**WHAT CAN I DO WITH THIS DEGREE?**

**MARKETING (BMRK)**

**INTRODUCTION**

The College of Business Administration (CBA) offers BBA in Marketing. In this specialization students acquire the skills and knowledge to perform marketing functions such as marketing management, market research, advertising, distribution and logistics, public relations and brand management.

**WHAT CAN I DO WITH A MAJOR IN MARKETING?**

Marketing is concerned with (1) the identification and assessment of consumer and industrial market needs and (2) the development of marketing programs to satisfy those needs. Marketing personnel in profit and nonprofit organizations analyze markets and industries to define new and refine existing opportunities. Marketers are also responsible for developing and managing products, promotional programs, distribution systems, and prices that are appropriate to the targeted markets. Students who major in marketing enjoy a wide range of employment opportunities.

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| **AREAS** | **EMPLOYERS** |
| **MARKETING MANAGEMENT**ServicesManufacturersDistributorsGovernment DepartmentsUtility providersTelecommunications | Industrial product manufacturers, multinational and localElectronic goods manufacturers, and distributorsAutomobile manufacturers and distributorsFast Moving Consumer Goods (FMCG) manufacturers and distributorsEducational institutionsHealth servicesAll different government departmentsDubai Electricity and Water AuthorityEtisalat, DUBanks- international and localInsurance servicesPrinting and publishing  |
| **SALES AND PROMOTION**Industrial SalesWholesale SalesDirect MarketingConsumer Product SalesFinancial Services SalesServices SalesAdvertising SalesE-commerceSales Management:District, Regional, and HigherPromotion:ConsumerTradeSales ForceCustomer Service | For-profit and nonprofit organizationsProduct and service organizationsManufacturersFinancial companiesInsurance companiesPrint and electronic media outletsSoftware and technology companiesInternet companiesConsulting firms |
| **BRAND/PRODUCT MANAGEMENT** | Consumer products corporationsSome service providersSome industrial goods |
| **MARKET RESEARCH**Data CollectionField ServiceData AnalysisManagement | Large corporationsMarketing research firmsPublic institutions concerning health, education, andTransportationManagement consulting firmsAdvertising agenciesManufacturersRetailersTrade and industry associationsGovernment agenciesNonprofit organizations |
| **RETAIL**Buying/MerchandisingStore ManagementSales Management | Special merchandisers:Single-line storesLimited-line storesSpecialty storesGeneral merchandisers:Department storesVariety storesMass merchandisers:Discount storesGrocery storesSuperstoresWarehouse stores |
| **PURCHASING/PROCUREMENT**Purchasing**,** BuyingManagement | GovernmentLarge corporationsEducational institutionsHospitals |
| **BANKING**Commercial BankingRetail/Consumer BankingCredit AnalysisLendingTrust ServicesMortgage LoansBranch ManagementOperations | Commercial banksSavings and loan associationsSavings banksFinancial services institutions |
| **INSURANCE**ClaimsUnderwritingRisk ManagementSalesLoss Control | Insurance firmsBanks |
| **REAL ESTATE**Residential BrokerageCommercial SalesAppraisalsProperty Management | Real estate brokersBanksAppraisal firmsApartment and villasDevelopersLarge corporations: real estate departments |

**GENERAL INFORMATION AND STRATEGIES**

* Career in marketing mostly starts with an entry level position in marketing management or sales. After gaining more experience, professionals can move into senior management positions.
* Internships are necessary to gain experience. Visit the Internship & Career Development Center (ICDC) at UD to know more about work placements during study and post graduation.
* Certifications available through the Center for Management & Professional Development (CMPD) at UD may increase job marketability in some areas of Marketing. More details available on <http://www.ud.ac.ae/new/cmpd/cmpd.php>
* Join marketing associations and seek leadership roles.
* Read the Journals and other marketing news magazines to stay abreast of current events and to learn more about the industry. For example, the following:
	+ Communicate
	+ Gulf Marketing Review
	+ Media Update
	+ Marketing News
	+ Journal of Marketing
* Develop excellent communication skills and the ability to work well with others.
* Engage in personal networking to increase job possibilities.

GENERAL SKILLS REQUIRED FOR INDIVIDUAL PURSUING A MARKETING DEGREE

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| --- | --- |
| * Ability to influence and persuade
* Management/supervisory skills
* Adaptability/flexibility
* Marketing skills, Decision making skills
* Articulate
* Negotiation, Planning
* Oral/written communication skills
 | * Energetic
* Problem solving
* Interpersonal skills
* Quantitative skills
* Leadership, Teamwork
* Creativity
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**ICDC MAJOR SELECTION RESOURCES**

1. **Occupational Handbooks**

The Occupational Handbooks are available as five separate booklets (in accordance with UD programs namely Acct. F&B; Mktg.; Mgmt. &CIS). These booklets will serve as a road map for the students on the occupation choices available for the majors they would specialize in and will broaden their perspective on the skills which are required from them in each major. Furthermore, they identify training areas for the students in light of a particular job and highlight salary packages associated with each industry while making their career choices. Contact ICDC for your copy.

1. **SIGI 3 – Self Assessment Software**

SIGI 3 is well-known educational and career planning software that integrates self-assessment with in-depth and up-to-date career information. This software has been made available to UD students through use of a username and password and students conduct assessments during their ‘Career Exploration’ Course and otherwise in the UD library. Contact ICDC for log in information.

1. **UD Library**

Access over 37 Career Related Books and 20 Videos at UD Library. Contact ICDC for printed book list.

**FURTHER INFORMATION**

* American Advertising Federation (www.aaf.org/)
* American Association of Advertising Agencies (www.aaaa.org/)
* American Marketing Association (http:/www/ama.org/)
* Federal Acquisition Institute, Washington, DC.( www.fai.gov)
* Marketing Research Association (<http://www.mra-net.org/>)
* Promotion Marketing Association of America (www.pmalink.org)
* Public Relations Society of America, (http:/www.prsa.org/)
* Chartered Institute of Marketers (www.cim.co.uk)
* Chair, Marketing Dept., College of Business Administration (CBA), University of Dubai (UD), 971-4-2072699.
* ICDC Manager, ICDC, University of Dubai (UD), 971-4-2072671/662.

**TYPICAL MARKETING JOB TITLES**

Customer Service Representative, Sales Representative, Manufacturer’s Agent, Retail Sales Associate, Sales Engineer, Fundraiser, Buyer, Retailer, Event Planner/Organizer, Advertising Copywriter, Advertising Manager, Account Executive, Marketing Researcher, Marketing Officer/Executive/Assistant, Market Research Analyst, Marketing/Sales Manager.