CAREERS IN MARKETING
Marketing is a dynamic, challenging and changing field. If you relate easily to others, think critically and communicate well, it may be the career for you. Marketing positions are very visible, your performance will be scrutinized by others. You will work with a wide variety of people and reap rewards for dedicated time and talent. The demand for Marketing positions will grow faster through 2014 than the average for all occupations. (Bureau of Labor Statistics)

ADVERTISING
Advertising may well be the most diverse of the Marketing professions. It requires people and presentation skills as well as creativity. All the aspects of Marketing come together in Advertising. Advancement can occur more quickly in Advertising than in other fields because less emphasis is put on length of service. Advertising is a necessity for every organization. Advertising careers encompass a variety of mediums, products, services, public relations, promotions, and communications with various publics. Jobs may be found in large organizations that do their work in house, or in advertising agencies in the form of consumer research, media management, account management, brand or product management, and creative work. You could work in product development, strategy creation and strategy execution. Entry into Advertising careers is competitive and requires at least a Bachelor’s degree with preference shown for an MBA. More specific information about specific careers in advertising can be found through the links below.

- Advertising Manager
- Advertising Sales Director
- Account Executive
- Account Coordinator
- Media Director
- Media Coordinator
- Media Buyer

BRAND AND PRODUCT MANAGEMENT
Product and Brand Management involves the independent and competitive management of products or brands within a company. Those within the brand management team are completely responsible for every aspect of the product or brand, including research and development, finance, purchasing, production, packaging, market analysis and forecasting, advertising, sales and distribution. Success and failure in this field is very visible, and depends greatly on strong communication skill, analytical skills, creativity and initiative. Entry level positions in this field may begin with the assistant product or brand management position. The organizational structure that includes brand and product managers is preferred in consumer goods companies and is also used by manufacturers of industrial goods and even service operations. The assumption of responsibility for the brand is good training for top level management positions. They have a perfect understanding of the brand or product, their competitors, the market and market opportunities, and their competitive advantage. Training for positions in this field often includes a stint in sales. An MBA is the typical requirement but companies have also been known to recruit undergraduates. Links found below provide information about specific careers.

- Brand Manager
- Product Manager
- Product Development Manager
BUSINESS TO BUSINESS MARKETING

Business to Business marketers are marketers who serve business and industry, providing them with services, supply products, production materials, processes and products necessary to satisfy employee needs. These products can range from Kleenex to complex production systems. Since these are sales and consulting positions, personal relationships with buyers are important to support and continuing and successful buying/selling relationship. An understanding of consumer psychology and the needs of specific industries are essential. The industrial buying process is related to but different than the consumer process because there are different players with different interests and objectives as well as different levels of influence. B-B marketers are often involved with determining client needs, installation requirements and processes, as well as employee training. B-B marketing can be very specific in nature restricted to one industry or one aspect of the product or service, for example; product safety, product benefits and opportunities, support, systems, or engineering. Different industries require different areas of knowledge. Requirements for success in this field closely mirror those need for sales. The good industrial sales person has a genuine interest in the products and the companies s/he sells to. They need to be energetic, well organized, and motivated. While a technical degree may be required in highly technical fields, a broad general knowledge background is generally more attractive to an employer. Courses in sales, sales management, consumer behavior, and strategy would be helpful. Communications skills (written and oral), accounting, and personal relations are requisite. Entry level positions include those listed below.

- Sales representative
- Market research administrator
- Product manager
- Pricing administrator
- Product administrator
- Assistant marketing manager
- Sales administrator
- Assistant sales manager
- Sales service administrator

INTERNATIONAL MARKETING

International Marketers confront a wide variety cultural and environmental influences. They typically operate at a distance from corporate offices and are required to take more responsibility make decisions more independently. Those holding these positions typically start working in a company's domestic operations, move to international experience at corporate offices, then to work in the international business realm. Characteristics that bring an advantage include ethnicity, international residence, travel, and language ability. Starting positions vary for those with an undergraduate degree. Graduates are often involved in research, planning and coordinating. Knowledge of sales and marketing research is helpful.

MARKETING MANAGEMENT SCIENCE AND SYSTEMS ANALYSIS

Management Science staff will frequently act as consultants or problem solvers for company managers in difficult marketing oriented situations. They are trained in the field of systems analysis and have strong knowledge of applied statistical analysis. Problems addressed may include problems in sales force distribution, effectiveness in advertising and promotion, forecasting, demand management, logistics, new product development and test marketing. This is a fairly new career path but is becoming popular in large corporations. While few positions exist for those with a Bachelor’s degree, MBAs may find careers as a market analyst, a research specialist or a
management scientist. Characteristics required for this position are good interactive communication skills, people skills, good verbal and written communication skills, critical thinking and problem solving skills, a knowledge of human behavior and excellent applied statistical analysis skills.

- Market analyst
- Market research specialist
- Management scientist

**MARKETING RESEARCH**
The purpose of marketing research is to provide managers with information that will help them make better business decisions. They help managers understand why consumers behave the way they do in regard to specific products and services. This can relate to every aspect of marketing, from advertising, to logistics, to product design and much more. Marketing researchers are involved with problem definition, research planning and design, questionnaire design, sampling, collection and analyzing the data, and report preparation and presentation. Qualitative methods using projective techniques, ethnography and depth interviewing are growing in popularity. Most organizations, including public agencies, do market or consumer research either in house or outsourcing the task to one of many existing research firms. Today is seeing more interest in research relating to specific market segments. Research revolves around the consumer, including consumer needs, product awareness, purchasing habits, attitude toward ads and products, product and service use and satisfaction, all as they relate to consumer demographics and psychographics. Research relative to market conditions and competitors is also important. Most entry level jobs are targeted toward MBAs, but someone with a Bachelor's degree and related experience may also be successful. Important characteristics include strong statistical and analytical skill, and good written and oral communication and presentation skills. This is a growing field with a positive future. Positions in marketing research may include:

- Market Research Director
- Market Research Manager
- Market Research Supervisor
- Market Analyst

**NEW PRODUCT PLANNING**
Launching new products and services is an expensive proposition, and product planners/designers are an integral part of a successful launch. Product planners use research, forecasting and promotional skills in their work. Opportunities exist in many industries, public, private, consumer, retailing and more. Product planners work in integrated teams that include production engineers, finance, and marketing as well as strategic managers. There is growth in the product planning field especially in larger organizations. Many entry level positions require an MBA, however assistant level positions may be filled by those with a Bachelor's degree. These positions require creativity, an ability to conceptualize and evaluate, and knowledge of market and financial requirements for product success. One also needs a strong tolerance for uncertainty. A strong candidate would have a knowledge of sales and sales forecasting, product planning, research, consumer behavior and advertising as well as capital budgeting.

**Retailing Management**
Retailers are involved with selling goods directly to the ultimate (final) consumer. Retailing, overall, is one of the largest employers in the nation. This includes Mom and Pop's, large retail chains, and direct marketing as well as franchising. Salaries for entry level positions tend to be fairly low, but increase with a Bachelor's degree and especially with a Master's. Occupations in retail include assistant buyer, merchandise division manager, direct (floor) sales, assistant sales
manager, department manager, and store or branch manager. A career in retailing is upwardly mobile for the right candidate. Those interested in retail Management should be people-oriented, be able to function in a fast-paced multi-tasking environment, and possess leadership and communication skills. Retailers may be involved with management of personnel, purchasing, advertising and other promotional activities, inventory management, security, accounting, catalog or internet marketing efforts, and display design. Possible positions include.

- Regional Sales Mgr
- Mgmt Trainee
- Senior Buyer
- Assistant Manager
- Store Manager
- District Manager

**Sales and Sales Management**

Many successful CEOs began their careers in sales, a focus that provides broad ranging opportunities. This is because a sales person has to have comprehensive knowledge of the company, the product, the competitors’ companies and products as well as the market. They also have to have people and communication skills as they deal directly with the public. They have to know how to identify the needs of the customer and how to meet those needs. Most organizations in both the private and public, business to business, consumer and service sectors employ sales people. Given the wide ranging need for sales people, opportunities are broad as well, and salaries plus commissions offer very strong earnings potential. Sales people often are required to have technical as well as sales training. Entry level positions can be found in the fields of trade sales, missionary sales, new business and technical selling. Jobs not requiring a college degree include retail sales, delivery sales, and telephone sales.

A characteristic of sales that some find attractive is that success is greatly dependent on individual skill and effort. While MBAs don’t typical look toward a career in sales, it is an extremely effective training ground and can provide a “foot in the door.”

Personal selling is, by definition, persuasive and involves developing relationships with customers; good communication and presentation skills are essential. High levels of motivation are required as well as organization because sales people often work outside the main office. Sales people require analytical skills as well. Classes that can be particularly useful for sales training: sales and sales management, consumer behavior, marketing research, statistics, cost accounting, introduction to computers, communications classes (speech, theater, drama, debate, creative and business communications), social knowledge classes (sociology, psychology, economics, anthropology), and special interest courses (international marketing, and courses for those interested in technical selling (engineering, agriculture, chemistry, and pharmacology.) Possible positions include:

- Sales & Marketing Director
- Regional Sales Manager
- Manufacturer’s Representative

**Sales Promotion**

Positions in Sales Promotion involve the planning, execution and analysis of short term sales strategies. These include coupon campaigns, premiums and sweepstakes and other promotional activities. This is found more in the area of consumer products and business to business sales. People in this field typically have some sales experience and comprehensive product knowledge.

**Services Marketing**

The service sector is not only larger than the manufacturing sector but growing at a faster rate. The growth provides increases in the number of marketing positions in organization related to banking
and finance, healthcare, hospitality and travel, and other service settings. Service and product marketing jobs are actually quite similar. The positions are quite visible and can lead to career advancement. Entry level jobs frequently require a bachelor's degree but an MBA can provide advantages. Positions can resemble those in brand management, as well as sales, consumer research, advertising and promotion. Individuals in this area need strong communication and people skills and be able to deal with abstract product attributes.

**Interactive Marketing**
Interactive Marketing (also referred to as Direct Marketing) is a field that has maintained a growth of 10 percent a year for several years. It includes catalog and internet marketing activities as well as database management and analysis. These positions require planning marketing activities, research, and analysis. Skills required would include database management (especially as they relate to customer information, purchase activity and media data). Possible positions include:

- Catalog Circulation Manager
- Catalog Marketing Director/B-to-B
- Catalog Marketing Director/Consumer
- Art Director-Catalog
- Database Manager
- Catalog Marketing Manager-Consumer
- Catalog Marketing Manager-B-to-B

**Internet Marketing**
With internet users numbering in the billions, demand for those with skills in internet or social marketing are in high demand. Youth is considered an advantage in this field. More and more companies are funneling resources in to social marketing efforts. The job of the social marketer is to generate sales/leads through their social marketing efforts. This requires creative as well as web analytical skills. An expert in this field can write their own ticket and can lead to incomes in the 6 figures. Experience is essential in landing that entry position, so portfolios and especially internships are vital. Volunteering is even an options to help get your “foot in the door.” Internships and volunteers allow you to get to know the expectations of the field and the company as well as lets the company see how you can provide value to them, as well as providing networking opportunities. An MBA in Marketing can set you apart in the field.

**Public Relations**
Careers in Public Relations require you to do exactly that communication and create relationships with a company's various publics. They manage a company's public image. They design in-house brochures and papers as well as press releases and other communications with the public. PR people are often involved in orientation for new hires and are responsible for image building and fund raising activities. Communication and presentation skills are essential. They are often considered to be the face and voice of the company. Jobs in Public Relations include:

- Public Relations Specialist
- Public Relations Director
- Corporate Communications Manager
- Book Publicist
- Press Secretary

**Marketing Certifications**
Google AdWords certification
http://www.google.com/adwords/professionals/individual.html
The Google Advertising Professionals program offers professional qualification that allows third party providers such as agencies and resellers to develop deep knowledge of AdWords and related products, and then showcase that knowledge to prospective clients through a Professional Profile page with an official program logo. The program also includes marketing tools to assist in gaining and maintaining clients, and promotional coupons for qualified members that can be applied to new client accounts. Program members have access to a customized site for tracking their qualification status, managing associated Professionals, and accessing program materials.

Professionally Certified Marketer
http://www.marketingpower.com/Careers/Pages/ProfessionalCertifiedMarketer.aspx

In order to apply for certification, you must have either: 1) a bachelor's degree (or global equivalent) and 4 years of professional marketing experience, or 2) a master's degree (or global equivalent) and 2 years of professional marketing experience. You also must affirm your adherence to the AMA Statement of Ethical Norms and Values. AMA PCM® certification is valid for 3 years, provided you complete the required 40 units of continuing education during that time period. See the program handbook for ways to earn CEUs (continuing education units). At the point of your second recertification — 6 years after initially taking the AMA PCM® exam — you must retake and pass the exam in addition to completing the 40 required CEUs.

Professional Organizations

Marketing Careers - Web Resources
• Direct Marketing Careers - http://www.directmarketingcareers.com/ - presented by directmarketingcareers.com
• www.simplyhired.com/a/salary/search/q-marketing
• http://marketinghire.salary.com/salarywizard/layoutscripts/swzl_newsearch.asp

The Bureau of Labor Statistics is the principal fact-finding agency for the Federal Government in the broad field of labor economics and statistics.

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• Breaking Into the Career Field of Marketing
• Marketing vs. Advertising: What's the Difference?
• How Do You Know if a Marketing Career is Right for You?

Marketing Web Links
• A.C. Nielsen - www.acnielsen.com - market research, information, and analysis
• Ad Age - http://www.adage.com/ - news and resources from a leading chronicler of the advertising business
• American Marketing Association - www.MarketingPower.com - world's largest and most comprehensive professional society of marketers
• American Demographics - www.demographics.com - business topics and resources based on demographic studies
• ACR - Association of Consumer Research - international association of academics, government officials and marketing practitioners interested in understanding consumers
• The Gallup Organization - www.gallup.com - polling data on a variety of business, political, and lifestyle topics
• The Marketing Resource Center - www.marketingsource.com - designed to assist businesses with their traditional and Internet marketing efforts
• U.S. Census Bureau - www.census.gov - government resources for a variety of business topics

References:
The Future of Internet Marketing Careers
Sunday, 18 December 2011 08:48 AM Written by Rachel Gogos