Marketing jobs are found in nearly all corporate, public sector, and non-profit organizations. Key areas include advertising, brand, digital, marcom, product, public relations, research, and sales. Segments are Business to Consumer (B2C) and Business to Business (B2B).

**In Demand Skills**
- **Social & Web:** Facebook, Google AdWords, LinkedIn, Instagram, Twitter, Hootsuite
- **Marketing Automation:** Marketo, Eloqua
- **Marketing Analytics:** HubSpot, Google Analytics, Facebook Insights, Web Trends, Omniture, Advanced Excel, SQL
- **CRM / Email:** Salesforce, SendGrid, Responsys | **Research:** SurveyMonkey, Qualtrics
- **CMS:** SharePoint, WordPress | **Languages:** Java, HTML, CSS | **Graphics:** Adobe Creative Suite, Photoshop
- **Digital Marketing Areas:** PPC, SEO, SEM, Demand Generation

**Digital Marketing Resources – Certifications & Information**
- **Professional Certified Marketer (PCM)**
  - **HubSpot Academy** – Inbound, Email Marketing, Inbound Sales, Content Marketing, Social Media
    - [https://academy.hubspot.com/certification](https://academy.hubspot.com/certification)
  - **Google** – Google Analytics, Google AdWords
    - [https://analytics.google.com/analytics/academy/](https://analytics.google.com/analytics/academy/); Google AdWords (YouTube video)
  - **Salesforce** – Salesforce Platform, Marketing Cloud, Analytics
    - [https://trailhead.salesforce.com/modules](https://trailhead.salesforce.com/modules)
  - **Marketo** – Great blog articles about Digital Marketing trends | CMO Nation – Articles and interviews
  - **Facebook Marketing** – [www.facebook.com/blueprint](http://www.facebook.com/blueprint)
  - **Twitter Marketing** – [https://twitterflightschool.com](https://twitterflightschool.com)
  - **Marketing Blogs** – [blog.bufferapp.com/newsletter](https://blog.bufferapp.com/newsletter) | [https://marketingland.com](https://marketingland.com) | [www.contentmarketinginstitute.com](http://www.contentmarketinginstitute.com)

**Marketing Job Titles – Early Career**
- Assistant | Coordinator | Manager Titles
- Account Executive
- Advertising
- Brand
- Channel
- Community Relations
- Communications
- Content Developer
- Copywriter
- Demand Generation
- Digital Marketing
- Email Marketing
- Events
- Field Marketing
- Marketing
- Marketing Research
- Merchandiser
- Product Marketing or Product Management
- Public Relations
- SEO/SEM
- Social Media

**Marketing Employers**
- Public and Private Corporations
- Small Businesses
- Startups
- Marketing Agencies
  - Advertising, Brand, Design, Direct Marketing
- Agencies
  - Digital, PR, Research, Social Media
- Banking
- Financial Services | Investment Services
- Government Agencies and Universities
- Non-Profit Organizations
- Public Accounting Firms
- Marketing Consulting Firms
- Management Consulting Firms

**Additional Marketing Career Information**
- [www.ama.org](http://www.ama.org) | [www.marketing.org](http://www.marketing.org) | [www.amacolorado.org](http://www.amacolorado.org)

**Take Advantage of LinkedIn Learning**
(available free in UCDAccess) to increase your knowledge of concepts and in-demand skills.

**Business Career Connections (BCC) is the Career Department for the CU Denver Business School**
- [business.ucdenver.edu/bcc](http://business.ucdenver.edu/bcc) | [bcc@ucdenver.edu](mailto:bcc@ucdenver.edu) | 303.315.8900