

MARKETING CAREERS

CAREER SERVICES | CAREER PATHS

Most marketing, advertising, and public relations management positions are filled by promoting **sales representatives, purchasing agents, buyers, product or brand specialists, and public relations specialists**. In public relations firms, a beginner may be hired as a **research assistant or account assistant** and be promoted to **account executive**, eventually leading to **senior vice president**. A similar career path is followed in corporate public relations. **Wholesale and retail buyers** and **merchandise managers** usually begin as **assistant buyers or trainees**. An **Internet customer service representative** could progress to **service manager, research analyst, web site promotion manager, product manager, sales account manager, and eventually director of business development**.

NATURE OF THE WORK

- **Advertising managers** create interest among potential buyers of a product or service for a department, for an entire organization, or on a project basis (account). They work in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in organizations that advertise heavily.
- **Promotions managers** direct programs that combine advertising with purchasing incentives to increase sales. Often, the programs use direct mail, inserts in newspapers, Internet advertisements, in-store displays, product endorsements, or special events to target customers. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, or contests.
- **Marketing managers** estimate the demand for products and services that an organization and its competitors offer. They identify potential markets for the organization's products. They also develop pricing strategies to help organizations maximize their profits and market share while ensuring that the organizations' customers are satisfied. They work with sales, public relations, and product development staff.
- **Internet customer service representatives** respond to and diagnosis web site problems related to ordering procedures. An online research analyst collects and stores information in a database for research and profitability projects. A web site promotion manager creates advertising and email marketing campaigns, maintains web site links and listings as well as tracking all web promotions. An online sales manager sells advertising and sponsorship of web sites.
- **Marketing research analysts** are concerned with the design, promotion, price and distribution of a product or service. They provide information that is used to identify and define marketing opportunities; generate, refine and evaluate marketing actions; and monitor marketing performance.

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CAREER SERVICES | OUTLOOK AND INCOME

OPPORTUNITIES FOR EMPLOYMENT

Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2020 to 2030, about as fast as the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.

*Source: US Department of Labor, Bureau of Labor Statistics, OOH

SALARY EXPECTATIONS

The median starting salary for graduates with a Bachelor's degree in Marketing was \$57,000*.

*Source: Salary Survey, Winter 2021, National Association of Colleges and Employers.

CERTIFICATIONS

- AMA's Professional Certified Marketer - PCM
- IIMP's Certified Marketing Management Professional - CMMP
- SMPS's Certified Professional Services Marketer
- DMA Certified Marketing Professional
- Public Relations Society of America Accreditation

SOURCES OF ADDITIONAL INFORMATION

- American Marketing Association - <https://www.ama.org>
- Direct Marketing Association - www.thedma.org
- Business Marketing Association - <https://www.marketing.org>
- Web Marketing Association - www.webmarketingassociation.org
- U.S. Department of Labor/Employment and Training Administration occupational information onetonline.org

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CAREER SERVICES | TITLES AND SKILLS

JOB TITLES

- Account Executive
- Advertising Director
- Advertising Manager
- Buyer
- Communications Manager
- Copy Writer
- Fund-raiser
- Internet Customer Service Representative
- Lobbyist
- Marketing Coordinator
- Marketing Manager
- Marketing Research Analyst
- Marketing Specialist
- Online Research Analyst
- Online Sales Manager
- Photographer
- Product Specialist
- Promotion Specialist
- Public Relations Manager
- Public Relations Specialist
- Sales Agents
- Survey Researchers
- Training and Development Specialists
- Web Site Promotion Manager

REQUIRED SKILLS

- Analytical
- Communication
- Computer
- Creative
- Critical Thinking
- Decisive
- Flexible
- Goal orientated
- Interpersonal
- Judgment
- Leadership
- Learning Strategies
- Management of Personnel Resources
- Motivated
- Negotiation
- Perseverance
- Persuasion
- Problem solving
- Research
- Resistant to stress
- Service Orientation
- Tact
- Visualization
- Writing