

Marketing

- ▶ MARKETING COMMUNICATIONS
- ▶ MARKETING MANAGEMENT
- ▶ MARKETING RESEARCH
- ▶ MERCHANDISING
- ▶ PROFESSIONAL SALES

A career in marketing requires certain skills and education depending on job requirements. Skills such as anticipating, planning, managing, and performing marketing activities to reach organizational objectives such as advertising and promotion techniques, business communication, and business development.

Bachelor's Degree from Iowa Universities and Colleges	Sample Career	Salaries
Marketing	Market Research Analyst	\$58,600
Advertising and Digital Media	Public Relations Manager	\$103,500
Communication Studies	Marketing Coordinator	\$59,700

**Additional Bachelor's Degrees include: Global Marketing Sales, Management*

Kirkwood Associate's Degree	Sample Career	Salaries
Business Administration: Marketing Management	Public Relations Specialist	\$56,000
Apparel Merchandising	Apparel Merchandising	\$60,400

Kirkwood Diploma	Sample Career	Salaries
Office Assistant	Office Assistant	\$34,000

Kirkwood Certificates	Sample Career	Salaries
Retail Marketing	Merchandise Displayer	\$28,800
Sales	New Accounts Clerk	\$37,200
Social Media Marketing	Media Technician	\$34,400

Kirkwood Career Academies	Sample Career	Salaries
Pre-Business Administration	Retail Sales	\$28,800
Graphic and Communication Technology	Promotional Assistant	\$33,100



**Information provided by Emsi National data and Kirkwood Community College Regional Talent Forecast Data – Nov. 2018*



High School Courses

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|------------------------|------------------------------|
| Intro to Business | Business Law |
| Computer Basics | Entrepreneurship |
| Applications | Personal Finance |
| Sports & Entertainment | World Language |
| Marketing | Elementary Statistics I & II |
| Accounting I | Psychology |
| Accounting II | Graphic Arts |

High School Related Activities and Clubs

- Internships
- Job Shadows