MAJOR IN MARKETING

GEORGE MASON UNIVERSITY
School of Business
Marketing focuses on knowing and understanding the needs of the customer and delivering value to the customer. As a marketing major, you will learn how to

- develop new products
- build a brand
- set prices
- create marketing communications and promotions
- manage customer relationships
- analyze consumer behavior and market trends

If you’re interested in advertising, product management, brand management, business development, marketing analytics, or consulting, then marketing is the major for you.

“Business only has two functions: marketing and innovation.” - Peter Drucker
Marketing is a critical factor for the success of all businesses. As such, 67% of executives expect their hiring of marketing professionals to increase in the next few years.

Here is just a small sampling of careers that a degree in marketing can help you launch:

- Advertising Account Manager
- Brand Manager
- Business Development Manager
- Consumer Insights Analyst
- Content Manager
- CRM/Customer Engagement Manager
- Digital Media Specialist
- Global Account Manager/International Marketer
- Marketing Communications Specialist
- Marketing Consultant
- Market Research Analyst
- Media Planner
- Product Marketing Specialist
- Public Relations Specialist
- Retail Buyer
- Sales Representative
- SEO Specialist
- Social Media Manager

#4 PRODUCT ANALYST: 2017 BEST JOBS IN AMERICA RANKED BY CNN MONEY

#30 BRAND MANAGER: 2017 BEST JOBS IN AMERICA RANKED BY CNN MONEY

#32 BUSINESS DEVELOPMENT MANAGER: 2017 BEST JOBS IN AMERICA RANKED BY CNN MONEY
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Marketing majors learn how to match market opportunities to an organization’s goals, understand consumer needs, and design, deliver, capture and communicate the value of products and services in a dynamic, competitive environment.

Skills Developed:
- Critical thinking
- Public speaking
- Creativity
- Analytical thinking
- Leadership
- Market/trend analysis
- Persuasion
- Social perceptiveness
- Program coordination
- Teamwork

Marketing Major Highlights:
- Tailor your electives to fit your desired career path (optional career tracks): Marketing Research & Analytics, Marketing Communications, B2B Marketing & Sales, Product & Brand Management
- Apply for scholarships designated for marketing students
- Take an internship for course credit
- Study abroad to gain global perspective
- Get involved with marketing/business student organizations such as American Marketing Association, Collegiate DECA, Delta Sigma Pi