

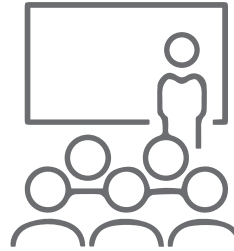
Marketing

STUDENT PROFILE



RANKED
#1

Public Undergraduate
Business Program in the
Northeast by *U.S. News
& World Report, 2023*
(seven years running)



Marketing majors take
required courses that improve
their career readiness

- SCH-MGMT 200: Career and Professional Development
- SCH-MGMT 310: Management Communication

MARKETING IN THE CLASSROOM

SELECTED COURSEWORK

- Brand & Advertising
- Consumer & Buyer Behavior
- Data Collection Design
- Market Research & Reporting
- Marketing Tech Tools

PROFESSIONAL ORGANIZATIONS

- American Marketing Association
- Business Marketing Association
- Direct Marketing Association

STUDENT CLUBS

- Isenberg Marketing Club (IMC)
- Isenberg Sales Club
- AdLab

ALUMNI & EMPLOYER ENGAGEMENT

- Target Business Case
- Marketing Club Networking Night

SOFTWARE & TECHNICAL PROFICIENCY

- Salesforce
- Qualtrics
- Tableau
- Web Analytics
- iMovie
- Hubspot
- Oracle

SKILLS

- Market Research
- Advertising, Promotions & Sales
- Brand Management
- Consumer Behavior
- Sales Pitch & Case Competitions
- Digital & Social Media Marketing
- Inbound Marketing
- Search Engine Optimization (SEO)

CERTIFICATIONS

- Trailhead Badges in Salesforce
- Google AdWords
- HubSpot

MARKETING IN THE WORKFORCE



\$61,309

AVERAGE
STARTING
SALARY

MEDIAN STARTING SALARY: \$60,500

95%

of Marketing graduates
seeking employment
accept a job within
six months of graduation



TOP TITLES

- Account Executive
- Allocation Analyst
- Business Development Consultant
- Data Analyst
- District Manager
- E-Commerce Associate
- Inbound Success Coach
- Marketing Associate
- Medical Device Recruiter
- Sales Management Associate
- Social Media Marketing Manager
- Technical Recruiter

HIRING COMPANIES



Office of
Career Success

University of
Massachusetts
Amherst