MARKETING MANAGEMENT CONCENTRATION

What is marketing?
Marketing is about developing deep customer insights and then using those insights to develop, launch, promote, price, and deliver new products and services. Marketing is also about keeping existing brands and product lines strong and relevant. In any organization, marketing is responsible for generating the top line. In other words, everyone’s paycheck depends on marketing.

What kinds of people find careers in marketing?
Perhaps the best thing about marketing is that it is flexible and provides career opportunities for all types of people. Here are some of the words that marketing students use to describe themselves.

- Creative
- Problem solvers
- Analytical
- Decision makers
- Leaders
- Effective communicators
- Organized and thorough
- Passionate
- High energy
- Enthusiastic
- Flexible

What kinds of careers could I pursue with a marketing concentration?
There are many different types of career paths you could pursue with a marketing concentration, with new paths emerging every day. Potential marketing careers include:

1. Digital Marketing
2. New product development
3. Customer Insights
4. Advertising planning and design
5. Retail management
6. Marketing consulting
7. Sales
8. Event planning

Check out the sample of career profiles of recent Cal Poly marketing graduates at: [http://goo.gl/qk0o4d](http://goo.gl/qk0o4d)

What can I expect to earn?
Starting your career in marketing is one of the best routes to the top, because of the customer and product knowledge you gain. If you are successful at entry-level positions, it's likely you will be promoted quickly to higher levels of responsibility and salary. Check salary information here. [http://careerservices.calpoly.edu/content/student/gsr_report](http://careerservices.calpoly.edu/content/student/gsr_report)

What is the marketing concentration like?
Marketing classes generate a lively, team-based learning environment, where you learn from your peers, as well as your professors.
The marketing curriculum is a four-quarter sequence that focuses on:
1. The ability to gather and use data to make decisions.
2. Generating creative solutions to consumer and business challenges.
3. Taking knowledge and using it to solve real problems in real life situations.

Through these courses, you will begin to develop a personal brand—a distinctive identity for yourself that conveys your qualities and differentiates you from others. The unique set of skills, abilities, and experiences you develop will allow you to compete at the highest levels of the industry.

What’s next?
1. Find information about the marketing concentration
   [http://goo.gl/nXvy2P](http://goo.gl/nXvy2P)

2. Join AMA, which is a student-run club that enables you to network and to become familiar with job and career opportunities. Find out more at [http://goo.gl/h0sFN9](http://goo.gl/h0sFN9)