



# MISSISSIPPI STATE UNIVERSITY™

## CAREER CENTER

### WHAT CAN I DO WITH A MAJOR IN...

#### MARKETING

##### Description of Major

The Bachelor of Business Administration degree with a major in Marketing prepares students for a career in marketing by providing them with an in-depth understanding of why customer buy certain products and services and how to effectively retain customers. Students will also learn how to improve sales, conduct market research, and develop promotional techniques to communicate with customers. There are 3 concentrations available for marketing majors:

- International Business
- PGA Golf Management
- Integrated Digital Marketing

Marketing pertains to all activities involved in understanding consumer needs, developing products and services that satisfy those needs, and then communicating product benefits and availability in order to stimulate demand. For more information on this major, please visit [business.msstate.edu](http://business.msstate.edu), stop by 324 McCool Hall, or call 662-325-3163.

##### Possible Job Titles\*

Advertising Specialist  
Brand Manager  
Event Marketing Specialist  
Marketing Director  
Media Relations

Project Manager  
Public Relations Manager  
Marketing Research Mgr.  
Communications Analyst  
Graphic Designer

##### Possible Employers\*

Amazon  
AX Marketing  
Blue Cross Blue Shield  
Broadcasting Companies  
Franchise Retailers  
Glo, LLC

Media Companies  
Nonprofit Organizations  
Oracle  
Small Businesses  
Sports Teams  
WLBT

##### Job Search Websites\*

The following links are excellent resources on specific careers such as those listed above:

- **Connections:** <https://msstate-csm.symplicity.com/>
  - **Careershifft** - Under "Resources" tab
  - **GoinGlobal** - Under "Resources" tab
- **LinkedIn:** <https://www.linkedin.com>
- **O-net:** <https://www.onetonline.org/>
- **USAJOBS:** <https://www.usajobs.gov/>

##### Campus Involvement\*

The following links are excellent resources on how to get involved on the MSU campus:

- **Bulldog Mentor Program:** <https://bulldognetwork.msstate.edu/v2>
- **Cowbell Connect:** <https://msstate.campuslabs.com/engage/>
- *Add other major-specific student orgs as you wish*

\*Note: These lists are not comprehensive.