

# BUSINESS MARKETING

## RELATED OCCUPATIONS FOR THIS MAJOR:

This represents some, but not all career possibilities with this degree.

- Advertising Accounting Executive
- Advertising Director
- Advertising Production Manager
- Advertising Salespeople
- Auctioneer
- Brand Manager
- Business Services Salespeople
- Chemical Sales Representative
- Concert Promoter
- Consultant
- Event Planner
- Fund-Raiser
- Internet Marketer
- Marketing and Sales Development Coordinator
- Marketing Director
- Pharmaceutical Sales Representative
- Promotions Manager
- Public Relations Account Executive
- Public Relations Worker
- Purchasing Manager
- Real Estate Agent
- Retail Manager
- Sales and Service Manager
- Sponsorship Coordinator
- Telemarketer

## RESOURCES AVAILABLE IN THE CAREER LIBRARY FOR BUSINESS MARKETING MAJOR:

### Detailed Occupational Description:

- Bridges Career Explorer: *on-line career research program*
- California Occupational Guide: *occupational information for California*
- Career Files: *a collection of career information from many different sources*
- Chronicle Occupation Guide: *occupational information for nationwide*
- Eureka: *career information system for California*
- Vocational Biographies: *occupational interviews*

### Career Books:

- America's Top 101 Jobs for College Graduates
- America's Top White-Collar Jobs
- American Almanac of Jobs and Salaries
- Careers for Extroverts & Other Gregarious Types
- Careers for High Energy People & Other Go-Getters
- Careers for My Major in Advertising
- Careers for My Major in Business
- Careers for My Major in Marketing
- Careers for Self-Starter & Other Entrepreneurial Types
- Careers in Advertising
- Careers in Business
- Careers in Marketing
- Careers Opportunities in Advertising and Public Relations
- College Majors and Careers
- College Majors Handbook with Real Career Paths and Payoffs

### Career Books (Cont.):

- Dictionary of Occupational Titles
- Great Jobs for Business Majors
- Jobs Rated Almanac
- Occupational Outlook Handbook
- Opportunities in Advertising Careers
- Opportunities in Marketing Careers
- Orange County Occupational Outlook
- Real People Working in Business
- Real People Working in Sales and Marketing
- Vault Career Guide to Advertising
- What Can I Do With a Major in Business?

### Educational Resources:

- 2-year College Databook
- 4-year College Databook
- A Rating of Graduate and Professional Programs in American and International Universities
- A Rating of Undergraduate Programs in American and International Universities
- Bears' Guide to the Best MBAs by Distance Learning
- Best 80 Business Schools
- Best Graduate Business Schools
- Book of Majors
- Business School Admissions Adviser
- Business School Confidential
- Guide to American Business Schools
- Guide to Graduate Business Schools
- Guide to the Best Business Schools
- Index of Majors and Graduate Degrees
- Peterson's Graduate and Professional Programs: An Overview
- Peterson's MBA Programs