# General Marketing Career Pathways

*Also explore the niche marketing career pathway handouts: Advertising and Promotion, Food Marketing, Sales and Business Marketing, and Electronic Business Marketing*

Marketing jobs, both entry-level and advanced positions, emerge in various sectors, such as consumer goods, retail, technology, financial and service industries (airlines, sports, entertainment, education, healthcare, etc.). These positions can be found in non-profit organizations, corporations and small businesses. With cross-cultural skills these jobs can be secured in an international setting.

## Sales and Customer Support/Service

- Sell goods or services for manufacturers or wholesalers to businesses or individuals
- Answer questions about products, prices, availability, product uses and credit terms
- Manage and operate an individual store or department including the buying activities and employee training; manage a group of stores and report performance to headquarters
- Organize and manage fundraising campaigns in non-profit organizations

**Job Titles:** Sales Representative/Manager, Buyer, Department/Store Manager, District/Regional Manager Fundraiser, Development Officer

## Marketing Communications

- Create awareness of a company and its products
- Develop communication publications including brochures, newsletters and press releases
- Buy and sell media and manage advertising campaigns

**Job Titles:** Communications Specialist, Media Specialist, Marketing Associate, Marketing Coordinator, Desktop Publishing Specialist, Marketing Manager

## Logistics and Procurement

- Maintain accounts by executing daily freight shipments and addressing shipping concerns
- Develop new accounts via inside/outside sales, cross-selling, targeted prospecting and networking
- Coordinate third-party relationships with logistics suppliers and other members of supply management
- Devise and execute operational solutions for a client to increase efficiency, add value and maximize profitability throughout the supply chain
- Examine, select, order and purchase merchandise consistent with quality, quantity, specification requirements, sales records, trends or consumer buying patterns

**Job Titles:** Transportation Representative, Logistics Specialist/Coordinator, Account Manager, Buyer, Purchasing Agent, Merchandiser, Procurement Specialist
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**Internet Marketing**

- Manage the overall online experience for corporations, small businesses or third-party developers
- Specify web pages that engage consumers to purchase a particular service or product
- Develop and monitor analytics programs that allow site owners to monitor results of Internet marketing strategy
- Promote web content and social media via e-mail, banner ads and search engine marketing

**Job Titles:** Internet/Online Marketing Specialist, Account Coordinator, Online Marketing Manager, Online Marketing Developer

**Marketing Research and Data Analysis**

- Design, execute and manage research that supports internal and external clients in making marketing decisions
- Collect, organize and interpret data from multiple sources including internal data, social media data, qualitative data, survey data and syndicated data
- Investigate consumer reactions to new or improved products or services
- Gather data on competitors' products, services and locations and analyze their marketing methods and strategies

**Job Titles:** Marketing Analyst, Marketing Research Analyst, Consumers Insights Analyst, Marketing Research Consultant, Market Research Manager

**Product/Brand Management**

- An MBA is desirable.
- Analyze consumer behavior and needs, competitor activity and advertising effectiveness for a product
- Direct the marketing efforts for a brand, product and/or service throughout various stages of its life cycle
- Coordinate production, sales, advertising, promotions and purchasing activities
- Manage projects such as new product development, promotional program and package design

**Job Titles:** Assistant Marketing/Brand Manager, Associate Marketing/Brand Manager, Brand Manager, Product Manager, Marketing Manager