

WHAT WILL I LEARN?

Branding & Advertising
Communication Strategies
Consumer & Buyer Behavior
Data Collection Design
Market Research and Reporting
Marketing Plan Development
Marketing Technology Tools
Product Development
Retail & Distribution Methods

JOB TITLES

Account Development Manager
B2B Sales Account Manager
Brand Management Consultant
Buyer & Purchasing Agent
Communications Consultant
Data Analytics Account Manager
Digital Marketing Specialist
District Sales Manager
Donor Relations Officer
e-Commerce Director
Engineering Sales Representative
Fundraising Director
Marketing Assistant
Market Research Analyst
Marketing Forecaster
Marketing Operations Analyst
Media Relations Specialist
Pharmaceutical Sales Representative
Product Marketing Associate
Public Relations Specialist
Relationship Sales Manager
Sales and Marketing Coordinator
Social Media Researcher
Target Markets Consultant
Web Content Developer
Web Designer



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TECHNICAL SKILLS

CRM: Constant Contact, Salesforce
Data Analysis and Mining
Digital Testing & Optimization
Email Marketing Platforms
Inbound Marketing: HubSpot, Pardot
Google Adwords
Marketing Automation
Marketing Optimization
Microsoft Suite
NetSuite
Pay-Per-Click (PPC) Platforms
Qualtrics
Search Engine Optimization (SEO)
Social Media Platforms
Tableau
Web Analytics: Google Analytics

DESIRED SKILLS

Analytical
Collaborative
Content Creation & Curation
Creative & Innovative
Curiosity
Emotional Intelligence
Inquisitive & Investigative Mindset
Metrics & Deadline-Driven
Problem-Solving
Project Management
Relationship Management
Strategic Thinking
Strong Verbal & Written Communication
Time Management

CERTIFICATIONS

Google AdWords Certification
HubSpot Certification

POTENTIAL EMPLOYERS

Abraic, Inc.
Amazon
American Standard
Applied Marketing Science
Arbella Insurance Group
Berkeley Research Group
Boston Consulting Group
Coca-Cola
Credit Suisse
Dean's Beans
Dell EMC
Deloitte
EiQ Networks
EY
General Electric
Gorton's Seafood
Grant Thornton
The Hartford
IBM
John Hancock
KPMG
Kraft Sports Group
Lego
Liberty Mutual
MassMutual
MGM Resorts International
New Balance
Oracle
Payfactors
PepsiCo
PUMA
PWC
Raytheon
RSA Securities
RSM
Staples
Starwood Hotels & Resorts
State Street Bank
Target
TripAdvisor
United Technologies
Wayfair
Wellington Management
VOYA Financial



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INDUSTRIES

Accounting
Advertising
Banking
Consulting
Communications
Consumer Goods
Cyber Security
Education
Financial Services & Insurance
FinTech
Government
Health Care
Information Technology
Manufacturing
Non-Profit Management
Pharmaceuticals
Real Estate
Retail
Sales
Sports, Sponsorship & Event Marketing
Travel & Tourism

INDUSTRY ASSOCIATIONS

American Marketing Association
Business Marketing Association
Direct Marketing Association
Marketing EDGE
Marketing Research Association
Product Dev. & Mgmt. Association
Public Relations Society of America
Word of Mouth Marketing Association