Excel | • Adobe Indesign |
| • Microsoft Office | • Facebook |
| • Microsoft Powerpoint | • Adobe Acrobat |
| • Salesforce | • Microsoft Word |
| • Adobe Photoshop | • Google Analytics |

Get involved

Student Organizations:

- American Marketing Association
- Forté
- Gatton Ambassadors
- Future Business Leaders of America

Professional Organizations:

- American Advertising Federation
- Marketing Research Association
- Retail Advertising and Marketing Association
- National Association for Retail Marketing Services
- National Association of Sales Professionals

Quick Facts:

Median salary for bachelor's degree in marketing at UK:

\$50,000

Expected growth of marketing jobs nationally: **+10%**

Who hires Marketing Majors?



BIG ASS FANS



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<https://careers.gatton.uky.edu/>