



Marketing Management

Stamford & Hartford Campus | 2024

MARKETING MANAGEMENT IS FOR YOU!

ABOUT UCONN'S MARKETING MANAGEMENT DEGREE:

UConn students have several opportunities to develop specialized skills in marketing, to do an internship to practice what they learn, and to participate in academic research. Students can concentrate in Digital Marketing & Analytics, which equips students with the knowledge and skills to develop and implement digital marketing strategies

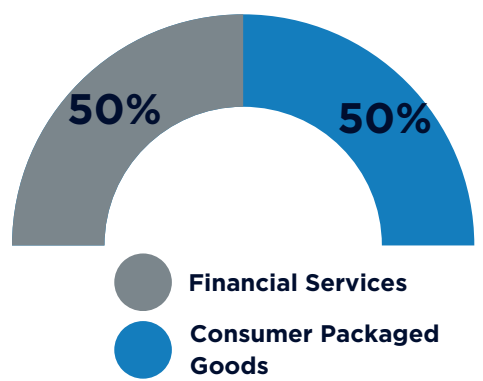
POSITIONS

- Account Coordinator
- Business Sales Representative
- Economic Development Specialist
- Financial Marketing Associate
- Marketing Manager
- Pricing Analyst
- Supervisor and Brand Manager

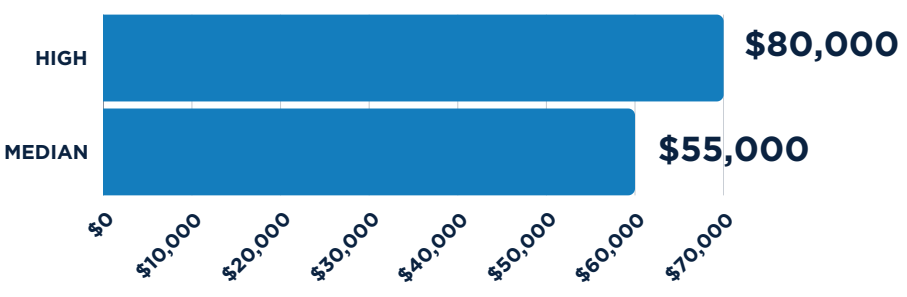
KEY EMPLOYERS

- Accenture
- AdvanceCT
- Enterprise Mobility
- Gartner
- Indeed
- Mastercard
- PepsiCo
- Travelers Insurance
- Vans

The Top Employment Industries for Marketing Management Majors



MARKETING MANAGEMENT SALARY INFO:



93%

Positive Outcome Rate 3 Months Post-Graduation

\$6,000

Median Sign-On Bonus (5 Years)

\$10,000

High Sign-On Bonus (5 Years)

EMPLOYMENT LOCATIONS POST GRAD

