ABOUT A DEGREE IN MARKETING
Marketing is a major field in the area of business which involves the study of consumer needs and desires for products and services, their willingness and ability to pay for these needs/desires and the geographical vicinity in which these consumers reside. In addition, it is a study of the various strategies used to attract and motivate people to buy or subscribe to a product or service along with exposure to the numerous methods of distribution. Specializations in this area include sales, advertising, sales promotion, retail, brand management, distribution, and marketing research.

RELATED SKILLS
Ability to work well with people of differing personalities and background
Ability to make appropriate decisions
Ability to persuade others
Knowledge of marketing techniques and consumer products and needs
Ability to solve problems
Aptitude for selling
Possess a good understanding of vocabulary and have effective communication skills

HIRING INSTITUTIONS
Financial Services
Sales
Pharmaceutical
Advertising
Retail
Media
Banking
Government Agencies
Insurance
Communications

RELATED WEBSITES
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American Marketing Association
Marketing Jobs
Marketing and Sales Jobs
Sales Classifieds.Com
Jobs 4 Sales.com
Advertising Age
National Association of Sales Professionals
Sales & Marketing Executives International
Insights Association
Society for Marketing Professional Services
eMarketing Association
The Ad Council

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