



MARKETING, B.S.

CCSU Major Resources & Information

Related Job Titles

- Advertising Account Executive
- Assistant Buyer
- Business Intelligence Analyst
- Director of Marketing
- Economist
- Green Marketer
- Human Resources Manager
- Insurance Agent
- Manufacturer Sales Worker
- Merchandise Manager
- Online Marketer
- Package Designer
- Product Manager
- Real Estate Agent
- Sales Manager
- Telecommunications Director
- Urban Planner

(Some professions may require additional education or certification/licenses)

Sample Employers

- Advertising Agencies
- Banks
- Consulting Firms
- Colleges and Universities
- Financial Companies
- Insurance
- Manufacturers
- Nonprofit Organizations
- Real Estate Agencies
- Retail
- Software Companies

Related Major Skills:

Active listening
Coordination
Complex problem solving
Critical thinking
Efficiency in working independently
Monitoring
Numerical computation
Oral and written communication
Persuasion
Problem solving
Reading comprehension
Social perceptiveness
Time management

Professional Associations:

American Marketing Association (AMA)
Business Marketing Association (BMA)
Data & Marketing Association (DMA)
National Association of Sales Professionals (NASP)
Sales and Marketing Executives International (SMEI)

Job & Internship Search Sites:

Collegecentral.com/ccsu
Careerlink.marketing.org/jobseekers
Collegegrad.com/careers/sales
Gogovernment.org

CCSU Related Organizations/Clubs:

Marketing Club (American Marketing Association CCSU Chapter)

For more information, contact the CCSU Career Success Center | Clarence Carroll Hall | First Floor

Phone: (860)832-1615 | Fax: (860)832-1650 | Email: Careers@ccsu.edu | www.ccsu.edu/career

MARKETING, B.S.

Experiential Learning Opportunities

AdEdge Online Marketing

Aetna, Inc.

American Lung Association of New England

AXA Equitable

Campus Connect, LLC

Canoga Wealth Management

Cigna

Connecticut Distance Learning Consortium

Dynamic Network Solutions, LLC

ESPN, Inc.

Infinity Music Hall & Bistro

Juran Institute

Leukemia & Lymphoma Society

MetLife Financial Group

Mystic Aquarium Institute for Exploration

Northeast Family Federal Credit Union

Porter & Chester Institute

Soma Technology

The Hartford

Web Solutions, Inc.

XL Capital

Resources for Internships:

Collegecentral.com/CCSU

Linkedin.com

Indeed.com

Internships.com

Simplyhired.com

Aftercollege.com

Glassdoor.com

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