



Marketing

Major: Business Administration Emphasis: Marketing
Degree: Bachelor of Science

Introduction

The marketing division has become a vital part of every company's operations. The person in charge of marketing is assigned a broad range of duties and responsibilities, typically including sales, advertising, displays, product planning, market research, pricing, and dealer relations. The marketing process is concerned with determining consumer wants and needs, planning and producing products and services that will satisfy those wants and needs, distributing the products and services, and selling them to consumers.

Marketing activities can be divided into three major groups: exchange, physical distribution, and facilitating. Exchange activities include buying and selling. Such activities involve the purchase of products by a business for use in manufacturing another product, the purchase of goods by a commercial firm for resale, and the purchase of goods by an ultimate consumer for his/her own use. Physical distribution activities are concerned with moving, handling, and storing commodities between their original place of production and their final delivery to the consumer. Facilitating activities help support exchange and distribution, such as financing, product planning and development, sales promotion, advertising, and pricing.

What are some of the job tasks?

- Analyze target market characteristics
- Assist in advertising & promotion campaigns
- Design products and packages
- Develop customer profiles
- Evaluate brand images
- Develop pricing strategies
- Develop distribution strategies
- Personal selling

What are some desirable personal qualities?

- Work accurately with detail
- Patience and persistence
- Work well with others
- Objectivity and systematic capabilities
- Communicate clearly in speech and in writing
- Creativity and intellectual curiosity
- Leadership Skills

What are some potential occupations?

Advertising Account Executive, Supplier
Market Analyst/Planner
Product Manager
Buyer (Retail, Wholesale)
Customer Service Manager
Direct Sales Specialist or Sales Manager
Distribution/ Logistics Coordinator
Manufacturer's Sales Representative
Marketing Director
Marketing Research Specialist
Media Analyst/Buyer
Purchasing Agent
Real Estate Agent
Sales Promotion Manager
Retail Manager
Specialty Advertising Distributor
Advertising Account Executive

Additional information

Experience acquired through cooperative education or internships can prove valuable in obtaining professional positions.

Some degree of competence in various types of numerical analysis is important.

Familiarity with statistics is absolutely necessary.

Having computer knowledge and skills is very important.

Who hires?

- Advertising Firms
- Banks and Security Firms
- Business/Industry
- Economic/Market Research Firms
- Educational Institutions
- Entertainment Firms
- Health Care Facilities
- International Trade Unions
- Retail Organization
- State/Local Government
- Transportation
- Utility Companies

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