

MARKETING & SALES



KEY SKILLS

- Analytical
- Communication
- Creativity
- Customer Focus
- Goal-oriented
- Interpersonal
- Presentation
- Results-driven
- Target Identification
- Quantitative



CONCENTRATIONS/SPECIALIZATIONS

- Brand & Product Management
- Business Development
- Consulting
- Digital Marketing
- Exhibitions & Sponsorship
- Market Analysis & Strategy
- Market Research
- Media Planning
- Product Development
- Public Health
- Public Relations
- Sales & Business Development
- Sports Marketing
- Social Media Marketing



SAMPLE DEGREES

- Business Administration, Concentration in Marketing (BBA, MBA, PhD)
- Communication (BA)
- Graphic Design (BFA)
- Media & Strategic Comm. (MA)
- Psychology (BA, PhD)
- Public Health Communication & Marketing (MPH)
- Strategic Public Relations (MPS)



SAMPLE OCCUPATIONS

- Account Executive/Manager
- Advertising Manager
- Brand Manager
- Digital Content Coordinator
- Integrated Marketing Manager
- Marketing Analyst/Specialist
- Marketing Technology Manager
- Member Relations Manager
- Sales Consultant
- Sponsorship Coordinator
- Social Media Strategist



POSSIBLE WORK SETTINGS

- Advertising Agency
- Business/Company
- Consulting Firm
- Design/Branding Firm
- Digital Agency
- Freelance/Independent
- Government Agency
- Magazine
- Marketing Firm
- Media Group/Company
- Museum
- Nonprofit Organization
- Political Campaign
- Public Relations Firm
- Television Channel
- University



SAMPLE STUDENT ORGS

- Alpha Kappa Psi (Business Fraternity)
- American Marketing Association - GWU
- Delta Sigma Pi (Business Fraternity)
- GW Fashion Business Association
- GW Sports Business Association
- GW Undergraduate Consulting Group
- GW Women in Business



SAMPLE EMPLOYERS

- Amazon
- Bluetext
- Booz Allen Hamilton
- Borenstein Group
- Carat
- Discovery
- Edelman
- ESPN
- GE
- George Washington University
- Hilton
- IDEO
- J.D. Power & Associates
- JPL Creative
- JWT
- Ketchum
- Leo Burnett
- LMO Advertising
- Marriott International
- McCann Erickson
- Monumental Sports & Entertainment
- Nahigian Strategies
- National Football League
- National Geographic
- Nielsen Holdings
- The North Face
- Ogilvy & Mather
- Razorfish
- Renegade Communications
- Saatchi & Saatchi
- Target
- TBWA
- The AD Agency
- Time Inc.
- Under Armour
- Washington Nationals
- Wieden + Kennedy



PROFESSIONAL ORGS

- American Advertising Federation
- American Marketing Association
- Public Relations Society of America
- Sales & Marketing Executives Int'l.
- Sport Marketing Association
- The National Association of Sales Professionals
- Washington Network Group

