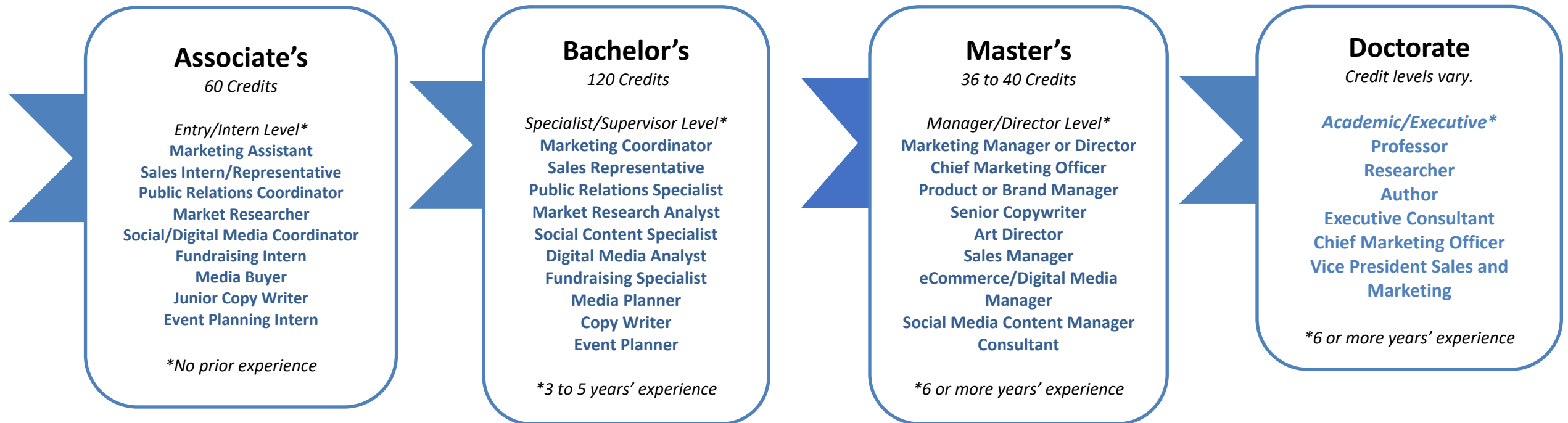


MARKETING CAREER PATHWAY – B2B or Consumer

This pathway involves sales and promotion of goods, services, and even people, such as celebrities or political candidates. Marketers have a direct impact on the overall financial success or failure of the commercial, nonprofit, or governmental organizations they represent. They not only influence the direct sales of products and services, but play a role to ensure sustainability and social responsibility within their organization and product lines. Marketers work closely with research and development, manufacturing, finance, and legal departments, to evaluate product needs, determining pricing, develop contracts and warranties, etc. Marketers must keep abreast of trends in their industries and the activities of their competition.



Complimentary Studies

Communications, Public Relations, English, International Marketing, Project Management, Information Systems, Artificial Intelligence, Analytics

Helpful Certifications

There are many useful and specialized training programs provided by universities, as well as industry associations such as the American Marketing Association. However, there are no universal certifications for marketers, such as those found in accounting or finance.