

MARKETING CAREERS

Where can I go? What can I do?

The main purpose of marketing is to educate consumers about products and services. According to the American Marketing Association (AMA), 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 organization goals.” Marketing professionals are interested in the buying behavior of consumers and organizations, and its relationship to the selling process.

Marketing Skills

- Adaptability
- Analytical
- Coordination
- Creativity
- Critical Thinking
- Deductive Reasoning
- Leadership
- Multitasking
- Oral Comprehension
- Organization
- Persuasive
- Reading Comprehension
- Speech Clarity
- Teamwork
- Writing
- Influence and Negotiation

Sample Job Titles

- Account Executive
- Brand Manager
- Data Validation Analyst
- Mobile Marketer
- Content Librarian
- Export Manager
- Field Coordinator
- Field Market Research Interviewer
- Field Supervisor
- Marketing Assistant
- Marketing Coordinator
- Marketing Research Specialist
- Brand Manager
- Media Analyst
- Social Media Executive
- Social Media Engineer
- Product Marketing and Operations Assistant
- Analytics Advisor
- Manager of Engagement
- Digital Ad Manager
- Sales Consultant/Manager
- Public Relations Manager
- Project Manager
- Community Executive
- Media Planner
- Channel Marketing Manager

Career Paths

- Sales & Customer Service
- Product/Brand Management
- Marketing Research
- Advertising, Sales Promotion
- Sports, Sponsorships & Event Marketing
- Public Relations
- Buying/Purchasing
- International Marketing
- Pharmaceutical and Health Career
- Retail Management

Possible Work Settings

Private & Non-Profit Settings

- Advertising /Agency
- In House /Corporate
- Retail
- Political Lobbies
- Political Campaigns
- Public Relations
- Copywriting
- Education

Government

- Consumer Affairs Office
- Department of Commerce
- Department of Treasury
- International Trade Commission
- Savings Bond Division
- Securities and Exchange Commission
- Social Security Administration
- Travel & Tourism Administration

Professional Organizations

- American Marketing Association, www.ama.org
- Marketing Edge, www.marketingedge.org
- Product Development and Management Association, www.pdma.org
- Business Marketing Association, www.marketing.org
- Marketing Research Association, www.mra-net.org
- Direct Marketing Association, www.the-dmaonline.org
- Word of Mouth Marketing Association, www.womma.org
- Public Relations Society of America, www.prsa.org

Information compiled from: Texas State University | Career Services at University of Montana-Missoula | Career Services at University of Tennessee – Knoxville | Career Services at Rutgers – The State University of New Jersey | Marketing Department at San Francisco University | Career Development Center at Stanford University | Hankamer School of Business at Baylor University | The Career Center at University of North Carolina Wilmington