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