



UW OSHKOSH COLLEGE OF BUSINESS

MARKETING

Marketing helps organizations build customer relationships and achieve their goals by understanding customer needs, researching the potential market and developing solutions to meet those needs. Specific aspects of marketing include developing new products and services, determining how they should be priced, and creating effective marketing communications to customer awareness and interest.

Marketing Emphases:



Digital Marketing: Create digital content to promote products and services



Marketing Analysis and Insights: Gather, analyze and interpret information about markets and customers

Characteristics

- Creative
- Team Player
- Detail-Oriented
- Analytical
- Communicator
- Versatile
- Goal-Oriented
- Problem Solver

Common Job Titles

- Account Executive
- Advertising Director
- Brand Manager
- Digital Marketing Specialist
- Inside Sales Representative
- Market Research Analyst
- Marketing Manager
- Marketing Specialist
- Product Manager
- Sales Manager
- Social Media Managers
- Store Manager

Featured Employers



Annual Starting Salary

Regional: \$39,313
National: \$44,858

Average Hourly Intern Wage

\$12.98



Marketing and Sales Club

UWO Marketing and Sales Club brings career professionals to campus to help aspire marketing and sales professionals learn more about career options and how the field of marketing is changing. Club activities often go where the action is --in the business world--traveling to local businesses to network with alumni and learn from prominent experts in our field.



College of Business