

# Marketing

## Career Pathways

## Brown School of Business and Leadership

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### Overview:

Digital Marketing (sometimes referred to as online, internet, or web marketing) merges the interdisciplinary principles of marketing, business information systems, and visual communication.

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### Acquired Skills MOST Valued by Employers:

- Strategic Integrated Marketing
  - Competency in Marketing Planning
  - Utilization of Digital Marketing Tools/Platforms
  - Career & Self Development
  - Communication
  - Critical Thinking
  - Equity & Inclusion
  - Leadership
  - Professionalism
  - Teamwork
  - Technology
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### Common Pathways:

- Social media marketing
- Digital marketing management
- Viral marketing
- Electronic customer management
- Electronic-based customer researcher

**An Employer's Perspective:**

Successful digital marketers need to have a combination of communication skills and technical skills. They are able to conduct campaigns while overseeing initiatives that fuel company growth and engagement across multiple platforms. They also need to be experts in strategic planning, search engine optimization, content, creative, and analytics. Finally, individuals in this field also need to have good judgment and have the ability to interact effectively with colleagues and clients.

**Salaries:**

According to the NACE Salary Survey, marketing graduates average starting salary was \$62,634. However, salaries are dependent upon the industry, level of position, and geographical region. A few good resources for researching salaries of specific jobs within various industries are [www.salary.com](http://www.salary.com) and [www.payscale.com](http://www.payscale.com).

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