

Marketing

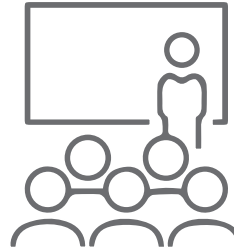
STUDENT PROFILE



RANKED

#1

Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2024 (eight years running)



Marketing majors take required courses that improve their career readiness

- SCH-MGMT 200: Career and Professional Development
- SCH-MGMT 310: Management Communication
- SCH-MGMT 315: Marketing Communication

MARKETING IN THE CLASSROOM

SELECTED COURSEWORK

- Market Research
- Advertising & Promotional Strategy
- Marketing for Sustainable Business
- Internet Marketing
- Customer Relationship Management
- Retailing Management and Technology
- Services Marketing
- Social Media, Technology & Culture

PROFESSIONAL ORGANIZATIONS

- American Marketing Association
- ANA/AEF
- Direct Marketing Association
- Insights Association

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

STUDENT CLUBS

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

MARKETING IN THE WORKFORCE



\$60,383

AVERAGE STARTING SALARY

MEDIAN STARTING SALARY: \$60,000

88%

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