



**BELK COLLEGE
OF BUSINESS**
NIBLOCK STUDENT CENTER

QUEEN CITY CAREER GUIDE

MARKETING

WHAT IS MARKETING?

THE PROCESS OF CREATING, COMMUNICATING, DELIVERING, AND EXCHANGING VALUE FOR CUSTOMERS, CLIENTS, AND SOCIETY. Marketing begins with understanding customer needs through research and data, then developing, pricing, promoting, and distributing products and services that create value. Today's marketers combine creativity, technology, and analytics to build brands, strengthen customer relationships, and drive business growth.

MARKETING INDUSTRIES

ADVERTISING & BRAND MANAGEMENT. Develop creative campaigns and brand strategies that build awareness, engage customers, and influence purchasing decisions.

MARKET RESEARCH & MARKETING ANALYTICS. Collect and analyze customer and market data to guide product development, marketing strategy, pricing, and business decisions.

PROFESSIONAL SALES. Build customer relationships, identify client needs, and promote products and services through consultative selling and account management.

DIGITAL & SOCIAL MEDIA MARKETING. Create and manage digital campaigns using websites, search engines, email, social media, content marketing, and online advertising.

RETAIL & CUSTOMER EXPERIENCE. Develop strategies that attract customers, enhance the shopping experience, and increase customer loyalty across in-store and online channels.

SPORTS & ENTERTAINMENT MARKETING. Promote sports organizations, events, athletes, and brands through sponsorships, partnerships, fan engagement, and digital media.

PREPARING FOR YOUR CAREER...

AS CITED BY TOP AREA RECRUITERS, YOU WILL NEED:

- Strong written, verbal, and presentation skills
- Creativity with persuasive communication and storytelling
- Research, analytical, and data interpretation skills
- Proficiency with digital marketing, social media, and marketing analytics tools
- Teamwork, leadership, and project management skills
- A customer-focused mindset with strong relationship-building skills
- Adaptability, initiative, and the ability to meet deadlines

HOW TO GET HIRED

Keys to getting a marketing position out of school:

- Marketing **internship** or related experience
- **Portfolio** of marketing projects or campaigns
- Explain your work and decision-making process
- Demonstrate initiative and teamwork
- Be open to entry-level opportunities

You might enjoy marketing if you are people oriented; you're self-motivated; you enjoy being creative; people compliment you on your organizational skills; you're a trend setter; you relate well to others and help them see the "heart" of the matter; if you are good at communicating to others; if you are interested in promoting ideas, objectives, and/or businesses

RIGHT NOW IN MARKETING

- AI IS TRANSFORMING MARKETING STRATEGY AND CONTENT CREATION.
- CREATOR CONTENT DRIVES CUSTOMER ENGAGEMENT.
 - DATA-DRIVEN CUSTOMIZATION AND CUSTOMER EXPERIENCE ARE TOP PRIORITIES.
- AUTHENTIC CONTENT CONTINUES TO BUILD TRUST AND BRAND LOYALTY.

SOURCES: AMA, HUBSPOT, SALESFORCE

QUICK FACTS FOR ADVERTISING, PROMOTIONS, AND MARKETING MANAGERS: FIELD GROWTH: +8% NATIONALLY BRIGHT OUTLOOK IN NORTH CAROLINA

NC SALARY RANGE: \$68,290- \$239,200
MEDIAN NATIONAL INCOME: \$161,030
THIS DATA REFLECTS ALL WORKERS AND LONG-
TERM EARNING POTENTIAL.

MARKETING GRADUATES COMMONLY BEGIN
IN ANALYST OR SPECIALIST ROLES BEFORE
ADVANCING TO MANAGEMENT.

SOURCE: ONETONLINE.ORG, BLS.GOV, OCCUPATIONAL OUTLOOK HANDBOOK

UNC CHARLOTTE GRADS



68% of Charlotte Marketing Alumni 1-5 years out were working in a field related to their field of study, with a median salary of \$66,000. Alumni work as Market Research Analysts, Marketing Specialists, and more. *Lightcast Data, 2021-2026



GET INVOLVED! STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS

STUDENT ORGANIZATION

AMERICAN MARKETING ASSOCIATION

PROFESSIONAL ORGANIZATIONS

RETAIL ADVERTISING & MARKETING ASSOCIATION

NATIONAL ASSOCIATION FOR RETAIL MARKETING SERVICES

NATIONAL ASSOCIATION OF SALES PROFESSIONALS

AMERICAN ADVERTISING FEDERATION

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

PROMOTION MARKETING ASSOCIATION

MARKETING RESEARCH ASSOCIATION

CMO (CHIEF MARKETING OFFICER) COUNCIL

SPORTS MARKETING ASSOCIATION

WHO HIRES UNC CHARLOTTE MARKETING MAJORS?

Spectrum

WELLS
FARGO

TIAA

TRUIST

Coca-Cola
BOTTLING CO.
CONSOLIDATED

amazon

Dentsply
Sirona

carahsoft

REYNOLDS
A BETTER TOMORROW

OMG
OmnicomMediaGroup

CHARLOTTE
FOOTBALL CLUB

Harris Teeter

Internships make candidates more competitive in the job market, and many employers hire entry level positions from their internship programs. More information can be found at belkcollege.charlotte.edu/internships

SAMPLE JOB TITLES IN MARKETING

MARKETING COORDINATOR • MARKETING SPECIALIST • BRAND MANAGER
SALES REPRESENTATIVE • MARKET RESEARCH ANALYST • PRICING ANALYST
MEDIA PLANNER/ BUYER • DIGITAL MARKETING SPECIALIST
EVENT MARKETING COORDINATOR • SOCIAL MEDIA MANAGER