



MARKETING

Program Objectives

We prepare and inspire current and future leaders and stimulate economic growth by providing quality learning opportunities, valuable research, and professional service, all in partnership with the business community.

The USM School of Business is located in Portland, Maine. An acclaimed faculty and serious, career-minded students work hand-in-hand with New England's business leaders to create academic and real world, practice-based partnerships inside the classroom and inside the work place.

Marketing Major

The marketing major prepares business administration students for a wide range of marketing and management careers ranging from client services to new product development and brand management. Separate courses are offered in career areas such as retailing, advertising, sales, and sport marketing.

Degrees & Concentrations Offered

Graduation Planner: usm.maine.edu/advising/degreeplanning

Degree Offered: Bachelor of Science

Major Offered: Marketing

Minor Offered: Marketing

School of Business

Portland Campus, 113 Luther Bonney
(207) 780-4020

Web Address: usm.maine.edu/sb/bs-marketing

Facebook: [usmschoolofbiz](https://www.facebook.com/usmschoolofbiz)

Twitter: [#USM_Biz_Alum](https://twitter.com/USM_Biz_Alum)

Blog: usmschoolofbusiness.wordpress.com

Career Possibilities*

Account Representatives
Advertising and Promotions Manager
Advertising Sales Agent
Business Intelligence Analyst
Business Manager
Buyers and Purchasing Manager
Green Marketer
Insurance Sales Agent
Market Research Analyst
Marketing Manager
Marketing Specialist
Media Buyer/Analyst
Non-Profit Organization Manager
Public Relations & Fundraising Manager
Public Relations Specialist
Sales Manager
Sales Representative
Telecommunications Director
Wholesale Salesperson

* Additional education, training or experience may be required.

Acquired Transferable Skills

Active Learning & Listening
Coordination
Critical Thinking
Judgment and Decision Making
Monitoring
Operations Analysis
Persuasion
Social Perceptiveness
Speaking
Time Management

For more information on transferable skills go to:
usm.maine.edu/community-engagement-career-development/career-tools

What can I do with this major?*

AREA	EMPLOYERS	INFORMATION/STRATEGIES
Sales and Promotion	For-profit /nonprofit organizations Product and service organizations Manufacturers	<ul style="list-style-type: none"> • Obtain experience through internships or summer and part-time jobs. • Seek leadership positions in campus organizations. • Work for the campus newspaper, directory, or radio station selling advertisements.
Brand/Product Management	Consumer products corporations Some service providers Some industrial goods	<ul style="list-style-type: none"> • Pursue an MBA for most brand or product management positions. • Obtain a broad background in advertising, research, consumer behavior, and strategy.
Market Research	Large corporations Marketing research firms Public institutions	<ul style="list-style-type: none"> • Build a solid background in statistics, mathematics, and behavioral science. • Strong analytical and problem solving skills are critical.
Retail	Special merchandisers General merchandisers	<ul style="list-style-type: none"> • Obtain retail experience through summer, part-time, or internship positions.
Purchasing/ Procurement	Local, state, federal government Large corporations Educational institutions	<ul style="list-style-type: none"> • Supplement curriculum with courses in logistics and purchasing. • For federal government positions, become familiar with the federal application process.
Banking	Commercial banks Credit unions	<ul style="list-style-type: none"> • Develop good analytical skills and sales ability. • Supplement curriculum with courses in finance and accounting.
Insurance	Insurance firms Banks	<ul style="list-style-type: none"> • Complete an internship with an insurance agency. • Initiative and sales ability are necessary to be a successful agent.
Real Estate	Real estate brokers Banks	<ul style="list-style-type: none"> • Research the process of becoming a real estate broker through the National Association of Realtors.

*To learn about these areas and much more visit: whatcanidowiththismajor.com/major • © 2011 What Can I Do With This Major

Enrichment Opportunities

Internships

USM's [School of Business Internship Program](#) allows students the opportunity to apply classroom learning in area businesses for academic credit.

usm.maine.edu/cecd

Study Abroad

For more information contact the USM Office of International Programs.

usm.maine.edu/international/study-abroad

Clubs & Organizations

Student Marketing Association
[Management Achievement Program](#)

Student's In Free Enterprise
For a complete list of student organizations:
webapp.usm.maine.edu/pathways/list

USM Corporate Partners

The USM Corporate Partners are over 350 business people, from nearly 100 companies. usm.maine.edu/corporatepartners

Helpful Career Links

USMCareerConnections:

USM's career network for job and internship searches. usm.maine.edu/community-engagement-career-development/usmcareerconnections

O*NET OnLine:

Learn more about a career opportunity by researching it with O*NET. onetonline.org

Occupational Outlook Handbook:

Learn more about a career opportunity by researching it with OOH. bls.gov/oooh

PROFESSIONAL ASSOCIATIONS To name a few...

[American Marketing Association](#)

[Sales and Marketing Executives International](#)

[National Association of Sales Professionals](#)

[Business Marketing Association](#)



PORTLAND • GORHAM • LEWISTON • ONLINE

Office of Community Engagement and Career Development • usm.maine.edu/cecd

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