

# FLASH CAREER REPORT: MARKETING

## Top companies hiring Tippie majors

ADP

Arrive Logistics

AT&T

Athene

Casey's

Caterpillar Inc.

CDW

Collins Aerospace

Echo Global Logistics

Enterprise Holdings

Gartner

Goosehead Insurance

GreatAmerica Financial

HNI

Holmes Murphy & Associates

Insight Global

John Deere

Macy's

Medline Industries, Inc.

MoLo Solutions

OneDigital Advanced Health

Oracle

PepsiCo

Schneider

Spark Foundry

Stryker

Swoon

Techtronic Industries

Uline

UnitedHealth Group

## Campus resources for marketing majors

**Student organizations:** American Advertising Federation chapter, American Marketing Association (AMA) chapter, Consumer Experience Consulting Club, National Retail Federation chapter, Sales and Consulting Club

**Campus institutes:** Marketing Institute

## Job search keywords for marketing majors

- Advertising (paid/organic)
- Brand (management, awareness, etc.)
- Competitive analysis
- Content creation and management
- Cross-selling/Up-selling
- Customer insights
- Customer profiling
- Customer retention/loyalty
- GTM: Go to market strategy
- Key performance indicators (KPIs)
- Market share
- Marketing strategy and planning
- Sales funnel/buyer journey
- SEO/SEM (Search engine optimization/marketing)
- Target market segmentation

*All data in this report sourced from the Iowa Graduation Survey, 2021-2024*

*Questions?*

*Contact [tippie-careerservice@uiowa.edu](mailto:tippie-careerservice@uiowa.edu)*

## Top job titles for marketing majors

|                                     |                                  |
|-------------------------------------|----------------------------------|
| Account Executive                   | Marketing Coordinator            |
| Account Manager                     | Marketing Manager                |
| Account Representative              | Marketing Specialist             |
| Account Sales Representative        | Outside Sales Representative     |
| Business Development Representative | Recruiter                        |
| Carrier Sales Representative        | Sales Development Associate      |
| Digital Marketing Specialist        | Sales Development Representative |
| Inside Sales Representative         | Sales Management Associate       |
| Marketing Assistant                 | Sales Representative             |
| Marketing Associate                 | Sales Support Specialist         |

## RECRUITING TIMELINES

11

[illegible]

*The timelines shown here were developed using data from multiple public and private institutions, along with insights from leading recruiting platforms. The selected industries were chosen as especially relevant to the marketing major. For more information and to see the full list of industries, click [here](https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Recruiting%20timelines%20one-pager%20v2.pdf) or visit <https://students.tippie.uiowa.edu/sites/students.tippie.uiowa.edu/files/2025-07/Recruiting%20timelines%20one-pager%20v2.pdf>.*