ABOUT THE MAJOR

In this major you will study all activities related to the promotion, sales, and distribution of good and services from producers to consumers. You learn about product development, pricing policies, advertising, and researching to identify the ideal buyer(s) for your company’s products or services. You will learn to figure out what customers want, what their needs are and how your company can meet that demand.

Skills and abilities this major develops include: written and oral communication, creativity, persuasion, and critical thinking.

SAMPLE COURSEWORK:

- Advertising and promotion management
- Buyer behavior
- Economics
- International marketing
- Marketing management
- Marketing research
- Marketing strategy and policy
- Sales management

POSSIBLE CAREERS:

- Advertising executive*
- Brand manager/specialist
- Market researcher
- Media specialist*
- Public relations specialist

*Career requires additional education or training

WHERE COULD I WORK?

- Gilchrist & Soams
- Marketing research firms
- Corporate sales office
- Advertising firms
- Pharmaceutical sales

COMPLEMENTING INTERESTS:

- Enterprising
- Social
- Realistic

WHERE TO GET MORE INFORMATION

Kelley School of Business
801 W Michigan Street
kelley.iupui.edu

American Marketing Association
www.marketingpower.com

Kelley Indianapolis Career Center
Business Building Room 2010
kelley.iupui.edu/careers

Get your interest code at
go.iupui.edu/interests

Have questions for Academic & Career Development? Schedule an appointment:
acd.iupui.edu (317) 274-4856