



## **GUIDE TO MAJORS AT YESHIVA: MARKETING**

Choosing a major can be stressful, but it is important to understand that you can pursue almost any career regardless of which major you choose. While there are some exceptions, most entry-level positions simply require general transferable skills—those that can be learned in one setting and applied in another. Relevant experience through internships and activities is generally more important to employers than a major. It is best to choose an area that you find interesting and where you have the ability to do well.

### **What is the Marketing Major?**

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing research is the function that links the consumer, customer, and public to the marketer through information—information used to identify and define marketing opportunities and problems.

Today, global change is under way in many areas. Managers in the 21st century need a global vision to recognize and react to international marketing opportunities and challenges but also to remain competitive at home. Rigorous analysis of the competition, the customer, the environment and the organization's own capabilities are required to maintain a competitive advantage.

In building customer and partner relationships, marketing managers must harness technology, take advantage of global opportunities and ensure that they and their organizations act in an ethical and socially responsible way.

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services. It encompasses the processes by which businesses tailor their offerings to meet customer demand and how they can anticipate and influence customer needs. Marketing techniques combine principles of economics, psychology, and sociology in a business context. Students who wish to broaden their understanding of global issues that affect business can tailor their marketing studies by selecting from a number of international courses. Beyond the required courses in Marketing, the remaining elective courses to complete the major can be selected from any number of international courses. Marketing majors may include international finance, international economics and a course in cross-cultural aspects of international business as part of the overall requirements for their major.

### **What can I do with a Marketing Major?**

Marketing majors are prepared to succeed in a wide range of occupational areas including general marketing, market research, brand management, advertising, promotions, public relations, social media, e-commerce, sales and more including:

- Communications Management
- Media Planner
- Ad Trafficking
- Ad Sales
- Copywriter
- Illustrators
- Production Management
- Director
- Account Executive
- Promotions
- Fundraising

- Customer Care
- Development
- Social Media Marketing
- Direct Mail Specialist
- International Marketing and Distribution
- Database Management
- Business Development
- Telemarketing Representative
- Graphic Design
- Special Events
- Product Management
- Consumer Management

### **Skills and Abilities**

Generally speaking, to be successful in marketing, one needs to be a good communicator, a critical thinker, and be able to relate well to others. There are no specific requirements to enter marketing, though for some of the career tracks mentioned above backgrounds in communications, marketing, psychology, business, and technology can all be useful. For market research, having knowledge of statistics is particularly relevant. A marketing career of any kind requires an analytical mind, strong oral and written communication skills, an ability to conduct research and interpret data, and an understanding of consumer behavior. The best way to break into the field of marketing is to obtain an internship. Many public relations firms, ad agencies, and high-tech and Internet companies offer marketing internships.

#### Research/Analysis

- Designing projects
- Generating ideas
- Computing data
- Analyzing results
- Testing an idea/hypothesis
- Applying statistical methods

#### Financial

- Tabulating figures
- Manipulating data
- Developing budgets
- Performing cost/benefits analyses
- Creating and evaluating financial reports/statements
- Projecting/forecasting

#### Communication

- Writing clearly
- Summarizing
- Reading and interpreting reports/statements
- Speaking persuasively
- Explaining ideas/goals
- Justifying a position
- Assessing needs
- Defining problems
- Evaluating goals
- Relating theory to practice
- Generating solutions
- Evaluating policies
- Problem solving