

## SKILLS YOU DEVELOPED WITH YOUR DEGREE?

### COMMUNICATION SKILLS

The ability to communicate ideas clearly and efficiently in a variety of mediums (written, oral, visually and electronically).

### PROBLEM SOLVING

Use critical thinking skills to evaluate and solve problems.

Demonstrate the ability to be creative and innovative in identifying solutions.

### PERSONAL MANAGEMENT SKILLS

Able to work effectively and independently under deadlines.

Plan, design, and carry out projects from start to finish with well defined objectives and outcomes.

### INFORMATION MANAGEMENT

Locate, gather, and organize information using technology and information systems.

Use research skills to access, analyze, and apply knowledge.

### TEAMWORK SKILLS

Able to work effectively within a team.

Demonstrate the ability to lead or support a team while monitoring the success of project and identifying ways to improve it.

### ETHICS AND VALUES

The ability to take into consideration the costs, benefits, and impact of projects on the individuals involved and society in general.

## WHAT CAN YOU DO WITH YOUR DEGREE?

### MARKETING MANAGER

Determine the demand for products and services offered by a firm and its competitors and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

### ADVERTISING EXECUTIVE

Plan, direct, and implement advertising including graphic art for display in all media; newspapers, magazines, billboards, packaging, television, and radio to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

### MARKET RESEARCH ANALYST

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

### PUBLIC RELATIONS SPECIALIST

Plan and direct public relations programs designed to create and maintain a favorable public image for employer or client; or if engaged in fundraising, plan and direct activities to solicit and maintain funds for special projects and nonprofit organizations.

### SALES MANAGER

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.