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

UNIVERSITY CAREER CENTER  Working Remotely to serve YOU careers@utep.edu  @utepcareers  utep.edu/careers
Internship Opportunities

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

- Marketing Internships @ Microsoft

- Campus Career Center: Internship Opportunities
  https://campuscareercenter.com/jobs/?q=marketing&l=

UTEPP Student Organizations

- American Marketing Association
  https://minetracker.utep.edu/organization/americanmarketingassociation
  https://www.utep.edu/business/student-resources/student-organizations/ama.html
Check out complete occupational profiles.

**utep.edu/careers**

- Collegiate Entrepreneurs Organization
  - [https://minetracker.utep.edu/organization/http-utepceo-com](https://minetracker.utep.edu/organization/http-utepceo-com)
  - [https://www.utep.edu/business/student-resources/student-organizations/ceo.html](https://www.utep.edu/business/student-resources/student-organizations/ceo.html)

- Delta Sigma Pi
  - [http://minetracker.utep.edu/organization/deltasigmapi](http://minetracker.utep.edu/organization/deltasigmapi)
  - [https://www.utep.edu/business/student-resources/student-organizations/dsp.html](https://www.utep.edu/business/student-resources/student-organizations/dsp.html)

- Society for Human Resource Management
  - [https://minetracker.utep.edu/organization/societyforhumanresourcemangement](https://minetracker.utep.edu/organization/societyforhumanresourcemangement)
  - [https://www.utep.edu/business/student-resources/student-organizations/shrm.html](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](https://www.utep.edu/business/student-resources/student-organizations/ama.html)

- Association of Strategic Marketing
  - [http://associationofmarketing.org/](http://associationofmarketing.org/)

- Business Marketing Association
  - [http://marketing.org/](http://marketing.org/)

- El Paso Hispanic Chamber of Commerce
  - [http://www.ephcc.org/](http://www.ephcc.org/)

- National Business Association
  - [http://www.nationalbusiness.org/](http://www.nationalbusiness.org/)

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**FIND OUT ABOUT:**

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

**utep.edu/careers**

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**Professional Organizations**

- American Marketing Association
  - [https://www.utep.edu/business/student-resources/student-organizations/ama.html](https://www.utep.edu/business/student-resources/student-organizations/ama.html)

- Association of Strategic Marketing
  - [http://associationofmarketing.org/](http://associationofmarketing.org/)

- Business Marketing Association
  - [http://marketing.org/](http://marketing.org/)

- El Paso Hispanic Chamber of Commerce
  - [http://www.ephcc.org/](http://www.ephcc.org/)

- National Business Association
  - [http://www.nationalbusiness.org/](http://www.nationalbusiness.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