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
IN-OFFICE & VIRTUAL
915-747-5640  careers@utep.edu
Union West 103

@utepcareers
utep.edu/careers
Internship Opportunities

- Need help?  
  https://www.utep.edu/student-affairs/careers/students-alumni/find-job-or-internship.html
- Marketing Internships @ Microsoft  
- Internship search  
  https://www.ziprecruiter.com/

UTEP Student Organizations

- American Marketing Association  
  https://minetracker.utep.edu/organization/americansmarketingassociation  
  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://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

FIND OUT ABOUT:

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

utep.edu/careers

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

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