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CAREER

## Job Titles for Marketing Majors

Marketing careers are challenging and rewarding in a field requiring an in-depth knowledge of products, services, and modern information technology. Marketing is a people-oriented profession encompassing all types of for-profit companies. Since today's competition is creating a greater demand for marketing and promotional efforts, the growth rate of the field is expected to increase. People who are successful in marketing are creative, highly motivated, flexible, and decisive. They also have the ability to communicate persuasively both in speaking and in writing. Career opportunities exist in advertising, distribution, industrial / consumer sales, marketing management, marketing research, product management, retailing, and sales management. *For information about these and other careers, please go to [www.onetonline.org/](http://www.onetonline.org/).*

<b>Account Executive</b>	<b>Advertiser</b>	<b>Advertising Manager</b>
<b>Assistant Buyer</b>	<b>Buyer</b>	<b>Circulation Manager</b>
<b>Copywriter</b>	<b>Director of Marketing</b>	<b>Insurance Agent</b>
<b>Market Research Analyst</b>	<b>Media Planner</b>	<b>Merchandise Manager</b>
<b>Package Designer</b>	<b>Personnel Representative</b>	<b>Pharmaceutical Sales</b>
<b>Product / Merchandising Manager</b>	<b>Public Relations</b>	<b>Purchasing Agent</b>
<b>Real Estate Agent</b>	<b>Sales Promotion / Representative</b>	<b>Travel Agent</b>
<b>Traffic &amp; Transportation Supervisor</b>	<b>Product Promotion</b>	<b>Sales Engineer</b>
<b>Consultant</b>	<b>Internet Marketing Specialist</b>	<b>Art Director</b>
<b>Brand Manager</b>	<b>Buyer</b>	<b>Marketing Planner</b>
<b>Comparison Shopper</b>	<b>Media Buyer / Analyst</b>	<b>Consumer Affairs Specialist</b>
<b>Grant Writer</b>	<b>Product Analyst</b>	<b>Promotions Director</b>
<b>Chief Creative Officer</b>		

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