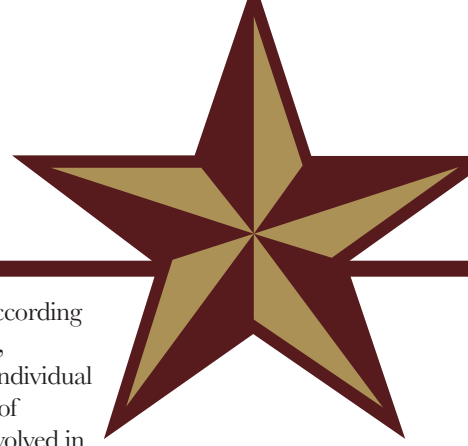


Marketing Careers

What can I do? Where can I go?



The main purpose of marketing is to educate consumers about products and services. According to the 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 organizational goals.” Marketing professionals are interested in the buying behavior of consumers and organizations, and its relationship to the selling process. Marketers are involved in various areas: research, creation, delivery, and change.

Marketing Skills

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

Sample Job Titles

- Account Executive
- Brand Manager
- Data Validation Analyst
- Export Manager
- Field Coordinator
- Field Market Research Interviewer
- Field Supervisor
- Marketing Assistant
- Marketing Associate
- Marketing Coordinator
- Marketing Research Specialist
- Marketing Specialist
- Media Analyst
- Product Marketing and Operations Asst.
- Project Manager
- VP of Marketing
- Promotions Assistant/Manager
- Project Director
- Public Relations Manager
- Sales Consultant/Manager
- Sales Proposal Coordinator

Possible Work Setting

Private & Non-Profit Settings

- Account Executive
- Brand Manager
- Data Validation Analyst
- Export Manager
- Field Coordinator
- Field Market Research Interviewer
- Field Supervisor
- Marketing Assistant
- Marketing Associate
- Marketing Coordinator
- Marketing Research Specialist
- Marketing Specialist
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Government Agencies

- Consumers Affairs Office
- Department of Commerce
- Department of Treasury
- Federal Deposit Insurance Corp.
- International Trade Commission
- Savings Bond Divisions
- Securities and Exchange Commission
- Social Security Admin.
- Travel and Tourism Admin.
- U. S. Mint

Career Paths

(Some of the occupations outlined in this brochure may require additional education or training)

- Sales and Customer Service Distribution)
- Product/Brand Management
- Marketing Research
- Advertising, Sales Promotion
- Sports, Sponsorships & Event Marketing
- Logistics (Physical
- Public Relations
- Buying Purchasing
- International Marketing
- Pharmaceutical and Health Care
- Electronic Commerce
- Retail Management

Resources

Texas State University-Student Organizations

- American Marketing Association www.marketingpower.com

Professional Organizations

- Association of Incentive Marketing www.incentivemarketing.org
- Association of International Product Marketing and Management www.aiipmm.com/html/about/index.php
- Business Marketing Association www.marketing.org
- Diagnostic Marketing Association bmaonline.org
- Direct Marketing Association www.the-dma.org/index.php
- Information Technology Services Marketing Association www.itsma.com
- International Marketing Institute www.smei.org
- Marketing Research Association www.mra-net.org
- Marketing Science Institute www.msi.org
- National Association for Retail Marketing Services www.narms.com
- Professional Society for Sales and Marketing Training www.smt.org
- Promotion Marketing Association of America www.pmalink.org
- Public Relations Society of American www.prsa.org
- Sales Association of the Paper Industry www.gonpla.com/safi
- Sales and Marketing Executives International www.smei.org
- Society for Marketing Professional Services www.smpps.org
- Women in Direct Marketing International www.wdmi.org

Information compiled from: 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 State University • Career Development Center at Stanford University • Hankamer School of Business at Baylor University • The Career Center at University of North Carolina Wilmington.

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