



# CWIB

# MARKETING

## INDUSTRY ONE-PAGER

## INDUSTRY OVERVIEW

---

Marketing is a profession focused on leveraging tools and ideas centered around product concept and design, pricing strategy, promotional campaigns across traditional and digital channels, and strategic placement of the product for accessibility and visibility.

## RELEVANT COURSES

---

- **BUSI406:** Principles of Marketing
- **BUSI558:** Digital Marketing
- **BUSI568:** Customer Insights & Analytics
- **BUSI563:** Retail and E-tail
- **BUSI566:** Marketing Strategy

## CWIB CONTACTS

---

Amanda Martin  
Paige Murray  
Anna Grace Thompson

## RELEVANT SKILLS AND RESOURCES

---

- Strong communication and storytelling skills, both written and verbal
- Ability to work both collaboratively and independently
- Ability to think critically and creatively to solve business challenges
- (dependent on role) Proficiency in data analysis, search engine optimization, Adobe Creative Suite, etc.

## LOOKING FORWARD

---

### Career Pathways

- Market research
- Digital/social media marketing
- Brand management
- Advertising
- SEO specialist
- Public relations

### Additional Resources

- [UNC Marketing Club](#) - Digital Marketing Bootcamp or Marketing Treks
- Info about [Marketing Management and Sales AOE](#) through the UBP
- How to access [Adobe Creative Cloud](#) through UNC