**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**  Services  Manufacturers  Distributors  Government Departments  Utility providers  Telecommunications | Industrial product manufacturers, multinational and local  Electronic goods manufacturers, and distributors  Automobile manufacturers and distributors  Fast Moving Consumer Goods (FMCG) manufacturers and distributors  Educational institutions  Health services  All different government departments  Dubai Electricity and Water Authority  Etisalat, DU  Banks- international and local  Insurance services  Printing and publishing |
| **SALES AND PROMOTION**  Industrial Sales  Wholesale Sales  Direct Marketing  Consumer Product Sales  Financial Services Sales  Services Sales  Advertising Sales  E-commerce  Sales Management:  District, Regional, and Higher  Promotion:  Consumer  Trade  Sales Force  Customer Service | For-profit and nonprofit organizations  Product and service organizations  Manufacturers  Financial companies  Insurance companies  Print and electronic media outlets  Software and technology companies  Internet companies  Consulting firms |
| **BRAND/PRODUCT MANAGEMENT** | Consumer products corporations  Some service providers  Some industrial goods |
| **MARKET RESEARCH**  Data Collection  Field Service  Data Analysis  Management | Large corporations  Marketing research firms  Public institutions concerning health, education, and  Transportation  Management consulting firms  Advertising agencies  Manufacturers  Retailers  Trade and industry associations  Government agencies  Nonprofit organizations |
| **RETAIL**  Buying/Merchandising  Store Management  Sales Management | Special merchandisers:  Single-line stores  Limited-line stores  Specialty stores  General merchandisers:  Department stores  Variety stores  Mass merchandisers:  Discount stores  Grocery stores  Superstores  Warehouse stores |
| **PURCHASING/PROCUREMENT**  Purchasing**,** Buying  Management | Government  Large corporations  Educational institutions  Hospitals |
| **BANKING**  Commercial Banking  Retail/Consumer Banking  Credit Analysis  Lending  Trust Services  Mortgage Loans  Branch Management  Operations | Commercial banks  Savings and loan associations  Savings banks  Financial services institutions |
| **INSURANCE**  Claims  Underwriting  Risk Management  Sales  Loss Control | Insurance firms  Banks |
| **REAL ESTATE**  Residential Brokerage  Commercial Sales  Appraisals  Property Management | Real estate brokers  Banks  Appraisal firms  Apartment and villas  Developers  Large 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 |

**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.