

Food & Consumer Package Goods Marketing Career Pathways

Sales & Marketing

- Manage the sales of a product or product line for a specific geographic region
- Provide guidance on product branding
- Manage the strategic planning and development of a product
- Lead the initiative to introduce new products
- Understand consumer needs and translate into meaningful communication about the product

Job Titles: Sales Representative, Business Manager, Key Account Manager, Category Development Manager, Brand Manager, Food Broker

Wholesale & Distribution

- Procure products for resale to consumers at the wholesale or retail level
- Forecast and manage demands and plan to satisfy different demand patterns
- Plan, direct, or coordinate the activities of buyers, distributors, purchasing agents, and related workers involved in purchasing, replenishing, and distributing products and services

Job Titles: Purchasing Manager, Logistics Manager, Supply Chain Manager, Food Service Distributor, Freight Forwarder, Global Outsourcing Manager

Marketing Research

- Establish research methods and design formats for data gathering and analysis
- Collect, organize, and interpret data from local, regional, and national markets to determine product or category sales
- 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: Category Analyst, Marketing Analyst, Marketing Researcher, New Product Development Manager, R&D Manager

Retail Management

- Manage the daily operations of a retail store or department including merchandising, store operations, accounting, and advertising and promotion
- Directly supervise sales workers in a retail establishment or department
- Direct and supervise employees engaged in sales, inventory control, reconciling cash receipts, or in performing services for customers
- Greet customers and ensure cleanliness of store

Job Titles: Store Manager, Branch Manager, Store Director