

What Can I Do with a Career in Marketing?

Marketing professionals as well as professionals in relevant fields such as advertising, public relations, and sales develop strategies and programs to connect businesses to consumers. As part of their work, they need to analyze trends, demand, and competitors to determine appropriate strategies. According to the Occupational Outlook Handbook, the overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. However, employment growth will vary by occupation.

Potential Career Fields

There is so much that you can do with your degree. Below are some initial options from the [Occupational Outlook Handbook](#) that you can explore.

- [Advertising, Promotions, and Marketing Managers](#)
- [Social Media Specialist](#)
- [Marketing Research Analysts](#)
- [Advertising, Promotions, and Marketing Managers](#)
- [Public Relations Specialist](#)
- [Market Research Analysts](#)
- [Sales Managers](#)
- [Marketing Data Analyst](#)
- [Product Manager](#)

What Alumni Are Doing with this Major According to LinkedIn

Connect with Alumni to help you explore and gain insights on industries. You can do this through [informational interviewing](#).

- Partner Marketing – Salesforce
- iTunes Promotions Producer – Apple
- Real Estate Broker – Google
- Director of Customer Marketing – Everfi
- Associate Sales Director – Yelp
- Senior Manager, Product Management – Gap, Inc.
- Direct Response Marketing Manager – Kaiser Permanente
- Marketing Specialist – PlayStation

College of Business Organizations

Check out [student organizations](#) within the College of Business who can help you network, develop skills, and learn more about possibilities within this major.

- [SF State Marketing Association](#)
- [Alpha Kappa Psi \(AKPsi\)](#)
- [Black Business Student Association \(BBSA\)](#)
- [Delta Sigma Pi](#)
- [Providing Opportunity for Women\(POW\)](#)
- [Women in Business Graduate Chapter \(WiB GC\)](#)

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Professional Associations

Professional associations can be a great way to learn about what is going on in industries and companies that may be relevant to your major. Often these associations have low-cost membership fees for students and may special internship programs, scholarships, or networking events that will promote the professional development of future professionals. Here are some professional associations that you may want to explore.

- [American Marketing Association - San Francisco](#)
- [American Association for Public Opinion Research](#)
- [Insights Association](#)
- [Sales Management Association](#)
- [Public Relations Society of America - San Francisco](#)
- [Greater San Francisco Ad Club](#)

Career Research Resources

- [What Can I Do with This Major? \(On the SFSU Career Services site\)](#)
- [Occupational Outlook Handbook](#)
- [ONET](#)

Jobs/Internships

Check out the resources below to help you explore jobs/internships to gain experience.

- [Handshake](#)
- [COB Job/Internship Page](#)
- [Indeed](#)

Need Assistance?

If you need assistance with figuring out what to do with your major or with finding job/internship opportunities, please check out the [College of Business Career Center](#) in BUS 137. You can email cobcareer@sfsu.edu or call 415-338-2509 to set up an in-person, phone, or video appointment.

For additional support, you can check out the [SFSU Career Services and Leadership Development Center](#).