

Career Snapshot: Marketing

Career Roles and Responsibilities

Marketing is a diverse field that attracts creative and people-oriented individuals who like to influence and persuade others. Typically, students with marketing degrees can become generalists or specialize in a specific area of marketing. Some of those areas are as follows:

Advertising – Advertising professionals take a product or service and develop marketing and promotional campaigns that highlight the selling features in an effort to attract consumers.

Public Relations – Public relations professionals help businesses manage how they are perceived by a target audience – through verbal communication (e.g. speeches) and written communication (e.g. the look of brochures). They also serve as the primary contact person with the press in times of major events or crises.

Market Research – These professionals use tools such as statistical analysis packages, surveys, mystery shopping, focus groups and new product tests to determine what motivates people to buy certain products or services.

Product Management – Product management professionals are focused on managing and strengthening brands. They help position a product or service, track the competition, forecast and plan for the future, and help customize promotional campaigns.

Retail – In this service-oriented, fast-paced and entrepreneurial profession, marketing professionals can be found in central management, store management, merchandising, buying and direct selling.

Marketing professionals can also be found in areas such as inside sales, outside sales, politics, human resources recruiting, fundraising and development, college admissions, and other related areas. You will find marketing professionals in any career where a strategic message is designed and delivered to influence and persuade others to think, believe or act in a certain way.

Career Outlook

The job outlook is positive for marketing students graduating and entering the job market between 2008 and 2018, according to the Bureau of Labor Statistics. During this time period jobs for marketing professionals are projected to grow by 12 percent. This growth is stimulated due to rising competition in the marketplace and changes in technology that makes accessing consumers an instant process.

Career Entry, Advancement and Acceleration

For entry into this field preference is usually given to candidates who have a Bachelor's degree in business administration with a concentration in marketing. In addition, depending on the product or service, employers may look for a background in that area in addition to marketing. An MBA with a focus in marketing can provide a competitive edge for entry level positions, and open career doors for advancement in the field.

If you're someone looking to start your career, your MBA will give you an edge in the job market over candidates who do not possess this degree. In today's competitive market, new job candidates need every edge possible to stand out with employers.

If you're gainfully employed and looking to accelerate your career to the next level, your MBA may help you reach new heights. The vast majority of company executives believe that a graduate degree in business is important to reach senior management ranks within a company.

More Information

For more information about careers in marketing, here are some resources you may find helpful:

America's Career InfoNet - Marketing

www.careerinfonet.org

Click on "Occupation Profile" and search for Marketing

Careers-in-Business – Marketing

<http://careers-in-marketing.com/>

Occupational Outlook Handbook – Marketing

Advertising, Promotions and Marketing Managers – www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm

Market Research Analyst – www.bls.gov/ooh/business-and-financial/market-research-analysts.htm

Public Relations Managers and Specialists – <http://www.bls.gov/ooh/management/public-relations-managers.htm>

O*NET OnLine – Marketing

www.onetonline.org/find/result?s=marketing&g=Go

Weddles – Association Directory

Advertising/Public Relations – <http://weddles.com/associations/results.cfm?Industry=4>

Sales/Marketing – <http://weddles.com/associations/results.cfm?Industry=83>

Career Services Overview – Association Directory – Advertising, Marketing and Sales

www.careeroverview.com/advertising-marketing-associations.html

What Can I Do With This Major? – Marketing and Public Relations

Marketing – <http://whatcanidowiththismajor.com/major/marketing>

Public Relations – <http://whatcanidowiththismajor.com/major/public-relations>

Next Steps

To help launch, advance or accelerate your career in marketing, schedule an appointment with Clarkson University Career Services at career@clarkson.edu.

Sources: Careers-in-Business, Occupational Outlook Handbook, O*NET OnLine and United States Department of Labor – Bureau of Labor Statistics