Careers in Marketing¹

Employment is projected to grow about as fast as average. As with most managerial jobs, keen competition is expected for these highly coveted positions. Overall employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by 13 percent through 2018. Job growth will be spurred by competition for a growing number of goods and services, both foreign and domestic, and the need to make one’s product or service stand out in the crowd. In addition, as the influence of traditional advertising in newspapers, radio, and network television wanes, marketing professionals are being asked to develop new and different ways to advertise and promote products and services to better reach potential customers.

Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

Median annual wages in May 2012 were $88,590 for advertising and promotions managers, $119,480 for marketing managers, $105,560 for sales managers, and $95,450 for public relations managers.

Median annual wages in the industries employing the largest numbers of marketing managers were as follows:

<table>
<thead>
<tr>
<th>Industry</th>
<th>Median Annual Wages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer systems design and related services</td>
<td>$127,850</td>
</tr>
<tr>
<td>Management of companies and enterprises</td>
<td>$123,220</td>
</tr>
<tr>
<td>Market Research Analysts</td>
<td>$60,300</td>
</tr>
<tr>
<td>Management, scientific, and technical consulting services</td>
<td>$120,950</td>
</tr>
<tr>
<td>Insurance carriers</td>
<td>$48,150</td>
</tr>
</tbody>
</table>


²http://www.payscale.com/research/US/Job
Median annual wages in the industries employing the largest numbers of sales managers were as follows:

- Professional and commercial equipment and supplies merchant wholesalers: $125,130
- Wholesale, electronic markets, and agents and brokers: $114,670
- Automobile dealers: $105,260
- Management of companies and enterprises: $81,080
- Department stores: $74,230

**Job Titles in Marketing**

**Marketing Managers** develop the firm’s marketing strategy in detail. With the help of subordinates, including product development managers and market research managers, they estimate the demand for products and services offered by the firm and its competitors. In addition, they identify potential markets—for example, business firms, wholesalers, retailers, government, or the general public. Marketing managers develop pricing strategy to help firms maximize profits and market share while ensuring that the firm’s customers are satisfied.

**Market research analysts** are concerned with the potential sales of a product or service. Gathering statistical data on competitors and examining prices, sales, and methods of marketing and distribution, they analyze data on past sales to predict future sales. Market research analysts devise methods and procedures for obtaining the data they need. Often, they design telephone, mail, or Internet surveys to assess consumer preferences. They conduct some surveys as personal interviews, going door-to-door, leading focus group discussions, or setting up booths in public places such as shopping malls. Trained interviewers usually conduct the surveys under the market research analyst’s direction.

**Survey researchers** design and conduct surveys for a variety of clients, such as corporations, government agencies, political candidates, and providers of various services. The surveys collect information that is used for performing research, making fiscal or policy decisions, measuring the effectiveness of those decisions, or improving customer satisfaction. Analysts may conduct opinion research to determine public attitudes on various issues; the research results may help political or business leaders and others assess public support for their electoral prospects or social policies. Like market research analysts, survey researchers may use a variety of mediums to conduct surveys, such as the Internet, personal or telephone interviews, or questionnaires sent through the mail. They also may supervise interviewers who conduct surveys in person or over the telephone.

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