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How much does the average marketing major make

By M.T. Wroblewski Updated June 19, 2020 Traditionalists favored newspaper and magazine ads, brochures, postcards and press releases. Modernists tended to reach for websites, blogs, social media ads, podcasts and ebooks. But today's marketers know better: they have to embrace all of these marketing tactics as content is increasingly repurposed, repackaged and republished. It's one of the most exciting times in history to enter the marketing field as tradition continues to converge with technology. If throwing yourself into a challenging, fast-paced, no-two-days-are-the-same type of role appeals to you, then entry-level marketing salaries might get you hopping, too. Even the American Marketing Association has implicitly acknowledged the fast pace of the field by reviewing its own definition of "marketing" and reserving the right to update it every three years. The last update occurred in 2017 and resulted in this terminology: "Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large." It's possible that more people may think of marketing in terms described by U.S. News & World Report, which refers to it as the: "Branding and promotion of products and services to the public ... targeted through specific demographics." At many companies, the responsibilities of some marketing roles are commingled, which is why many people find it helpful to take a close look at one title in particular: marketing manager. Someone in this role must have a good feel for advertising, consumer behavior, marketing strategy and research and public relations; the U.S. Bureau of Labor Statistics says. This is because a marketing manager often: Conducts or supervises market research. Plans marketing campaigns. Establishes budgets. Signs off on marketing calendars. Negotiates advertising contracts. Ensures that all marketing tactics remain consistent. Enforces deadlines. Works closely with department heads - those in advertising, graphic design and promotions, for example - to check messaging and brand symmetry. Meets regularly with clients. Vets eager job candidates for roles in their department and then supervises their day-to-day activities. It would be the rare employer who does not require a bachelor's degree for an entry-level marketing position, though a degree in an ancillary discipline, such as advertising or journalism, might suffice. College courses vary as much as the schools themselves, but it's fair to say that students who build a strong business foundation are best prepared for a career in marketing. The foundation is often laid with courses in business law, economics, finance, computer science, math and statistics. Upperclassmen delve into the "nitty-gritty" of marketing with courses in topics such as brand development and management, direct response marketing, global marketing, marketing analytics - such a robust topic that it could be a college major unto itself - social media strategies and social responsibility marketing. A bachelor's in marketing can vary greatly, depending on the type of job you end up with after school. Thanks in part to the influence of social media, the marketing field teems with literally dozens of job titles - and it continues to grow. A list from Fremont College includes titles that include the word "marketing" or relate to one of the activities under its umbrella. It's not uncommon for marketing majors to scan such a list to see if one of these marketing degree jobs resonate: Advertising account executive Advertising manager Brand manager Chief marketing officer Digital marketing manager Ecommerce manager Email marketing manager Marketing analyst Marketing communications specialist Marketing manager Marketing specialist Media buyer Product manager Promotions manager Public relations manager Search engine optimization specialist Social media manager Web content writer Web producer The range of opportunities available to marketing majors is evident in more than the number of roles in the field; the diversity is also reflected in both entry-level marketing salaries and those of marketing managers. Consider: the average entry-level marketer makes \$44,694 a year, according to Indeed, with certain cities leading the pack: Houston Salt Lake City Jacksonville St. Louis Richmond And those marketing managers who are at the center of so much action? The BLS pegged their median annual wage at \$125,510 in 2019. Median means that half the people in the group made more while half made less. In this case, those in the lowest 10 percent of the group made \$61,930 while those in the highest 10 percent made more than \$208,000. Business marketing salary options can be anywhere between those two numbers. The outlook for marketing managers is good, too, with the BLS projecting that their numbers will grow by 8 percent by 2028. The influx of fresh talent should keep the field hopping, too. Home » Marketing » Salary The variation in actual marketing salaries can be significant; different specialties can have such vast salary differences that one marketing career can pay almost double another. Specialization particularly boosts marketing degree salary ranges at the mid-level of a marketing career path. A general brand manager will make about \$5,000 less than a package design manager, even though package design is only one part of a brand manager's responsibilities. Marketing salaries at the highest levels of a marketing professional's career only tell part of the story. Stock options, bonuses, benefits, and other company perks can increase the base salary by 10% or more. Here are some statistics on salaries, job growth, and employer types for marketing professionals. Median Annual Salary Take a look at some of the salaries for popular careers in marketing: Marketing CareerMedian Annual Salary*Marketing Specialist\$65,810Market Research Analyst\$65,810Advertising Managers133,460Public Relations Managers134,120Marketing Managers142,170 Sources: U.S. Bureau of Labor Statistics Occupational Outlook Handbook, 2020 *The salary information listed is based on a national average, unless noted. Actual salaries may vary greatly based on specialization within the field, location, years of experience and a variety of other factors. National long-term projections of employment growth may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth. What is my earning potential? As with almost all careers, the higher degree you hold, the higher your salary: A bachelor's degree can add \$2,000 to \$5,000 or more per year in earning potential, while an MBA can add yet another \$7,000 to \$11,000, though many MBAs start out in higher-level management jobs with more responsibility, and consequently earn a larger salary. The BLS reports that the upper 10% of marketing managers earned more than \$208,000, as did managers in advertising and promotions. Market research analysts in the top 10% earned more than \$127,410. Is there demand for this career? According to the U.S. Bureau of Labor Statistics, the demand for marketing is expected to grow about as fast as average for all occupations. However, job growth will vary by the area of marketing in which you choose to specialize, as well as where you work. For example, newspaper publishing—a top employer of advertising managers—is on the decline, while electronic media outlets are expected to see employment growth. What is the job growth for the field? Take a look at how some of the marketing occupations compare as far as job growth: Job Outlook Comparison Over the Next Decade Sales Management—4%, as fast as averagePublic Relations Management—9%, faster than averageAdvertising Management—6%, a little faster than averageMarket Research Analyst - 18%, much faster than averageMarketing Management—7%, faster than average Source: U.S. Bureau of Labor Statistics 2020 Occupational Outlook Handbook How much competition will I face for a job? The job market for those in marketing is intensely competitive and where at one time a bachelor's degree might have been sufficient to enter the field, more and more employers are looking for a master's degree or MBA-holders. In some fields, such as market research analyst, a master's degree may be required. Advertising managers who can navigate the digital world should have an advantage when it comes to finding a job, says the BLS. What kinds of companies hire marketers? Here are the most common places where business administration professionals can be found according to the BLS: Sales Managers Companies and EnterprisesCar DealersWholesale Electronic MarketsComputer Systems Design Promotions Management Advertising and Public RelationsCompanies and EnterprisesRadio and Television BroadcastingNewspaper, Periodical, Book and Directory Publishers Marketing Management Companies and EnterprisesComputer Systems DesignManagement, Scientific and Technical Consulting ServicesFinance and insurance companiesAdvertising and Public Relations How do I advance in my marketing career? The ability to spot and analyze trends to determine creative marketing strategies for clients is essential, but education is still the best way to advance up the ladder. A marketing manager may enter the field with a bachelor's degree, but earning a master's could increase your career options and give you access to senior management and administrative roles. If you want to be considered for that great promotion, you might want to think about one (or both) of these tips: Get onboard the digital media wagon—it's here to stay so learn to use Adobe Creative Suite or other digital media software.Get certified—earning certification shows potential employers that you are a professional in the field, and may play a role in employment decisions or promotions. The Public Relations Society of America offers professional certification based on years' experience and passing an exam and the Marketing Research Association offers the Professional Researcher Certification (PRC) for market research analysts. To learn more about the education required for a career in marketing, research your options, and read about degree programs. If you're considering a career in marketing, knowing just how much you can earn with an online marketing degree may help you make your decision. Of course, what job title you hold and what tasks you're responsible for accomplishing will play a role in your earning potential. How much work experience you have will also affect your wages. However, earning an online marketing degree can certainly help you ... Starting Salaries for Candidates With Online Marketing Degrees Entry level employees with an educational background in marketing earn a median salary of \$40,000, according to U.S. News & World Report. That's thousands of dollars more per year than the \$36,200 median annual salary for all occupations, the United States Bureau of Labor Statistics (BLS) reported. This suggests that from the start, how much you can earn with an online marketing degree makes an education in this subject valuable. Often, entry-level marketing professionals hold job titles like advertising sales agent, according to U.S. News. Median Wages for Marketing Professionals At mid-career points, marketers earn a median salary of \$78,000 per year, U.S. News reported. However, precisely how much you can earn with an online marketing degree depends on what job you do. Advertising sales agents are among the lowest paid marketing professionals, earning around \$46,000 per year, according to U.S. News. Public relations specialists earn a bit more, with a median annual salary of \$54,000. Marketers who delve more into the research side of the industry as market research analysts bring home a median salary of \$60,000 per year. Six-Figure Marketing Management Jobs Just how much you can earn with an online marketing degree? You could make more than \$100,000 per year, if you move into a management role with the right organization. Sales managers make a median salary of \$105,000, while advertising, promotions and marketing managers earn \$116,000 yearly, according to U.S. News. Beyond Salary Expectations Of course, salary isn't everything. There are other benefits to earning an online marketing degree as well, such as rapid growth in job opportunities. While the BLS predicts job prospects overall to rise by just 11 percent over a decade, it expects roles for market research analysts to expand by a shocking 32 percent, U.S. News reported. Because promoting and selling products and services is crucial to virtually every industry, candidates with a marketing degree can find jobs in many different settings. The skills you learn while studying marketing online can land you a role in a marketing or advertising agency, a retail company, an in-house corporate marketing department, a manufacturing firm or an insurance firm. Earning your marketing degree online can prepare you for a variety of jobs, some of them very lucrative. While marketers in different roles, employment settings and geographical locations may make different salaries, how much you can earn with an online marketing degree makes this path a worthwhile educational investment. Related resource: Top 10 Colleges for Affordable Online Marketing Degrees 44,258 Bachelor's DegreesIn 2018-2019, 44,258 people earned their bachelor's in marketing, making the major the #12 most popular in the United States. When choosing the right school for you, it's important to arm yourself with all the facts you can. To that end, we've created a number of major-specific rankings, including this Highest Paid Marketing list to help you make the college decision.For this year's Highest Paid Marketing Graduates ranking, we looked at 401 colleges that offer a bachelor's in marketing.In this ranking, we use early career salaries - salaries 10 years from when a student started college. This is the salary typically earned 4-6 years after graduation, but may be different depending on how long a person takes to complete their degree.How Much Do Marketing Majors Make After Graduation?After graduating, marketing majors that go to school in the United States go on to jobs making an average of \$39,649 per year. This is comparable to the national average salary for a typical college graduate from any field.Average Salary for Marketing Graduates from Schools Nationwide National Average Salary for All College Grads (Regardless of Major) College CombatTo further help you make the college decision, we've developed a unique tool called College Combat that allows you to compare schools based on the factors that matter the most to you. When you have some time, check it out - you may want to bookmark the link so you don't forget it.2021 Highest Paid Marketing Grads in the United StatesThe following colleges produce the highest paid marketing graduates. Top 25 Best Schools for Highly Paid Marketing Graduates\$19,161 Average Student DebtUniversity of Pennsylvania comes in at #1. In this year's ranking, UPenn is a very large private not-for-profit school located in the large city of Philadelphia. Upon graduating with a bachelor's degree, marketing majors make an average salary of \$64,400.On average, marketing graduates from UPenn take out \$19,161 in student loans while working on their bachelor's degree. This translates to an average monthly loan payment of \$230, based on a 10-year repayment plan.Read More...Request Information\$19,388 Average Student DebtUniversity of Wisconsin - Madison earned the #4 spot in our 2021 rankings. UW - Madison is a very large public school located in the city of Madison. Upon graduating with a bachelor's degree, marketing majors make an average salary of \$56,300.Marketing majors at UW - Madison take out an average of \$19,388 in student loans while working on their bachelor's degree. This translates to an average monthly loan payment of \$221, based on a 10-year repayment plan.Read More...Request Information\$18,807 Average Student DebtOur rankings recognize University of Illinois at Urbana-Champaign as the #5 school in this year's ranking. UIUC is a very large public school located in the small city of Champaign. The average salary for a student who gets a bachelor's degree in marketing from the school is \$55,900.The average amount in student loans that marketing majors at UIUC take out while working on their bachelor's is \$18,807. Assuming that a graduate chooses a 10-year repayment plan, the average monthly loan payment is \$202.Read More...Request Information\$13,751 Average Student DebtWashington University in St. Louis earned the #5 spot in our 2021 rankings. Located in the suburb of Saint Louis, WUSTL is a private not-for-profit school with a large student population.The average amount in student loans that marketing majors at WUSTL take out while working on their bachelor's is \$13,751. This translates to an average monthly loan payment of \$161, based on a 10-year repayment plan.Read More...Request Information\$21,699 Average Student DebtVillanova University landed the #9 spot in our 2021 rankings for highest paid marketing school. Villanova is a large private not-for-profit school located in the large suburb of Villanova. Students who receive their bachelor's in marketing from the school go on to jobs that make an average salary of \$53,300.Marketing majors at Villanova take out an average of \$21,699 in student loans while working on their bachelor's degree. When it comes time to repay the loan, graduates who are on a 10-year repayment plan pay an average monthly payment of \$270.Read More...Request InformationLenoir - Rhyne University landed the #11 spot in our 2021 rankings for highest paid marketing school. Located in the small city of Hickory, Lenoir - Rhyne University is a private not-for-profit college with a small student population.Read More...Request Information\$19,893 Average Student DebtUniversity of Oklahoma Norman Campus earned the #16 spot in our 2021 rankings. Located in the suburb of Norman, University of Oklahoma is a public school with a fairly large student population. The average salary for a student who gets a bachelor's degree in marketing from the school is \$50,300.After completing their bachelor's degree, marketing graduates from University of Oklahoma carry an average student debtload of \$19,893. Assuming that a graduate chooses a 10-year repayment plan, the average monthly loan payment is \$202.Read More...Request Information\$19,089 Average Student DebtThe University of Texas at Austin earned the #18 spot in our 2021 rankings. UT Austin is a fairly large public school located in the large city of Austin. Marketing majors who obtain their bachelor's from the school make an average salary of \$49,900.On average, marketing graduates from UT Austin take out \$19,089 in student loans while working on their bachelor's degree. The average monthly payment of a loan this size is about \$208, assuming that the borrower is on a 10-year repayment plan.Read More...Request Information\$22,896 Average Student DebtBucknell University comes in at #20 in this year's ranking. Located in the distant town of Lewisburg, Bucknell is a private not-for-profit college with a small student population. Students who receive their bachelor's in marketing from the school go on to jobs that make an average salary of \$49,300.After completing their bachelor's degree, marketing graduates from Bucknell carry an average student debtload of \$22,896. When it comes time to repay the loan, graduates who are on a 10-year repayment plan pay an average monthly payment of \$280.Read More...Request InformationRest of the Top Schools for Highest Paid Marketing GraduatesAdditional Award WinnersThis list shows the remainder of the schools awarded a Highest Paid Marketing Graduates badge. Showing in this list means the school was ranked in the top 15% of the 401 different United States marketing schools we analyzed.RankCollegeLocation51Drake UniversityDes Moines, IA52Loyola University ChicagoChicago, IL53University of Massachusetts AmherstAmherst, MA54The University of AlabamaTuscaloosa, AL55University of St. Thomas MinnesotaSaint Paul, MN56Elon UniversityElon, NC57Lewis UniversityRomeoville, IL58Creighton UniversityOmaha, NE59Colorado State University - Global CampusGreenwood Village, CO60Binghamton UniversityVestal, NYHonorable MentionsHere are some additional great schools for Marketing students seeking high pay that almost earned our Highest Paid Marketing Graduates award.RankCollegeLocation61Baylor UniversityWaco, TX62University of Minnesota - DuluthDuluth, MN63Concordia University, Saint PaulSaint Paul, MN64University of ArkansasFayetteville, AR65Utah Valley UniversityOrem, UT66Saint Joseph's UniversityPhiladelphia, PA67The University of GeorgiaAthens, GA68The University of Texas at DallasRichardson, TX69Sacred Heart UniversityFairfield, CT70Ohio University - Athens CampusAthens, OH71University of Maryland Global CampusAdelphi, MD72University of KansasLawrence, KS73Plymouth State UniversityPlymouth, NH74University of DaytonDayton, OH75George Mason UniversityFairfax, VA76University of Rhode IslandKingston, RI77Loyola Marymount UniversityLos Angeles, CA78Arizona State University - TempeTempe, AZ79Fairleigh Dickinson University - Metropolitan CampusTeaneck, NJ80University of Washington - Seattle CampusSeattle, WAMarketing by RegionView the Highest Paid Marketing Graduates for a specific region near you.One of 21 majors within the Business, Management & Marketing area of study, Marketing has other similar majors worth exploring.View All Marketing Related Majors >Notes and ReferencesThe Integrated Postsecondary Education Data System (IPEDS) from the National Center for Education Statistics (NCES), a branch of the U.S. Department of Education (DOE) serves as the core of the rest of our data about colleges.Some other college data, including much of the graduate earnings data, comes from the U.S. Department of Education's (College Scorecard).Credit for the banner image above goes to Nick Youngson.More about our data sources and methodologies.report this ad

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