

## Bachelor of Arts in Business Administration

### WHAT JOBS ARE AVAILABLE TO PEOPLE WHO HOLD A BUSINESS ADMINISTRATION DEGREE?

DEVELOP FLEXIBLE COMPETENCIES THAT  
APPLY TO A RANGE OF CAREER OPTIONS.

EXPLORE THESE EXAMPLES. SOME ARE ENTRY  
LEVEL POSITIONS, WHILE OTHERS MAY  
REQUIRE ADDITIONAL EXPERIENCE.

#### Market Research Analyst

Market research analysts study market conditions to identify potential consumers and determine the sales potential of products and services. They gather and analyze data to help companies understand their customers, what products they should be selling, and how they can successfully promote those products.

#### Sales Manager

Sales managers play an integral role in the generation of revenue. Sales managers oversee an organization's sales teams, recruiting sales representatives, assigning territories, setting sales goals, analyzing results, and developing training programs.

#### Business Consultant

Business or management consultants determine and propose ways to make businesses more profitable. They generally identify inefficiencies and opportunities, organize information about the problem, recommend new procedures and processes, and work with managers to implement and monitor improvements. Consultants often specialize in a specific business field or area.

#### Financial Manager / Officer

Working with other executives, a financial officer plays a key role in maintaining the financial health of an organization. The financial officer oversees the company's finances, accounting, and investment activities, ensuring compliance with tax laws and regulations.

#### Human Resources Manager

Human resources managers are concerned with the management of employees, their performance, and retention. They administer the recruiting, interviewing, and hiring of employees. They consult with other executives on strategic planning and serve as liaison between management and employees.

#### Training Manager

Training and development managers focus on improving employees' skills and knowledge by planning, developing, and implementing training programs. Importantly, training managers often work with multiple stakeholders to ensure that the training is aligned to business functions and goals, and that benefits employees with new skills and knowledge.

#### Advertising / Marketing Manager

Advertising and marketing managers create and implement strategies to generate interest in a service or product in order to increase sales. They identify products to be advertised, select and purchase advertising media, and work with art directors and sales agents to execute promotional campaigns.

#### Public Relations Manager

Public relations managers are responsible for developing and maintaining a favorable public image for an organization or individual client. They determine target audiences and how they will reach those people, and attempt to influence them through communicating their company's accomplishments and points of view.

#### City Manager

City managers are appointed by city councils. They manage the municipality making budget recommendations, crafting policies for public services and handling the appointment of city workers.

#### For more information:

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