

MARKETING



WHAT IS MARKETING?

Marketing is about being an advocate for the customer and providing the customer's voice to the rest of the company. It is both a science and an art - great marketing is systematic and analytic (like analyzing marketing research or describing and selecting customer segments) but is also creative (like creating a compelling ad or writing great content for social media). Marketers develop, promote, and price products and decide where to sell those products to create long-term relationships with customers.

RELATED CAREER TITLES

BUSINESS DEVELOPMENT AND SALES

Account Executive	Account Representative	Accountant, Public Practice	Advertising Copywriter
Advertising Executive	Advertising Manager	Advertising Production Manager	Art Director
Assistant Buyer	Bank Officer	Brand Manager	Business Credit/Loan Administrator
Buyer, Retail Store	Circulation Manager	Claims Adjuster/Examiner	Commercial Artist
Comparison Shopper	Consultant	Consumer Affairs Specialist	Consumer Credit/Loan Officer
Copywriter	Credit Manager	Credit/Loan Administrator	Customer Service Manager
Development Officer	Direct Mail Specialist	Director of Public Relations	Distribution Manager
District Sales Manager	Economist	Employment Agency Counselor	Financial Planner
Franchise Specialist	Fund Raiser	Government Administrator	Grant Writer

DIGITAL MARKETING

Import/Export Manager	Industrial Transportation Spec.	Inside Salesperson	Insurance Agent/Broker
International Marketer	Internet Marketing Specialist	Inventory Control Specialist	Lobbyist
Management Trainee	Market Representative	Market Research Analyst	Market Research Interviewer
Marketing Consultant	Marketing Director	Marketing Field Coordinator	Marketing Planner
Marketing Researcher	Media Buyer	Media Time Sales Representative	Merchandise Manager
Non-Profit Organization Manager	On-Line Marketer	Outplacement Specialist	Package Designer
Packaging Specialist	Pharmaceutical Sales Representative	Photographer	Product Analyst
Product Manager	Promotions Director	Property Manager	Public Relations Manager
Purchasing Agent	Research Analyst	Retail Manager	Retail Store Manager

MARKETING



GENERAL MARKETING

Sales Agent	Sales Manager	Sales Promoter	Sales Promotion Specialist
Sales Representative	Securities Broker	Specialty Advertising Distributor	Stockbroker
Technical Communicator	Telecommunications Director	Telemarketing Representative	Television Shopping Channel Coordinator
Traffic Coordinator	Urban/Regional Planner	Warehouse Manager	Wholesale Salesperson
Writer/Author			

TRANSFERABLE SKILLS

Active learning	Active listening	Analyze and interpret data
Critical thinking	Develop solutions	Excellent writing skills
Formulate program policies	Good communication skills	Hire and supervise staff
Learning strategies	Manage & direct people/programs	Monitoring skills
Negotiate staff policies/disputes	Plan & administer budgets	Plan work tasks
Prepare status reports	Reading comprehension	Research business problems
Sell products or services		

CONTACT FOR ADDITIONAL INFORMATION

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RELATED CAREER EXPLORATION LINKS

FHSU Career Services: www.fhsu.edu/career/

Occupational Outlook Handbook: www.bls.gov/ooh