

Careers in Marketing

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

Marketing is also "responding to the changing environment" - that is, meeting the changing needs of our consumers. In other words, marketing exists within the dynamic context of our social trends and cultural forces, and whatever is happening at the moment, domestic and global. Understanding these activities and their effects - their impact on consumers - is one of the goals of the marketing professional.

Career Paths Available to Marketing Graduates:

- Marketing Research
 - Product Management
 - Advertising
 - Sales
 - Merchandising
 - Physical Distribution
 - Non-Profit
- Marketing Research - Market research is that branch of marketing concerned with finding out why and how. Why was a purchase made? How often? Would it be purchased again? Why not? Where was the purchase made and why? What were the important attributes of the product - was it price, quality, place, or some combination? To what extent was price important? Place? What other factors influenced that purchase? Was it advertising? If so, where were the ads? How do we obtain the answers to these "why" questions? How do we get consumers to answer these accurately and meaningfully? How do we make sure we're asking the right questions? How do we implement our findings? All of these are the territory of the market researcher. Job titles include:
- Project Manager
 - Account Rep/Account Executive
 - Research Specialist
 - Field Coordinator
- Product Management - This area of marketing requires a broad understanding of other business functions such as production, accounting and distribution. You will work closely with people from these and other departments to manage your new product's development, the test marketing, refining, formal introduction, and roll-out. These same groups will also be necessary to keep your existing product on the market, updating it as necessary to meet changing demand and introducing a replacement for the retired product. Ultimately retiring it when the market for it declines. At the same time, the new product manager is introducing a replacement for the retired product. Job title:
- Product Manager

- Advertising - Advertising, because of its obvious visibility, has become the "darling" of marketing. Professors like to teach it, students like to study it, and everybody thinks they can do it better than it is done now. Unfortunately for the job seeker, the level of interest in advertising far exceeds job opportunities. Advertising is a very difficult field in which to find employment. If you are determined to go into advertising, be sure you know what you are getting into. Job Titles include:
 - Account Executive/Account Rep.
 - Media Buyer/Analyst
 - Copywriter
 - Art Director
 - Sales Promotion Manger
 - Public Relations Manager
 - Specialty Advertising Distributor

- Sales - This is the are most people think of when you mention "marketing". In a sales job you are representing your company and its products to your customer on a one-to-one basis. You must not only know your products and how they perform; you must know those of your competitors as well as how they compare to yours. Job titles include:
 - Salesperson
 - Sales Representative
 - Account Executive
 - Sales Agent/Manager
 - Consultant
 - Marketing Representative

- Retailing and Merchandising - Retailing and merchandising are more than just selling; planning and forecasting are a big part of the job. A career in retailing used to consist of a few positions, beginning in the stockroom and progressing to a salesperson on the floor, then moving up to store manager. The only promotion after that required buying the store. Times have indeed changed, and today one can work for a regional or national chain or one that specializes in a particular type of merchandise. You can specialize too, in operations or merchandising, and many store executives have experience in a broad spectrum of store functions. Job titles include:
 - Buyer
 - Store/Branch Manager
 - Department Manager
 - Merchandise Manager

- Physical Distribution - Physical distribution encompasses all the activities necessary in getting the product from the end of the production line to the hands of the consumer. The functions of warehousing, inventory planning and control, shipping and receiving, traffic, transportation, customer service, and logistics are included under the general physical distribution heading. Job titles vary widely from firm to firm, the level of sophistication differs from company to company and career paths and requisite skills

are not standard. In actuality, specific jobs differ because some have more functions and responsibilities than others do. Job titles include:

- Inventory Control Manager
- Operations Manager
- Administrative Analyst/Planner
- Customer Service Manager
- Traffic and Transportation Manager
- Administrative Manager
- Physical Distribution Consultant

➤ **Non-Profit** - Both the number and variety of positions available in not-for-profit marketing are on the rise. Increasing costs of operation, and expanding competition for audiences, participants, funds, and other resources have played a role in the burgeoning demand for marketing expertise in the nonprofit sectors of the economy. Health care institutions, including hospitals, clinics, and even individual medical practices are making increasing use of marketing. Religious and charitable organizations may offer positions. Museum, planetariums, and biological and zoological gardens, as well as parks and recreational facilities now employ marketing managers. Institutions of learning - colleges, private school, and so on - many have positions in marketing. Trade associations are frequently overlooked in career hunting, not as a source of information, but as a source of information, but as a source of employment. Job titles include:

- Marketing Manager

Selected Employers of Marketing Personnel

- Advertising agencies
- Agents or brokers
- Common carriers
- Computer service bureaus
- Consulting firms
- Credit bureaus
- Delivery firms
- Entertainment firms
- Exporters
- Financial institutions
- Franchisees
- Franchisers
- Government
- Industrial firms
- International firms
- Manufacturers
- Marketing research firms
- Marketing specialists
- Media
- Nonprofit institutions
- Product testing laboratories
- Public relations firms
- Raw material extractors
- Real estate firms
- Retailers
- Self-employed
- Service firms
- Shopping centers
- Sports teams
- Transportation firms
- Warehouses
- Wholesalers