



MARKETING OPTION

Career Areas/Job Titles

The Option in Marketing is designed to prepare students for careers in marketing in all types of businesses, services, and institutions. The study of marketing includes product, price, place, and promotion – pertaining to products, services, and ideas. Topics include planning and implementing the product, pricing strategies, promoting the product, digital marketing, and the delivery to market for consumer exchange. Students engage in key areas including market segmentation, target marketing, social responsibility, consumer behavior, services marketing, marketing research and analytics, new product development, channels of distribution, logistics, communications, social media, digital marketing, and sales force management. The Capstone Marketing Course matches student teams with industry clients to solve a real life marketing issue.

Examples of Job Titles in Marketing Management and Industry

Account Executive	Sustainability Manager	Brand Manager
Assistant Buyer	Purchasing Agent	Product Manager
Project Manager	Retail Store Manager	Fund Raiser
Market Researcher	Sales Promoter	Sales Representative
Analyst	Digital Marketer	Advertising Production
Merchandising Manager	Social Media Planner	Social Responsibility Marketer
Online Marketer	Content Writer	

Transferable Skills

Leadership and Teamwork Management Skills
Public Speaking, Communication, and Presentation Skills
Strategic Planning and Time Management
Research Design, Data Collection, and Analysis
Creative and Design Thinking/Innovativeness
Critical Thinking and Problem Solving
Technical and software skills
Digital Marketing and Social Media Platform Management

UNH Clubs

Marketing and Advertising Club (MAC)
UNH Entrepreneurship
UNH Sales Club
Net Impact UNH
Women in Business
SIGNAL (Students Interested In Growth, Networking and Leadership)

Professional Links

- American Marketing Association: www.marketingpower.com
- eMarketing Association: www.emarketingassociation.com
- Business Marketing Association: www.marketing.org