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Why choose Marketing major during your MBA

If MBA is the essence of businesses, then marketing is the backbone. It has a gigantic scope and diverse field that any business enthusiast would love to bank on. Whether it is a local business or a well-renowned MNC, everybody wants to take their business to the epitome of success, which is possible with constant marketing efforts. If you are one of those rare species who cannot keep their creative juices intact, then you must choose marketing as your major specialisation in MBA.

Coming to the main course, this postgraduate degree is open to all who graduated from a UDG-accredited University. If by any chance you missed this year's CAT, GMAT, or any other MBA entrance test for that matter, then you can get enrolled in one of the [best MBA colleges in Uttarakhand](#). Here, you will be studying in the lap of nature and staying updated with the industry. And there are numerous reasons why you MUST choose specialisation in marketing. We are enumerating some of them below:

1. Earning Potential

Marketing is one of the most lucrative fields in the world where you get paid for your business growth assistance potential. You can easily get a high salary in the market after passing from one of the prestigious universities. And you keep adding more experience and skills to your resume with each passing year. It will eventually help you get a better job than the previous one. Some companies also happen to offer incentives to the marketing workforce, based on their exceptional performance.

2. Dynamic and Versatile

After acquiring an MBA degree from one of the top colleges of Dehradun, you become a versatile individual. This way, you can explore opportunities in the fields of your liking, from healthcare and real estate to education and food, whatever sails your boat. Because you are an individual with dynamic characteristics, you can easily adapt to this ever-evolving world of business. You can try your talent and luck in the latest fields that vary from digital marketing to technology-oriented businesses.

3. An Able Communicator

Your studies throughout those 2 years of MBA will hone your communication skills, owing to the class presentations and your active participation in college clubs. From pitching an idea to convincing the

board to favour your strategy, you have to master the skills of flawless communication. Without this talent, a marketing aspirant does not tend to go far in his or her professional career. It is a usual saying in the Indian context that a successful marketer is the one who can convince a bald man to use his company's hairbrush.

4. A Better Analyser

With time and the right input from your peers and mentors in the industry, you become a good observer. By observer we mean you can use your expertise and knowledge in the industry along with the available data, and make the most of your analytical skills. Consequently, you can use the outcome of that analysis to plan a strategy for your target audience. One of the best MBA colleges in Uttarakhand can help you get started with this feature with constant brushing up on the skills.

5. Be the Leader

By the time you get your MBA degree, you will automatically learn the art of leading people. You can guide them to not only follow you but also rely on your management and communication skills. MBA makes you an efficient and effective leader who knows how to lead a team of people. How would you become one? By actively participating in the team-building exercises and group projects that your faculty assigns to you.

Conclusion

If you are enrolling or even going through the list of [top colleges of Dehradun](#) for an MBA degree, make sure you choose your specialisation considering all the pros and cons.

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