



MARKETING IS FOR YOU!

ABOUT UCONN'S MARKETING DEGREE:

UConn students have many opportunities to develop specialized skills in marketing, do an internship to practice what they learn, and to participate in UConn's academic research. Our Marketing majors may earn a concentration in Digital Marketing & Analytics, Professional Sales Leadership, or Social Responsibility and Impact in Business.

POSITIONS

- Advisory Analyst
- Allocation Analyst
- Assurance Associate
- Business Development Consultant
- Digital Marketing Associate
- Influencer Marketing Coordinator
- Market Research Analyst
- Territory Manager Trainee
- Joint Replacement Sales Assoc.

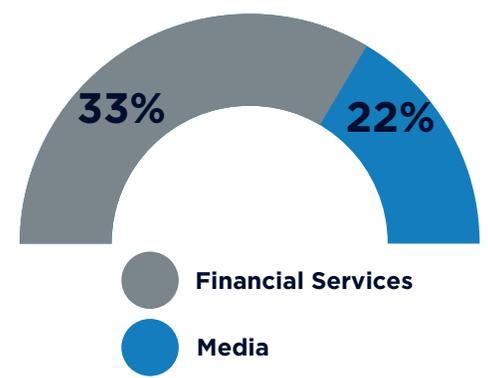
KEY EMPLOYERS

- Crowdpc
- Cigna
- Collins Aerospace
- Hubbell Incorporated
- Ipsos
- Keyence Corporation
- PepsiCo
- Stryker

MARKETING SALARY INFO:



The Top Employment Industries for Marketing Majors



93%

Positive Outcome Rate 3 Months Post-Graduation

\$5,000

Median Sign-On Bonus

\$10,000

High Sign-On Bonus

EMPLOYMENT LOCATIONS POST GRAD

