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.

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Degrees & Concentrations Offered

Graduation Planner: usm.maine.edu/advising/degreeplanning
Degree Offered: Bachelor of Science
Major Offered: Marketing
Minor Offered: Marketing

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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?*

<table>
<thead>
<tr>
<th>AREA</th>
<th>EMPLOYERS</th>
<th>INFORMATION/STRATEGIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sales and Promotion</strong></td>
<td>For-profit/nonprofit organizations Product and service organizations</td>
<td>• Obtain experience through internships or summer and part-time jobs.</td>
</tr>
<tr>
<td></td>
<td>Manufacturers</td>
<td>• Seek leadership positions in campus organizations.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Work for the campus newspaper, directory, or radio station selling advertisements.</td>
</tr>
<tr>
<td><strong>Brand/Product Management</strong></td>
<td>Consumer products corporations Some service providers Some industrial goods</td>
<td>• Pursue an MBA for most brand or product management positions.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Obtain a broad background in advertising, research, consumer behavior, and strategy.</td>
</tr>
<tr>
<td><strong>Market Research</strong></td>
<td>Large corporations Marketing research firms Public institutions</td>
<td>• Build a solid background in statistics, mathematics, and behavioral science.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Strong analytical and problem solving skills are critical.</td>
</tr>
<tr>
<td><strong>Retail</strong></td>
<td>Special merchandisers General merchandisers</td>
<td>• Obtain retail experience through summer, part-time, or internship positions.</td>
</tr>
<tr>
<td><strong>Purchasing/Procurement</strong></td>
<td>Local, state, federal government Large corporations Educational institutions</td>
<td>• Supplement curriculum with courses in logistics and purchasing.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• For federal government positions, become familiar with the federal application process.</td>
</tr>
<tr>
<td><strong>Banking</strong></td>
<td>Commercial banks Credit unions</td>
<td>• Develop good analytical skills and sales ability.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Supplement curriculum with courses in finance and accounting.</td>
</tr>
<tr>
<td><strong>Insurance</strong></td>
<td>Insurance firms Banks</td>
<td>• Complete an internship with an insurance agency.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Initiative and sales ability are necessary to be a successful agent.</td>
</tr>
<tr>
<td><strong>Real Estate</strong></td>
<td>Real estate brokers Banks</td>
<td>• Research the process of becoming a real estate broker through the National Association of Realtors.</td>
</tr>
</tbody>
</table>

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

### Enrichment Opportunities

**Internships**

USM's [School of Business Internship Program](https://usm.maine.edu/cecd) allows students the opportunity to apply classroom learning in area businesses for academic credit.

**Study Abroad**

For more information contact the USM Office of International Programs.

[usm.maine.edu/international/study-abroad](http://usm.maine.edu/international/study-abroad)

**Clubs & Organizations**

Student Marketing Association

[Management Achievement Program](https://www.usm.maine.edu/schools/business/management-achievement-program)

Student's In Free Enterprise

For a complete list of student organizations: [webapp.usm.maine.edu/pathways/list](http://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](http://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](http://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](http://onetonline.org)

**Occupational Outlook Handbook:**

Learn more about a career opportunity by researching it with OOH. [bls.gov/ooh](http://bls.gov/ooh)

**PROFESSIONAL ASSOCIATIONS** To name a few...

- American Marketing Association
- Sales and Marketing Executives International
- National Association of Sales Professionals
- Business Marketing Association