

What Can I Do With This **Ohio State** Major?

Bachelor of Science in Business Administration

Marketing

Fisher College of Business

Marketing is the management of exchange processes which satisfy individual and organizational objectives. The study of marketing thus includes the process of planning and implementing the conception, pricing, promotion, and delivery of the ideas, goods, and services involved in these exchanges. Specific topics of inquiry include market segmentation and targeting, customer behavior, customer service, marketing research, new product development, channels of distribution, logistics, communications, and sales force management.¹

Career Areas/Job Titles:

Management and Industry

Account Executive
Assistant Buyer
Buyer (Retail Store)
Management Trainee
Market Research Analyst
Merchandise Manager
On-Line Marketer
Outplacement Specialist
Purchasing Agent
Retail Store Manager
Sales Manager

Sales Promoter

Stock Broker

Communication and Media

Advertising Copywriter
Advertising Production
Manager
Direct Mail Specialist
Media Buyer
Media Time Sales
Representative
Technical Communicator

Health Professions

Pharmaceutical Sales Rep

Science and Technology

Industrial Transport Specialist

Education

Marketing Consultant
Professor

Non-Profit/Advocacy

Fund Raiser

**Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

Transferable Skills:

Editing
Expressing Ideas
Facilitating Group Discussion
Interviewing
Listening Skills
Persuasion
Public Speaking

Verbal Communication
Written Communication
Cultural Understanding
Social Perceptiveness
Creativity/Imagination
Forecasting/Predicting
Gathering Information

Attention to Detail
Judgment & Decision Making
Data Analysis
Analytical/Critical Thinking
Coaching/Mentoring
Managing Time/Stress
Basic Computer/Tech Skills

**This is not an extensive list of transferable skills. See larger list of skills you might develop here:
<http://ccss.osu.edu>*

Professional Links:

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

Business Marketing Association: <http://www.marketing.org/i4a/pages/index.cfm?pageid=1>

eMarketing Association: <http://www.emarketingassociation.com/>

International Newsmedia Marketing Association: <http://www.inma.org/>