



A concentration in Marketing can lead to many career paths including brand management, product planning, cause marketing, and marketing communications, among others. Moreover, as technology continues to progress at rapid speeds, new areas of marketing, such as interactive marketing, are also becoming burgeoning areas.

Marketing connects consumers' needs with a firm's capabilities to create value for the market. In the marketing concentration, you will learn about methods and theories that provide insight into consumers' purchase and consumption behavior as well as their pain points. You can identify opportunities for new products and services to meet consumers' needs. In addition, marketing courses will equip you with the analytic skills and strategic perspective required to manage the brands' meaning, product design, communications mix, pricing, and distribution. In most classes, students engage in team projects that provide hands-on experience making marketing decisions. For more information on required courses, please visit [here](#)

Some students, while it is not required, may dual concentrate. Occasionally, these students elect to combine their Marketing concentration with organizational behavior, finance, international business, or entrepreneurship. In addition, many students also seek minors outside of Questrom to complement their business interests. For example, students who want to pursue a career in advertising sometimes minor in Advertising through the College of Communication. For all available minors, please visit the Boston University programs website found [here](#).

[CHECK OUT THIS MARKETING CONCENTRATION VIDEO TO LEARN MORE!](#)

POPULAR CAREER PATHS

Many Questrom students choose typical career paths associated with this major. However, some graduates choose unrelated careers that utilize skills and experiences developed during their time in college. Some fields may require further training or study. Below are a small sample of career paths, but is not a comprehensive list of all the options.

- Brand/Product Management
- Cause Marketing
- Consulting
- Insurance
- Marketing Communications
- Marketing Management
- Market Research/Analysis
- Media Relations/Public Relations
- Product Planning/Management
- Purchasing/Procurement
- Real Estate
- Retail
- Sales and Promotion
- Social Media
- Rotational or Leadership Development Programs
 - EX: *Marketing Leadership Program*
 - EX: *Campus to Career Programs*

Rotational and Leadership Development programs are usually 2-3 year training programs that can be valuable for undergraduates to launch into their career. More information about the types of programs and the industries available can be found on the Feld Center's site [HERE](#)

POPULAR EMPLOYERS

You can use your degree in a number of different industries, below is a list of sample employers that may look for students who concentrated in Marketing:

Abercrombie & Fitch
Eli Lilly
EMC
Acosta
3M
The Yankee Group.
Forrester Research
AT&T
TJX
CXOMedia, Inc.
Buckeye International, Inc.
Eduventures, Inc.
Houghton Mifflin Harcourt
Massachusetts Nonprofit Network
VistaPrint
Massachusetts General Hospital
MaPS
Staples, Inc.
Bose Corp.
Clear Channel Communications
Pereira Marketing Group
Stonyfield Farms
Prisma Microfinance, Inc.
Reebok
Wellington Management
Nestle, USA
Morgan Stanley
Hertz
FlipKey
MSNBC

INTERNSHIPS AND EMPLOYMENT EXPERIENCES

The best place to connect to find Questrom and BU wide internship and job postings is through [Handshake](#). Please visit the site, and if you need assistance with your search strategy, please make an appointment with a Career Advisor on Handshake or by calling the UDC at 617-353-2650!

RESOURCES

[Wetfeet Guides](#)

[Vault](#)

[Pardee Library](#)

Marketing Specific Web Resources:

- [Ad Council](#)
- [Adweek.com](#)
- [Apparel Search.com](#)
- [Brand Channel.com](#)

- Brandweek.com
- [The Direct Marketing Association](#)
- [The Hub Magazine – Brand Management](#)
- [HubSpot Marketing Resources](#)
- [MediaPost](#)
- [Social Media SmartBrief](#)
- [Trendcentral](#)

NEXT STEPS

Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network. Below are specific club(s) within Questrom for those interested in Marketing. For a complete list of business specific Questrom Clubs, please visit [here](#) and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit [here](#)

- [Ad Club](#)
- [BU Marketing Club](#)

Faculty Concentration Liaison: [Carol Meier](#)

Professional Associations: Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events and training and professional development opportunities. If you are interested in careers in Marketing here are some professional associations, you may want to consider joining:

- [American Association of Advertising Agencies](#)
- [American Marketing Association \(AMA\)](#)
 - [American Marketing Association – Boston Chapter](#)
- [Boston Product Management Association](#)
- [The Business Marketing Association](#)
- [Direct Marketing Association](#)
- [New England Direct Marketing Association \(NEDMA\)](#)

LinkedIn Groups: LinkedIn is a crucial part of anyone’s job search and networking strategy, and one of the most underutilized pieces are groups. Using LinkedIn groups, you can develop more targeted networks on various criteria including location, industry, function and more! Below is a list of sample LinkedIn groups Marketing concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com:

Social Media Marketing
 Digital Marketing
 Marketing Communication
 Media & Marketing Professionals Worldwide