**Marketing and Communications**

Marketing jobs are necessary due to the public nature of University activities such as admissions outreach, academic reputation, community service programs and athletic notoriety.

The level of effort required to support campus communications—both internal and external—results in the staffing of a broad group of titles within the Marketing job family. Typically, entry-level positions in this job family require at least some formal post-secondary education in a specific field of study such as journalism, communications, photography or graphic design; or in a specific area of technology such as web design.

Career opportunities are usually available for marketing professionals in light of the transferable nature of the required skills. For this reason, job mobility both internally and beyond the University contribute to reasonable levels of career ladder potential in most areas of the field.