

I'm majoring in

MARKETING



DEGREES OFFERED AT UTEP

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](#)

Internship
Opportunities

UTEP Student
Organizations

Professional
Organizations

Online
Resources

Major Related
Sites

Related
Occupations



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Union West 103

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has internship postings,
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Internship Opportunities

- **Need help?**
<https://www.utep.edu/student-affairs/careers/students-alumni/find-job-or-internship.html>
- **Marketing Internships @ Microsoft**
<http://careers.microsoft.com/careers/en/us/collegehome.aspx>
- **Internship search**
<https://www.ziprecruiter.com/>



UTEP Student Organizations

- **American Marketing Association**
<https://minetracker.utep.edu/organization/americanmarketingassociation>
<https://www.utep.edu/business/student-resources/student-organizations/ama.html>



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FIND OUT ABOUT:



- Work areas
- Types of employers
- Employment information
- Strategies

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- **Collegiate Entrepreneurs Organization**
<https://minetracker.utep.edu/organization/http-utepceo-com>
- <https://www.utep.edu/business/student-resources/student-organizations/ceo.html>
- **Delta Sigma Pi**
<http://minetracker.utep.edu/organization/deltasigmapi>
<https://www.utep.edu/business/student-resources/student-organizations/dsp.html>



Professional Organizations

- **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/>



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CONNECT TO:

- World-wide internship and job listings
- Types of employers
- Employment information
- Strategies

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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**
<https://www.nexxt.com/Free/GetStarted.asp?aff=8C587B46-F2AA-4172-84F9-EB277FBE5FDC>
- **Nation Job**
<http://www.nationjob.com/Job-Seeker-Network/>
- **Insight Association**
<http://www.insightsassociation.org/>
- **Legal Marketing**
<http://www.legalmarketing.org/>

FIND OUT ABOUT:



- Occupation descriptions & real-world information
- Career exploration tools & resources for veterans

onetonline.org



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- [Marketing Jobs](http://amcpros.com/)
- [Careers In Marketing](http://www.careers-in-marketing.com/)



Related Occupations

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



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FIND OUT ABOUT:

- Earnings
- Expected job prospects
- What workers do on the job
- Working conditions

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has major-specific documents like resume samples.

To have access go to the **Document Library**.

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- 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



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