Bachelor of Business Administration in Marketing

What is a Bachelor of Business Administration in Marketing?

Marketing is universally needed in both domestic and international businesses. Careers in marketing offer a large variety of activities utilizing different skills and talents. Those who want to emphasize their creativity may enjoy the promotional aspects of marketing including personal selling, advertising, and marketing strategy. Others who abilities are more quantitative may prefer pricing, distribution, and marketing research.

The marketing program at UHD is designed to allow the students the freedom to develop their individual skills and talents in marketing while providing the marketing fundamentals needed for a career in marketing.

Interested in discussing your career path possibilities?

Visit B-104 or call 713-221-5011
Davies College of Business Career Center

What can I do with this major?

Possible Position Titles
- Brand Marketing Consultant
- Brand Manager
- Event Marketer
- Public Relations Specialist
- Sales Representative
- Sales Manager
- Account Manager
- Business intelligence Analyst
- Advertising Manager
- Product Manager
- Marketing Analyst

Industries
- Consumer Goods
- Finance
- Energy
- Government Agencies
- Healthcare
- Higher Education
- Insurance
- Information Technologies
- Pharmaceutical
- Retail
- Telecommunications

Related Industries and Career Titles
Position titles may apply across multiple career industries

Professional Organizations
Affiliate yourself with groups to network and learn about the field
- American Marketing Association
- Business Marketing Association
- National Association of Sales Professionals

Professional Certifications (sample types):
- Digital marketing
- Social media
- Analytics

Explore Career Specific Websites

Corporate Outreach
Research local organizations that have hired UHD students for internships and full-time opportunities. Here is a sample list:

Culture Map | JP Morgan Chase | Siemens | Tyson Foods | KBR | Enterprise

For students currently employed, consider opportunities within your organization or business by approaching your employer directly.
Carlton Cayman
One Main Street Houston, TX  77002
(713) 221-5011 | COBCareerCenter@uhd.edu

OBJECTIVE
A full-time position as a brand marketing consultant

EDUCATION
University of Houston-Downtown, Davies College of Business, Houston, TX
Bachelor of Business Administration in Marketing
December 2017   Major GPA: 3.5   Overall GPA: 3.0
Finance 100% of education through continuous employment at 25 hours/week

Lone Star Community College, Houston, TX
Associate of Arts in Business, December 2014
GPA: 3.65

EMPLOYMENT HISTORY
University of Houston-Downtown, Houston, TX               September 2015-present
Tutor and Writing Center Staff
• Tutor approximately 20 undergraduate students in accounting and English each week
• Counsel students and help them become better writers by proofreading and coaching regarding better writing practices and methods

Verizon, New York, NY                 June 2015- August 2015
Marketing Intern
• Partnered with internal marketing personnel to produce advertising campaigns for the latest wireless product offering with the marketing agencies
• Produced internal communications program with a team of interns (via intranet, e-mail, and postings) marketing the latest benefits, rewards, and special announcements within the corporation

Office Max, Houston, TX        January 2011-November 2014
Cashier
• Provided customer service and consultation to customers
• Produced output for custom print service jobs
• Supervised the fax/custom print service area

ACTIVITIES
American Marketing Association at UHD, member              January 2014-present
Houston Food Bank, Volunteer                          December 2015

SKILLS
Digital Marketing certification
Microsoft Office
Fluency in Spanish, Italian and English

Sample provided by the Career Development Center, College of Business, UH-D. This resume should only be used as guide to creating a resume and should not be copied.