

# CAREER ROADMAP:

## MARKETING

### Description of Field:

Marketing often include areas of overlapping skills, but they represent different fields.

Marketing involves the overall plan from product development to sales. Marketing, can employ people with creative, technical, research and communications backgrounds.

### General Skills:

Marketing, can employ people with creative, technical, research and communications backgrounds.

### Insider Advice:

Many types of companies offer positions for advertisers, marketing and public relations employees. Explore the variety of work environments in your area of interest to find the best fit for you.

## Learn about Yourself & Career Options

**What Can I Do With This Major:** : [Marketing](#), [Advertising](#), [PR](#), [Communications](#), [Graphic Design](#)  
[Careers in Marketing](#), [Advertising & PR](#)

**Sample UF Majors:** [Advertising](#), [Marketing](#), [Sociology](#)  
[Public Relations](#), [English](#), [Psychology](#),

### Career Planning:

Our [Career Planning](#) staff can help you explore interesting major/career options, prepare for and start an internship/job search. Log in to view the ways we can help!

## Build Experience

### UF Organizations:

[American Marketing Association](#), [UF AD Society](#), [Public Relations Student Society of America](#)

Visit [Student Activities & Involvement](#) for Additional Opportunities

**Professional Organizations:** [American Marketing Association](#), [Public Relations Student Society](#)

**Sample Local Opportunities:** [Naylor](#), [YP](#), [Study Edge](#)

## Prepare For Your Next Step

**Sample Job Titles:** Marketing Manager, Brand Manager, Market Research Analyst, Marketing Director

### Search for Internships & Jobs:

[Gator CareerLink Jobs](#)

[Ad Age](#)

[AD Week](#)

[Media Bistro](#)

[PR Society](#)

[Talent Zoo](#)

### Sample Employers Recruiting at UF:

COX Communications, CSN Media, LMC Communications, Nielsen, RBB Public Relations