Marketing is the management of exchange processes which satisfy individual and organizational objectives. The study of marketing thus includes the process of planning and implementing the conception, pricing, promotion, and delivery of the ideas, goods, and services involved in these exchanges. Specific topics of inquiry include market segmentation and targeting, customer behavior, customer service, marketing research, new product development, channels of distribution, logistics, communications, and sales force management.

**Career Areas/Job Titles:**

**Management and Industry**
- Account Executive
- Assistant Buyer
- Buyer (Retail Store)
- Management Trainee
- Market Research Analyst
- Merchandise Manager
- On-Line Marketer
- Outplacement Specialist
- Purchasing Agent
- Retail Store Manager
- Sales Manager

**Communication and Media**
- Sales Promoter
- Stock Broker
- Advertising Copywriter
- Advertising Production
- Manager
- Direct Mail Specialist
- Media Buyer
- Media Time Sales
- Representative
- Technical Communicator

**Science and Technology**
- Pharmaceutical Sales Rep

**Education**
- Industrial Transport Specialist
- Marketing Consultant
- Professor

**Non-Profit/Advocacy**
- Fund Raiser

**Health Professions**

*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

**Transferable Skills:**

<table>
<thead>
<tr>
<th>Editing</th>
<th>Verbal Communication</th>
<th>Attention to Detail</th>
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</thead>
<tbody>
<tr>
<td>Expressing Ideas</td>
<td>Written Communication</td>
<td>Judgment &amp; Decision Making</td>
</tr>
<tr>
<td>Facilitating Group Discussion</td>
<td>Cultural Understanding</td>
<td>Data Analysis</td>
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<tr>
<td>Interviewing</td>
<td>Social Perceptiveness</td>
<td>Analytical/Critical Thinking</td>
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<tr>
<td>Listening Skills</td>
<td>Creativity/Imagination</td>
<td>Coaching/Mentoring</td>
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<tr>
<td>Persuasion</td>
<td>Forecasting/Predicting</td>
<td>Managing Time/Stress</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>Gathering Information</td>
<td>Basic Computer/Tech Skills</td>
</tr>
</tbody>
</table>

*This is not an extensive list of transferable skills. See larger list of skills you might develop here: [http://ccss.osu.edu](http://ccss.osu.edu)*

**Professional Links:**

- American Marketing Association: [http://www.marketingpower.com/Pages/default.aspx](http://www.marketingpower.com/Pages/default.aspx)