

# Marketing

## What is Marketing?

Marketing is the study of how buyers and sellers of goods and services find one another, how businesses can tailor their offerings to meet demand, and how businesses can anticipate and influence demand. It uses the findings of economics, psychology, and sociology in a business context. A bachelor's degree is good preparation for a job in marketing research. Usually some experience in this field is required before a person can move into a marketing management position. Job outlook varies, with some industries looking more favorable than others.

## Occupational Opportunities

There are career opportunities for marketing graduates in personal selling, retailing, advertising, and marketing research. Jobs in personal selling offer independence, potential for high compensation, and opportunities for advancement. Retailing careers generally take one of two paths: merchandising (which involves selecting and buying products for resale, setting prices, and coordinating promotions and advertising) and retail management (which involves the supervision of store personnel, management of the store facilities, and responsibility for the store's financial performance). Advertising careers exist in client organizations that use advertising, such as manufacturers, retail stores, and other companies; in advertising agencies, which specialize in creating and placing the ads; and in media, such as newspapers, magazines, and radio and television stations. Market researchers may work in independent firms that specialize in research about consumers and markets or with in-house market research staffs in many large companies. Each year most positions available to graduates majoring in marketing are in personal selling and retailing, whereas relatively fewer positions are available in other careers. A sampling of career options available to marketing majors follows.

- Account representative
- Advertising executive
- Art director
- Bank officer
- Brand manager
- Buyer
- Circulation manager
- Manager
- Commercial artist
- Grant writer
- Fundraiser
- Media buyer/analyst
- Credit/loan administrator
- Customer service manager
- Development officer
- Direct mail specialist
- Distribution manager
- Direct sales manager
- Market research analyst
- Financial planner
- Franchise specialist
- Comparison shopper
- Telecommunications director
- Event promoter
- Import/export manager
- International marketer
- Internet marketing specialist
- Inventory control specialist
- Lobbyist
- Management trainee
- Market representative
- Sales agent
- Marketing field coordinator
- Marketing planner
- Fundraiser
- Packaging specialist
- Traffic coordinator
- Merchandising director
- Product manager
- Promotions director
- Property manager
- Public relations manager
- Research analyst
- Retail manager
- Claims adjuster/examiner
- Copywriter sales
- Consumer affairs specialist
- Specialty advertising distributor
- Marketing researcher salesperson
- Consumer loan office
- Telemarketing rep
- Government administrator

## Career Snapshot: Market Researcher

### Two Years

During these years market researchers hand out surveys, record information, set up appointments, proofread, etc.—any task that more senior-level market researchers need done. Although these tasks are not very stimulating intellectually, understanding all the steps required to conduct supportable market research is crucial to a market researcher's long-term success. The hours and salaries are average. Responsibilities and satisfaction are low. After two years, market researchers emerge from administrative assistant duties and begin to have limited input in market research decisions.

**The Marketing & International Business Department is located on the twelfth floor of the Newman Vertical Campus in room 12-240. You can contact them at (646) 312-3270. Please check the Baruch website for the contact information of an academic advisor.**

### Five Years

By the five-year mark, most professionals are members of research teams and have earned the title “associate market researcher.” Many of them have sole responsibility for areas of a given project and meet with team members to coordinate the project into a whole. The hours, salary, responsibilities, and satisfaction increase.

### Ten Years

Ten-year veterans of this profession are senior market researchers and often are more involved in policy and the focus of research than in project coordination. A number of them have moved into higher management. Those researchers who remain in the field work more closely with upper management than with other market researchers. The hours decrease, but responsibilities skyrocket. Mobility becomes important, but opportunities depend on the industry and the market for the industry at the time.

## Skills and Abilities

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Marketing requires a combination of strong interpersonal and communication skills, creativity, and sharp analytical skills. Employers in marketing seek individuals with high energy, leadership potential, team building and motivational skills. A key ability in marketing is creating new ways of presenting information that will attract people’s attention. This is related to understanding how people think and respond to words, pictures, colors, etc. The ability to speak and write clearly and convincingly is essential to captivating attention and influencing people’s decision making, particularly their buying/spending habits. Marketing personnel tend to like to work with people, enjoy group interactions, and have good organizational and planning capabilities. Marketing personnel tend to have a strong liberal arts foundation, with well-developed reading, writing, and creative interests, which allows them to interact interpersonally in a confident and intelligent manner. A sampling of representative skills and abilities follows:

- Critical thinking
- Organizational skills
- Analyze & interpret data
- Interpersonal skills and ability to influence others
- Plan and administer financial plans
- Strong leadership
- Comfort with negotiation
- Creative
- Excellent communication skills (both oral and written)
- Pro-active thinking – anticipating problems and devising new strategies and solutions
- Making decisions
- Working independently
- Using mathematics

## Additional Resources

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Occupational Outlook Handbook  
U.S. Government  
<http://stats.bls.gov/oco/>

American Advertising Federation  
[www.aaf.org](http://www.aaf.org)

American Marketing Association  
[www.ama.org](http://www.ama.org) or  
[www.marketingpower.com](http://www.marketingpower.com)

American Association of Advertising Agencies  
[www.aaaa.org](http://www.aaaa.org)

Council of American Survey Research Organizations  
[www.casro.org](http://www.casro.org)

Marketing Research Association  
[www.mra-net.org](http://www.mra-net.org)

Advertising Agency Jobs  
[www.adagencyjobs.net](http://www.adagencyjobs.net)

Public Relations Student Society of America  
[www.prssa.org](http://www.prssa.org)

Marketing Research resources site.  
[www.researchinfo.com](http://www.researchinfo.com)

Careers in marketing  
[www.careers-in-marketing.com](http://www.careers-in-marketing.com)

Revised and updated by LS&JM 07/08. Information was obtained from the following sources: The College Board Book of Majors. (2004); The Princeton Review Guide to College Majors (2005 Edition); The College Majors Handbook by N.P. Fogg, P.E. Harrington, & T.F. Harrington (1999 & 2004 Editions); The College Board Guide to 150 Popular College Majors (1992); Vault College Career Bible (2005 Edition); Quick Guide to College Majors & Careers by L. Shatkin (2002).