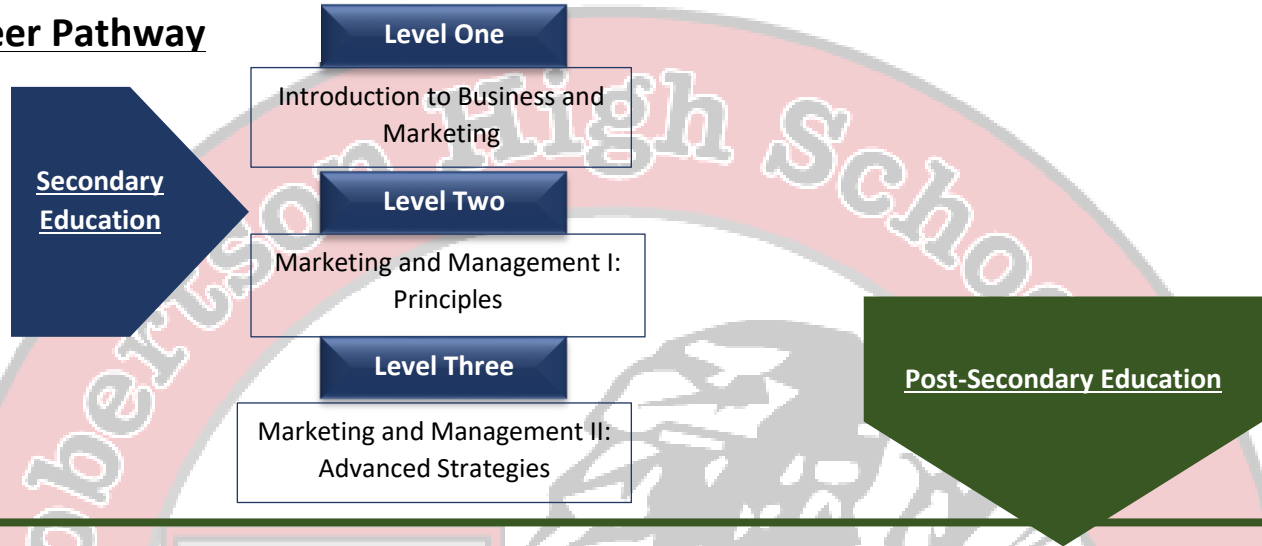


# Marketing Management

Marketing, Distribution & Logistics

## Career Pathway



**College Ready** Whether students want to obtain an **associates**, **bachelor's**, or **master's** degree the options are available.

- [Austin Peay State University](#) – Management, Marketing
- [Middle Tennessee State University](#) – Management, Marketing, Human Resource Management, Professional Selling
- [Tennessee State University](#) – Hospitality and Tourism Management, Human Resource Management, Management, Marketing
- [Tennessee Technological University](#) – Analytics, General Management, Human Resources, Marketing
- [University of Tennessee](#) – Business Analytics, Human Resource Management, Marketing
- [Volunteer State Community College](#) – Marketing

## Career Opportunities

## JOB OUTLOOK

Advances in marketing, particularly digital marketing, continue to create a need for marketing professionals, with the overall employment of advertising, promotion, and marketing managers projected to grow 6% by 2029, according to the Bureau of Labor and Statistics. In Tennessee, the job outlook is even more favorable through 2028, particularly for Marketing Analysts/Specialists and Public Relations and Fundraising Managers, with projected job growth of 24% and 15% respectively.



## OCCUPATION PROFILE

Careers in marketing management integrate skills in marketing development and strategy, data analysis, campaign design, pricing strategies, and consumer analysis. The top marketing occupations interconnect—for example, marketing managers, including public relations and fundraising managers, rely on market and consumer data from marketing research analysts to help them identify target markets, plan advertising campaigns, and oversee product development. Advertising sales agents then use this information to locate customers, develop promotions, and sell products.