

Explore Business Careers

MARKETING

Office of Career Management



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

What is Marketing?

- Planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services
- Marketers determine and create the demand for a product and fulfill customers' needs



Day in the Life

- [Marketing Analysts](#)
- [Product Development Manager](#)
- [Marketing Procurement Manager](#)

- *Sourced from Candid Career and CareerOneStop*



Characteristics for Success

Communicative

Creative

Innovative

Observational

Personable

Persuasive



Sample Marketing Roles

Sales and Customer Service

- Selling the service or good to other businesses or straight to consumer and/or assisting the consumer base with questions and concerns; offering college graduates a variety of duties, as well as opportunities for promotion

Product Development

- Determining customer needs, and the translation of these needs into a combination of goods and services designed to satisfy the demands of their market

Marketing Research

- Gathering information, from a variety of sources, needed by management relative to the marketing environment within which the firm operates

Advertising and Sales Promotion

- Employing media to present goods or services to the potential market and to supplement the work of the personal sales force by reducing initial buyer resistance



Sample Employers

Designer Brands

Ross Stores Inc.

General Motors

The J.M. Smucker
Company

McDonald's Corp.

TTi (TechTronic
Industries)

Nestle

Unilever

Oracle

Victoria's Secret



Salary Information

Fisher College of Business

Average Marketing Salaries (2022-2023)

Full-time	\$61,193 annually
Intern	\$19 hourly



Job Outlook

- Employment of market research analysts is projected to grow 13 percent from 2022 to 2032, much faster than the average for all occupations. Employment growth will be driven by an increased use of data and market research across many industries.
- Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2022 to 2032, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.
- See the Occupational Outlook Handbook for additional information: <https://www.bls.gov/ooh/>



Fisher Resources

Academic Information

- [Marketing & Logistics Department](#)
- [Marketing Specialization Course Information](#)

Extracurricular Information

- [American Marketing Association](#)
- [Pi Sigma Epsilon](#)





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