What can I do with a marketing degree?
Marketing is a diverse field that provides a wide variety of possible careers, with opportunities across all industries. Careers opportunities include areas such as advertising and promotions, digital marketing, marketing management, market research and sales and sales management. Positions are expected to grow by 6% through 2029. The median average salary for advertising, promotions and marketing managers in May of 2019 was $135,900. Due to importance and high visibility, marketing managers often are prime candidates for advancement to the highest levels in an organization.

- Advertising account manager
- Copywriter
- Graphic designer
- Media buyer
- Digital marketing analyst
- Content manager
- Website designer
- Marketing management
- Product or brand manager
- Logistics manager
- International marketing manager
- Research account manager
- Project director
- Research analyst
- B2B sales representative
- Territory manager

What is marketing?
Marketing includes designing new products, pricing, advertising and delivering products to customers. The field offers many subfields to explore such as sales, digital marketing, social media, market research, public relations, advertising, content marketing, and more. Marketing is a field that values creativity, strong analytical skills and people skills.

Although every day is a learning experience when owning a business, I feel confident that my education has set a strong foundation for me. The Marketing Department has presented several opportunities: sales competitions, networking events and hands-on advising from my professors. It has been a perfect place for me at UWL.

Olivia Steingraber
What distinguishes UWL's Marketing program?

- **Nearly all graduates find work**
  Among the 2018-19 marketing graduates, the job placement rate was 97%.

- **Popular program with a long history on campus**
  With more than 500 marketing majors, marking is the fifth largest declared major at UWL and sixth largest major in terms of degrees conferred in 2020. The marketing major was first offered at UWL in 1968. The department has 10 faculty members.

- **UWL American Marketing Association Collegiate Chapter**
  Membership in the UWL Collegiate Chapter of the American Marketing Association provides ample professional development opportunities, including hands-on experiential projects, resume building, business tours, regional and national conferences, and engaging speakers. The chapter helps students apply theory to practice, develop leadership skills, prepare for their careers, and create friendships that last a lifetime.

  - **AMA chapter success**
    The American Marketing Association chapter at UWL was ranked a 2017 top 25 chapter. It was also ranked the fifth largest AMA collegiate chapter in the world in 2018. The chapter was a top 10 finalist in the Wall Street Journal Case Competition and was invited to present at the International AMA Collegiate Conference in New Orleans, where they earned third place.

  - **Opportunity to study marketing in London**
    The department regularly offers a faculty-led International Marketing Program in London. Watch the video. In the four-week, summer program, students conduct research to explore similarities and differences in the cultural and business environments of the U.S. and U.K., and they develop a comprehensive international marketing plan for a product. Students meet marketing and advertising professionals, confer with professionals from the U.S. Commercial Service at the U.S. Embassy, and tour companies, as well as cultural and historic markets and landmarks.

    - **Opportunities in sales**
      Students have opportunities to hone their sales skills. Along with participating in regional and national sales competitions, UWL also hosts its own sales competition so more students can participate. Students say their sales experience through competition is life changing.

  - **A facility where modern and historic meet**
    UWL's College of Business Administration is located in the recently-renovated Wittich Hall. Changes to the facility preserve the history of UWL's second oldest building, while providing modern places to connect and study. The facility was renovated with student input. Student spaces include computer labs, study spaces, sales competition rooms, a finance lab and more.

  - **Engage in research**
    Under the guidance of Marketing Department faculty members, students have had the opportunity to present their research at the UWL Celebration of Research and Creativity; the UW System Symposium for Research and Creativity held in Green Bay; and, at the highly-competitive and prestigious National Conference for Undergraduate Research (NCUR). Students in marketing at UWL have been invited to present at the National Conference on Undergraduate Research (NCUR) every year since 2018.