

MARKETING OPPORTUNITIES

WHAT KIND OF THINGS DO MARKETING
PEOPLE DO??

OVERVIEW

Marketing can be summed up as *value creation!* In business, an old cliché says that nothing of importance happens in business until somebody buys something! According to Drucker, in all of business only two functions add value: *marketing* and *innovation* – everything else is a cost.

Marketing activities create value directly and marketing is very much involved in innovation. Marketing people, including people with degrees in marketing, end up working in practically all areas of business. Most people think of marketers working in consumer goods industries, advertising, travel and tourism, retailing and pharmaceutical sales. But, people with marketing degrees also work in other industries including: healthcare services, medical equipment sales and services, industrial and technical equipment sales, sports marketing, nonprofits, conventions and even local, regional and national municipalities need marketing people.

The next few pages give examples of marketing opportunities – many of which open the doors to exciting career opportunities.

ADVERTISING / COMMUNICATION / PR

- **Communication Director/Coordinator**
- **Media Buyer**
- **Purchasing Agent**
- **Media Planner**
- **Creative Design (Layout/Concept/Execution..)**
- **Global Coordinator (Managing One Message in Many Cultures)**
- **Social Network Analysts**
- **Publicity Management**
- **Promotion Specialist**
- **Account Representative**
- **Account Manager**
- **Sales Manager**

Advertising and communication send the signals to consumers that convey a brand/organization's value proposition.

MARKETING RESEARCH

- **Field Specialist**
- **Key Account Manager**
- **Branch Manager**
- **Creativity Specialists**
- **Global Director / International Coordinator**
- **Data Analyst**
- **Survey Design Specialist**
- **Network Analysts**
- **Data Mining**
- **Forecasting**
- **Brand Analyst**
- **Ideation**
- **Focus Group Moderator / Personal Interview Specialists**
- **Ethnographer**
- **Panel Specialists**
- **Account Representative**
- **Marketing Strategy/Brand Management Consultant**
- **Legal Intelligence**

Marketing research creates intelligence better enabling brand/organizations to deliver meaningful service and become value leaders.

PROFESSIONAL SELLING / SALES MANAGEMENT

- Sales Associate
- Account Representative
- Account Manager
- National Account Manager
- Key Account Manager
- Sales Management
- Coordinator
- Branch Manager
- Territory Manager
- District Manager
- CRM Analyst
- Customer Portfolio Manager
- PR Agent
- Broker (Insurance, Real Estate..)
- Field Agent (Insurance, Real Estate..)
- Technical / Technology Representative
- Forecasting
- Pharmaceutical Sales
- Medical Equipment Sales
- Medical Equipment Services

The selling function links the organization to its customers. For many customers, particularly in business to business marketing, the sales rep is the face of the organization.

RETAILING

- Associate
- Department Manager
- Buyer
- Purchasing Agent
- Merchandising
- Promotion Planning
- Personal Shopper
- Unit/Store Manager
- District Manager
- Marketing Coordinator
- Marketing Manager
- Customer Relationship Management
- Network Analysts
- Event Planner
- Public Relations
- Logistics Manager
- Property Management
- Transportation / Supply Chain / Distribution Management
- Customer Service

Retailing actually involves many institutions including wholesalers, distributors, and transportation as well as the stores and virtual stores consumers interact with every day!

SERVICES

- **Services Coordinator**
- **Services Recovery Specialist**
- **Branch Manager**
- **Purchasing Agent**
- **Creative Design**
- **Unit Manager**
- **District Manager**
- **Customer Relationships**
- **Call Center Manager**
- **Public Relations**
- **Technical Representative**
- **Customer Service Agent**
- **National Account Manager**
- **Key Account Manager**

Many say that today's economy is a "services economy." Service is a noble pursuit and customers are always appreciative of excellent service.

SPORTS MARKETING

- **Event Coordinator**
- **Event Planning**
- **Account Manager**
- **Buyer**
- **Purchasing Agent**
- **Media Relations/Coordination**
- **Brand Manager**
- **Marketing Coordinator**
- **Marketing Manager**
- **Customer Relationships / Management**
- **Public Relations / Publicity**
- **Promotion Manager**
- **Ticket Sales / Group Sales**
- **Customer Service**
- **Logistics Coordinator**
- **Licensing**
- **Concessions Management**

Today, sports organizations are huge multimillion dollar enterprises (NASCAR, NFL, PGA, EPL,...). It's not just a game as these entities compete with other entertainment options for share of the customer!