

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

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