



## Careers in Marketing

The field of marketing involves numerous activities. As a consumer, you probably encounter these activities on a daily basis through television, the mail, and possibly the internet. Some responsibilities of individuals involved in marketing include: developing advertising campaigns, conducting research on customer needs, setting product prices, and determining how products should be delivered and displayed. Below is a summary of some employment opportunities for marketing majors.

### *Advertising*

The majority of positions in advertising are found within agencies, large companies, and the media. Competition for entry-level positions is high, so obtaining experience in this area prior to graduation, through internships or summer employment, is strongly encouraged. Starting salaries are typically low, but increase with experience.

- Agency: The entry-level position at an agency is in account management. The account manager works directly with clients determining their marketing and advertising needs and then acts as a liaison with the creative team at the agency to ensure that an effective advertising campaign is planned and implemented. This position involves constant deadlines and sometimes demanding clients.
- Corporate: Large corporations will sometimes plan and develop advertising internally instead of contracting with an agency. Individuals in these positions participate in the budgeting, planning, and creation of advertising campaigns. They may be responsible for specific products or an entire line of merchandise.
- Media: Magazine, newspaper, radio, and television all offer positions in advertising. Individuals may be responsible for selling the space or time, as well as developing the campaign and researching how it will be most effective for the client. Internet advertising has increasingly become the media source of choice and positions in this sector may continue to grow.

### *Public Relations*

There are many opportunities in public relations since most organizations are concerned about public perception of their company or product. Public Relations (PR) specialists evaluate public opinion and then plan and coordinate events that will result in a positive impression on the public. Internships in PR are strongly recommended since competition for entry-level positions in this field is strong.

## ***Marketing Research***

Individuals involved in marketing research must possess a strong knowledge of qualitative and quantitative research methods. They are involved in the design of the research projects, collecting data, analyzing results, and presenting the information to management for decision-making. Research is generally geared toward predicting consumer responses, effectiveness of marketing techniques, and testing the demand for new products. Researchers may also conduct market surveys and develop sales forecasts.

## ***Sales***

Imagine all the products and services you purchase throughout a year. These items may include automobiles, clothing, computers, insurance, banking services, and many others. Each of these products requires talented sales representatives to market and sell them to the general public. Sales are also made to groups other than the general public, such as wholesalers, government entities, large corporations, hospitals, and doctors. Sales positions require a high level of motivation and organization. Some sales positions, depending on the product or service, also require technical skills.

## ***Retail***

Positions in the retail sector are diverse and plentiful. Retailing offers positions within the store environment as well as in the corporate setting:

- **Store Manager:** Managers have a variety of responsibilities, including customer service, inventory maintenance, personnel matters, and overall store performance. Depending on the size of the organization, entry-level candidates may start as department or assistant managers. Successful managers are promoted to division or regional managers. Individuals in these positions may keep evening and weekend hours.
- **Buyer:** Buyers select, order, receive, and manage a line of merchandise for a chain of retail establishments. This may require some traveling to find and select products. Analytical skills are required of this career. Entry-level positions may be as assistant buyers.
- Other positions within retailing include inventory control, distribution and logistics, financial analysis, and direct (non-store) retailing.

### ***Product or Brand Management***

Product or brand managers plan, develop, and coordinate the marketing efforts for a specific brand or product. They typically oversee the production, advertising, distribution, and sales of the product or service. This requires that product/brand managers have experience in these areas (or a graduate degree) before entering the position.

### ***Corporate Marketing***

Large, small, not-for-profit and for-profit companies may all have marketing directors on staff. Depending on the size of the corporation, marketing directors may be responsible for all marketing activities, such as research, promotions, pricing, product development, and sales. Marketing managers at non-profit organizations may also manage fund-raising and event planning. These individuals are expected to be familiar with every aspect of a company's market and competition. These positions will require many years of experience.

### ***Media Sales and Planning***

Media representatives help clients reach consumers through a variety of mediums, such as radio, television and the internet. They decide which mix of media will provide the best results. Media representatives purchase space or time for clients and analyze the effectiveness of each advertising avenue.

### ***Skills Needed for a Career in Marketing***

- |                            |                           |                          |
|----------------------------|---------------------------|--------------------------|
| ▫ Communication skills     | ▫ Creativity              | ▫ Competitive spirit     |
| ▫ Flexibility              | ▫ Presentation skills     | ▫ Problem-solving skills |
| ▫ Organizational skills    | ▫ Outgoing personality    | ▫ Results-oriented       |
| ▫ Self-motivation          | ▫ Perseverance            | ▫ Selling skills         |
| ▫ Strong analytical skills | ▫ Knowledge of statistics |                          |

### ***Typical Job Titles for Marketing Majors***

- |                   |                              |
|-------------------|------------------------------|
| ▪ Account Manager | ▪ Advertising Manager        |
| ▪ Brand Manager   | ▪ Buyer/Assistant Buyer      |
| ▪ Consultant      | ▪ Fund-raiser                |
| ▪ Insurance Agent | ▪ Marketing Research Analyst |

- Marketing Coordinator
- Media Planner/Analyst
- New Product Representative
- Public Relations Representative
- Recruiter
- Retail Sales Representative
- Store Manager
- Marketing Specialist
- Merchandising Specialist
- Product Manager/Analyst
- Purchasing Agent
- Research Analyst
- Sales Manager
- Telemarketing Director

### ***Average Salary***

*Average salary for the 2006–2007 school year Texas A&M University Marketing undergraduates:*

Bachelors Degree:           \$41,295

### ***Texas A&M University Center for Retailing Studies***

The Center for Retailing Studies, housed in Mays Business School’s Marketing Department, is a bridge between the academic and retailing communities. The Center offers an internship program, activities with top retailing companies and academic courses in the field of retailing.

**Certificate in Retail**: Used to supplement a student’s degree. Through a customized program of retailing, marketing, related courses, and other educational experiences, students receive focused preparation for a retailing career. Completion of the program provides tangible evidence of commitment and expertise in retailing.

[http://www.crstamu.org/student\\_programs/certificate-in-retailing.asp](http://www.crstamu.org/student_programs/certificate-in-retailing.asp)

To learn more about the opportunities offered by the Center for Retailing Studies, visit their office in Wehner 201 or their web site, <http://www.crstamu.org>.

### *Sample of Employers Recruiting Marketing Majors at Texas A&M*

Alvarez & Marsal	Labatt Food Service
American Airlines	LIVE Magazine
Crate & Barrel	Payless Shoe Source
Ford Motor Company	PETsMART
Fossil, L.P.	Pulte Homes
Halliburton	REDNews
HEB	The Richards Group
Hilton Hotels Corporation	USAA

### *Student Organizations at Texas A&M include:*

**American Advertising Federation:** Focuses on careers in advertising. [aaf.tamu.edu](http://aaf.tamu.edu)

**American Marketing Association:** Developed for those interested in the study of and careers in marketing. [wehner.tamu.edu/ama](http://wehner.tamu.edu/ama)

**Aggie Investment Club:** “You will need more than a degree to be financially free.” Created to educate college students on investing regardless of their experience in the financial services industry. [aic.tamu.edu](http://aic.tamu.edu)

**Aggie Global Interaction:** Created to promote hospitality among Business Exchange Students at Texas A&M but also focuses on study abroad and international career opportunities. [wehner.tamu.edu/agi](http://wehner.tamu.edu/agi)

**Student Retailing Association:** Designed to expose students to career opportunities in retail organizations. [www.crstamu.org](http://www.crstamu.org)

There are numerous organizations for students in Mays Business School. To learn more information about any and all of these organizations, visit the college’s web page:

<http://studentactivities.tamu.edu/orgsearch>

### *For More Research on Careers in Marketing:*

#### **Professional Associations:**

The American Advertising Federation	<a href="http://www.aaf.org">http://www.aaf.org</a>
American Marketing Association	<a href="http://www.ama.org">http://www.ama.org</a>
National Retail Federation	<a href="http://www.nrf.com">http://www.nrf.com</a>
Public Relations Society of America	<a href="http://www.prsa.org">http://www.prsa.org</a>

**Occupational Outlook Handbook:**

Retail Sales Supervisor & Manager	<a href="http://stats.bls.gov/oco/ocos025.htm">http://stats.bls.gov/oco/ocos025.htm</a>
Marketing, Advertising & Public Relations	<a href="http://stats.bls.gov/oco/ocos020.htm">http://stats.bls.gov/oco/ocos020.htm</a>
Public Relations Specialist	<a href="http://stats.bls.gov/oco/ocos086.htm">http://stats.bls.gov/oco/ocos086.htm</a>
Insurance Sales Agents	<a href="http://stats.bls.gov/oco/ocos118.htm">http://stats.bls.gov/oco/ocos118.htm</a>
Wholesale Sales Representatives	<a href="http://stats.bls.gov/oco/ocos119.htm">http://stats.bls.gov/oco/ocos119.htm</a>
Financial Services Sales Representatives	<a href="http://stats.bls.gov/oco/ocos122.htm">http://stats.bls.gov/oco/ocos122.htm</a>

**Other Relevant Sites:**

- <http://mays.tamu.edu/depts/mktg/advising>
  - Addresses typical marketing titles, salaries, and companies that hire Texas A&M University marketing graduates
  - Includes extended course descriptions written by Texas A&M professors on a majority of the classes offered in the marketing department
- <http://www.careers-in-marketing.com>
- <http://www.careerjournal.com>
- <http://advertising.utexas.edu/world>
- <http://careercenter.tamu.edu>