Based on your answers, you can see your HawkQuest results below.

Your results will provide career suggestions based on your responses, as well as potential majors offered at The University of Kansas (KU) that can help you develop the skills needed to become marketable in these careers. Remember, a major does not dictate the career you will have after you graduate. Rather, a major can help you develop the necessary skills to be marketable in a number of different careers and allow you to gain transferable skills to help you prepare for the world of work and navigate through career transitions.

Use the links within the results to further explore your options and gather more information. Additionally, we recommend you work with a career coach and/or academic advisor at KU for further guidance.

**Marketing**

As a marketing student at KU, you will prepare to take on a variety of fast-paced, ever-changing work in the field. Jobs in marketing require interpersonal skills, strategy, flexibility and creativity. Because the responsibilities in marketing jobs are so varied, it is important that you develop skills in all areas while also gaining experience to gauge your interests in various jobs. You can narrow your focus by declaring a concentration, especially if you are interested in a particular area of marketing.

Marketing Department website

**Suggested Careers:**

- Account Representative
- Customer Services Representative/Manager
- Internet Marketing Specialist
- Business Development Officer
- Marketing Manager
- Brand/Product Manager
- Market Research Specialist
- Purchasing Agent
Consumer Affairs Analyst
Merchandising Manager
Inside Sales Manager
Research Analyst
Retail Manager
Sales Representative
Marketing Assistant

Additional Majors to Consider:

These are additional majors specific to The University of Kansas that may assist you in developing the skills you need to be marketable in these careers.

Strategic Communications
Communication Studies
Sport Management
Management & Leadership
Business Administration

Sport Management

The School of Education offers a BS in Sport Management. Students who complete the degree requirements for Sport Management are qualified to work in management-related positions at the collegiate and professional sports levels. The individual would also be trained to work in companies that manufacture, distribute or sell sporting equipment. The individual would be qualified to seek management positions in commercial, corporate, and private fitness facilities and companies.

Sport Management Program website

Suggested Careers:

Activities Director
Athletic Director
Coach
Compliance Officer
Concessions Manager
Director of Intramural Sports
Director of Merchandising
Director of Promotions
Director of Recreation Services
Equipment Manager
Employee Fitness Director
Health Club/Training Center Manager
Product Development Specialist
Product Distributor
Public Relations Specialist
Recruiter
Retail Manager
Scouting Agent
Sports Agent
Sports and Fitness Program Coordinator
Sports Official
Stadium/Arena/Facilities Manager
Student-Athlete Adviser
Ticket Sales Manager
Tournament Director

Additional Majors to Consider:

These are additional majors specific to The University of Kansas that may assist you in developing the skills you need to be marketable in these careers.

Strategic Communications
Marketing
Management & Leadership
Communication Studies
Athletic Training

Communication Studies

The College of Liberal Arts & Sciences offers a BA or BGS in Communication Studies. The Communication Studies major provides a broad liberal arts education that
addresses the ways in which people communicate in relationships, in public discourse, and within organizations. The major includes study of the ways in which such processes relate to cultural differences, technological developments, gender, age, and other social variables.

Communication Studies Department website

Suggested Careers:

- Announcer/DJ
- Advertising Assistant
- Broadcast Journalist
- Community Relations Specialist
- Copy Editor
- Corporate Trainer
- Event Planner
- Magazine Writer/Editor
- Marketing Manager
- Media Buyer
- News Writer/Editor/Director
- Photojournalist
- Print Production Manager
- Promotional Campaign Developer
- Publisher
- Publicist
- Public Relations Manager
- Rehabilitation Counselor
- Reporter
- Retail/Restaurant Manager
- Speech Writer
- Technical Writer

Additional Majors to Consider:

These are additional majors specific to The University of Kansas that may assist you in developing the skills you need to be marketable in these careers.

- English
- Linguistics
- Literature, Language & Writing
The School of Education offers a BSE in Athletic Training. The Athletic Training program prepares students for a career as an allied-health professional and prepares them for the BOC examination, the examination leading to certification and the credential of a certified athletic trainer. Students in this program study the concepts and skills to properly manage the health care problems associated with physical activity. NOTE: Students must apply and meet minimum requirements for admission into the Athletic Training program. Applications are typically due at the beginning of May for fall semester admission.

Athletic Training Program website

Suggested Careers:

Athletic Director
Athletic Trainer
Health/Wellness Educator
Injury Prevention Specialist
Recreational Therapist
Rehabilitative Specialist
Sports Medicine Specialist
Strength and Conditioning Coach
Training Director
Training Facility Manager
Treatment Specialist
Wellness Program Director
Additional Majors to Consider:

These are additional majors specific to The University of Kansas that may assist you in developing the skills you need to be marketable in these careers.

- Nursing
- Community Health
- Exercise Science

Strategic Communication

The School of Journalism and Mass Communication offers a BS in Strategic Communications. This prepares students to work in media sales and management and marketing communications fields, including advertising and public relations. At the capstone level, students apply their learning to professional practice in media sales and management or strategic campaign development. If you can see yourself developing advertising, marketing, or public relations campaigns, selling ideas, developing promotions for clients who have products or services to sell, or working for corporations, governments, profit or non-profit agencies, you will choose the Strategic Communication track.

School of Journalism and Mass Communication website
Journalism Career Center

Suggested Careers:

- Advertising Assistant
- Advertising Sales Manager
- Brand Manager
- Campaign Manager
Community Relations Specialist
Copywriter
Corporate Trainer
Development/Fundraising Manager
Event Planner
Lobbyist
Human Resources Specialist
Marketing Manager
Market Researcher
Media Buyer
Media Planner
Media Relations Manager
Print Production Manager
Promotional Campaign Developer
Publicist
Public Relations Manager
Speech Writer

Additional Majors to Consider:

These are additional majors specific to The University of Kansas that may assist you in developing the skills you need to be marketable in these careers.

Marketing
Visual Communication (Graphic Design)
Visual Art/Design
Communication Studies
News/Information
Sport Management
English
Film & Media Studies