

FLASH CAREER REPORT: MARKETING

2026-2027 edition

Top companies hiring Tippie majors

ADP

Arrive Logistics

Caseys

CDW

Cottingham & Butler

Echo Global Logistics

Enterprise Holdings

Epic

GreatAmerica

HNI

Holmes Murphy & Associates

Insight Global

John Deere

Keyence

Medix

MoLo Solutions

OneDigital Advanced Health

Oracle

PepsiCo

RHM

Schneider

Spark Foundry

Stryker

Techtronic Industries

TrueNorth Companies

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, 2022-2025*

Questions?

Contact tippie-careerservice@uiowa.edu

Top job titles for marketing majors

Account Executive	Event Coordinator
Account Manager	Inside Sales Representative
Account Representative	Insurance Agent
Account Specialist	Manager
Analyst	Marketing Associate
Associate	Marketing Coordinator
Business Development Representative	Marketing Specialist
Carrier Sales Representative	Recruiter
Digital Marketing Specialist	Sales Development Representative
Entrepreneur	Sales Representative

RECRUITING TIMELINES

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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](#) or visit the Tippie Undergraduate Career Services website.