

Related Careers

Account Representative
Advertising Executive
Bank Officer
Brand Manager
Buyer
Circulation Manager
Commercial Artist
Comparison Shopper Consultant
Consumer Affairs Specialist
Consumer Credit / Loan Officer
Copywriter
Customer Service Manager
Direct Mail Specialist
Distribution Manager
Employment Agency Recruiter
Franchise Specialist
Import/Export Manager
Inside Salesperson
Insurance Agent
International Marketer
Internet Marketing Specialist
Inventory Control Specialist
Market Representative
Marketing Field Coordinator
Marketing Planner
Marketing Researcher
Media Buyer / Analyst
Merchandising Manager
Non-Profit Organization Manager
Packaging Specialist
Product Analyst
Product Manager
Promotions Director
Property Manager
Public Relations Manager
Research Analyst
Retail Manager
Sales Agent
Sales Manager
Specialty Advertising Distributor
Telecommunications Director
Telemarketing Representative
Urban/Regional Planner



**Set yourself apart;
Achieve your goals**

**Become a
Marketing Major**



**For additional help, see
Catherine Edwards
Marketing Major Advisor
BA2, 101**

Helpful Websites

UCF Department of Marketing
www.bus.ucf.edu/marketing

American Marketing Association
<http://www.marketingpower.com/>

Marketing Jobs
<http://www.marketingjobs.com/>

CollegeBoard Help
http://www.collegeboard.com/csearch/majors_careers/profiles/majors/102736.html

The Chartered Institute of Marketing
<http://www.cim.co.uk/cim/index.cfm>

Marketing Sherpa
<http://www.marketingsherpa.com/>

Wetfeet
<http://www.wetfeet.com/>

MARKETING



What Can I Do With This Major?



Division of Academic Affairs
Career Services &
Experiential Learning
Ferrell Commons, Room 185
P.O. Box 160165
Orlando, Florida 32816-0165
Phone: 407-823-2361
Email: csel@mail.ucf.edu
Web address: www.csel.ucf.edu

What Is Marketing?

Marketing offers a variety of interesting and challenging career opportunities such as professional selling, retailing, advertising, e-Business, marketing research, sports marketing, distribution and logistics, and purchasing. UCF offers a B.S. in Marketing and a competitive-entry Sales Track.

Student Organizations

American Marketing Association (AMA)

- UCF-AMA aims to further the personal and professional development of students through leadership training, teamwork, community service, and commitment to excellence.
- <http://www.bus.ucf.edu/ama>
- Advisor—Larry Crowson, Dept of Marketing

Society for Marketing Professional Services

- SMPS-UCF works to promote the professional and educational advancement of students seeking careers in the field of marketing professional services.
- <http://www.bus.ucf.edu/smps/>
- Advisor—Cyndi Gundy, Dept of Marketing

The Sales Club

- The Sales Club is dedicated to providing students with opportunities to sharpen selling skills and network with local sales professionals and recruiters.
- Advisors—Nicole Howatt & Cyndi Gundy, Dept of Marketing

Advertising Club

- To provide students every possible opportunity to grow in knowledge and experience in preparation for a career in advertising.
- <http://www.bus.ucf.edu/adclub/>
- Advisor—Stefanie Mayfield-Garcia, Dept of Marketing



Marketing Major Required Courses

| | | |
|-----|------|-------------------------------|
| MAR | 3023 | Principles of Marketing |
| MAR | 3503 | Customer Behavior |
| MAR | 3613 | Marketing Analysis & Research |
| MAR | 3391 | Professional Selling |
| MAR | 3641 | Marketing Intelligence |
| MAR | 4803 | Marketing Management |
| MAR | 4804 | Marketing Strategy |



Marketing Major Elective Courses

| | | |
|-----|------|---|
| MAR | 3323 | Integrated Marketing Comm |
| MAR | 3403 | Sales Force Management |
| MAR | 3880 | e-Marketing |
| MAR | 4156 | International Marketing |
| MAR | 4231 | Retailing Management |
| MAR | 4711 | Sport Marketing |
| MAR | 4712 | Healthcare Marketing |
| MAR | 4715 | Entertainment Marketing |
| MAR | 4724 | Strategic Foundations in Global e-Business |
| MAR | 4841 | Services Marketing |
| MAR | 4941 | Marketing Internship |



Department of Marketing
BA2 307S
(407) 823-2108
www.bus.ucf.edu/marketing

Enhance Your Degree with a **Marketing Minor**

Earning a minor in Marketing can add significant value and career flexibility for any student with any major.

The Department offers an 18-hour minor in Marketing. This course of study provides a strong basic education in Marketing for students with majors other than Marketing.



Marketing Internship Program

The Marketing Department offers an exciting and comprehensive internship program for Marketing Majors. Students have the opportunity to **earn course credit** while learning how to apply classroom concepts and theories in the workplace.

Internships are available in the Spring, Summer and Fall terms.

Examples of Companies Seeking Interns:

| | |
|-------------------|---------------|
| The Orlando Magic | SeaWorld |
| Florida Hospital | UCF Athletics |
| Universal Studios | ClearChannel |

For more information, visit:
www.bus.ucf.edu/marketing/internships
 Or the Internship Office
 BA2, 307J