

# What Can I Do with Marketing?

## **What is Marketing?**

Planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services  
Creating demand and fulfilling customer needs

## **Day in the Life**

### **Roles:**

Marketing Analyst  
Product Development Manager  
Marketing Procurement Manager

**Source:** [careeronestop.org](https://careeronestop.org)

### **Career-related podcasts:**

[Marketing Made Simply](#)

[Marketing Over Coffee](#)

[The Marketing Analytics](#)

## **Sample Marketing Roles**

**Sales & Customer Service:** Selling and supporting products/services

**Product Development:** Translating customer needs into marketable offerings

**Marketing Research:** Gathering and analyzing market data

**Advertising & Sales Promotion:** Promoting products through media and campaigns

## **Characteristics for Success**

Communicative

Creative and innovative

Observational

Personable and persuasive

## **Sample Employers**

Ross Stores, J.M. Smucker Company, TTI

Unilever, Victoria's Secret, Designer Brands

General Motors, McDonald's, Nestlé, Oracle

## **Salary Information (2024–2025)**

**Full-time:** \$61,338 annually

**Intern:** \$21/hour

## **Job Outlook**

**Market Research Analysts:** 13% growth (2022–2032)

**Marketing Managers:** 6% growth

Growth driven by data use and marketing campaign demand

Source: BLS Occupational Outlook Handbook

## **Fisher Resources**

**Academic:** Marketing & Logistics Department

**Extracurricular:**

American Marketing Association

Pi Sigma Epsilon

Marketing Specialization Courses

Prepared by the Office of Career Management as an informational resource