I’m majoring in MARKETING

Undergraduate

• Bachelor of Business Administration in Marketing (B.B.A.)
• Minor in Marketing

Master’s

• Master of Business Administration (M.B.A.)
• Graduate Certificate in Marketing

Doctoral

• PH. D. in Business Administration

What can I do with this major?

- Marketing specialist
- Brand manager
- Brand strategist
- Content director
- Content strategist
- Content writer

Complete list here

DEGREES OFFERED AT UTEP

Internship Opportunities
UTEP Student Organizations
Professional Organizations
Online Resources
Major Related Sites
Related Occupations

UNIVERSITY CAREER CENTER
915-747-5640
Union Bldg. West, Rm 103
careers@utep.edu

@utepcareers
utep.edu/careers
• Internships and Co-Ops
https://www.utep.edu/student-affairs/careers/students-alumni/find-job-or-internship.html

• BusinessWeek 50 Best Internships
http://www.businessweek.com/?popupWidth=770&popupHeight=660

• Marketing Internships @ Microsoft

• Summer Internships: Marketing
http://www.summerinternships.com/internships/marketing/

• Campus Career Center: Internship Opportunities
http://www.campuscareercenter.com/students/article.asp?news_id=776

• American Marketing Association
https://minetracker.utep.edu/organization/american-marketingassociation
https://www.utep.edu/business/student-resources/student-organizations/ama.html
• Collegiate Entrepreneurs Organization
  https://minetracker.utep.edu/organization/ceo
  http://www.nacce.com/?page=CEO

• Delta Sigma Pi
  http://minetracker.utep.edu/organization/deltasigmapi
  http://utep.dsp.org/

• Society for Human Resource Management
  https://minetracker.utep.edu/organization/societyforhumanresource管理
  https://www.utep.edu/business/student-resources/student-organizations/shrm.html

• American Marketing Association
  https://www.utep.edu/business/student-resources/student-organizations/ama.html

• Association of Strategic Marketing
  http://associationofmarketing.org/

• Business Marketing Association
  http://marketing.org/

• El Paso Hispanic Chamber of Commerce
  http://www.ephcc.org/

• National Business Association
  http://www.nationalbusiness.org/
CONNECT TO:
- World-wide internship and job listings
- Types of employers
- Employment information
- Strategies

Log to GoinGlobal thru your Job Mine account

Online Resources

- Career Builder
  http://www.careerbuilder.com/
- About.com: Marketing Associations and Groups
  http://marketing.about.com/od/marketingassociations/Marketing_Associations_and_Groups.htm
- Youth Marketing
  http://www.youthmarketing.com/
- University Career Center
  https://www.utep.edu/student-affairs/careers/

Major Related Job Sites

- Nexxt
- Nation Job
  http://www.nationjob.com/Job-Seeker-Network/
- Insight Association
  http://www.insightsassociation.org/
- Legal Marketing
  http://www.legalmarketing.org/
What Can I Do With This Major?

- Marketing analyst
- Marketing coordinator
- Marketing consultant
- Marketing manager
- Marketing specialist
- Brand manager
- Brand strategist
- Content director
- Content strategist
- Content writer
- Digital marketing manager
- Digital strategist
- Director of web marketing
- Director of SEO operations
- Internet marketing specialist
- Pay-per-click manager
- SEM manager
- SEO specialist
- Web marketing manager
- Campaign manager
- Demand generation manager
- Ecommerce content specialist
- Ecommerce marketing analyst
- Email developer
- Email marketer
- Analyst relations manager
- Corporate communications manager
- Director of communications
- Media relations coordinator
- Public relations manager
- Publicity assistant
- Director of market research
- Insights analyst
- Market research analyst
- Marketing data analyst
- Product research analyst
- Affiliate marketing manager
- Channel marketing director
- Corporate partnership marketing manager
- Partner marketing advisor
- Partnership marketing manager
- Digital product marketing manager
- Product marketing manager
- Digital media director
- Director of social media
- Engagement coordinator
- Multimedia communications specialist
- Social media manager