

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.

88%

[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.

80%

[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 76%  
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](#)

[Management & Leadership](#)  
[Business Administration](#)  
[Sport Management](#)  
[Strategic Communications](#)  
[News/Information](#)  
[Film & Media Studies](#)

## Athletic Training

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.

75%

[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.

68%

[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](#)