

Career Profile

A weekly series devoted to providing information on career exploration

Do You Like

- Understanding the implications of new information for both current and future problem-solving and decision-making?
- Giving full attention to what other people are saying, taking time to understand the points being made, and asking questions as appropriate?
- Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems?
- Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action?

Then This Could Be The Career For You!

The Type of Work

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily activities.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Compile lists describing product or service offerings.
- Initiate market research studies and analyze their findings.
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.

Pathways to Success

For marketing, sales, and promotions management positions, employers often prefer a bachelor's or master's degree in business administration with an emphasis on marketing. Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous. In addition, the completion of an internship while the candidate is in school is highly recommended. In highly technical industries, such as computer and electronics manufacturing, a bachelor's degree in engineering or science, combined with a master's degree in business administration, is preferred.

Most advertising, marketing, promotions, public relations, and sales management positions are filled through promotions of experienced staff or related professional personnel. For example, many managers are former sales representatives; purchasing agents; buyers; or product, advertising, promotions, or public relations specialists. In small firms, in which the number of positions is limited, advancement to a management position usually comes slowly. In large firms, promotion may occur more quickly.

What Employers Look For

Individuals who possess knowledge of:

- Sales and Marketing - principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
- Customer and Personal Service - principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
- English Language - the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Administration and Management - business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.
- Communications and Media - media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.
- Computers and Electronics - circuit boards, processors, chips, electronic equipment, and computer hardware and software, including applications and programming.

Job Outlook

In 2008, there were approximately 175,600 individuals employed as Marketing Managers in the United States in 2008. Sales and marketing managers and their departments constitute some of the most important personnel in an organization and are less subject to downsizing or outsourcing than are other types of managers, except in the case of companies that are consolidating. Employment of these managers, therefore, will vary primarily on the basis of the growth or contraction in the industries that employ them. Employment of marketing managers will grow about as fast as average at 12 percent between 2008 and 2018, and that of sales managers will grow faster than average at 15 percent over the same period.

Earnings Potential

Location	Year	Pay Period	Low	Median	High
United States	2009	Yearly	\$55,700	\$110,000	\$166,400
Ohio	2009	Yearly	\$64,000	\$106,000	\$166,400
Cleveland Elyria-Mentor, OH MSA	2009	Yearly	\$59,400	\$106,300	\$166,400

O*Net Online, <http://online.onetcenter.org>.

MARKETING MANAGER



DEFINITION:

Determine the demand for products and services offered by a firm and its competitors and identify potential customers. Oversee product development or monitor trends that indicate the need for new products and services.

NAME: Cindy Kushner

JOB TITLE: Director, Marketing And Outreach Initiatives

COMPANY: Lorain County Community College

LOCATION: Elyria, Oh

Q. How did you become interested in your particular field?

A. One of my first jobs out of college was working with high school students who were considered 'at risk' to dropping out of high school. My job was to help them work on employability skills and assist them in the transition from high school to work, training, or higher education. If I didn't know it before, it became crystal clear to me that higher education was critical for my students to find jobs that they could live a good life and support a family. That was back in the early 1990's. It's more important now than ever. This eventually led to me applying to work in the marketing and recruitment office as a college recruiter for Lorain County Community College.

Q. Who or what influenced your decision the most and why?

A. Initially, the students at Clearview High School influenced my decision to move toward working in higher education. My decision to apply for the director position was mostly influenced by my supervisor, Marcia Ballinger, the vice president for strategic and institutional development as well as other colleagues in the marketing office and throughout campus.

Q. What is your educational background?

A. I have a Bachelors of Science in Organizational Communication and Masters of Public Administration. I've also participated in leadership development through Leadership Lorain County and the Strategic Leadership Forum out of the Center for Community College Development in the School of Education at the University of Michigan.

Q. What path did your employment journey take?

A. I worked in sales for about a year which made for an excellent year of professional growth for me. I then worked a couple years each at two different nonprofit organizations helping young people become employed or enroll in and fund college. Simultaneously throughout these jobs I was in the Ohio Army National Guard for 10 years with the 145th Mobile Army Surgical Hospital (MASH) out of Camp Perry in Port Clinton, Ohio. All of these employment experiences made me uniquely qualified for my entry-level position at Lorain County Community College.

Q. What skills or certifications do you think are needed to be successful in this field?

A. Working in marketing at a college requires excellent written and oral communication skills. Individuals need to be creative, organized, friendly, positive, high-energy and computer and technology savvy.

Q. What is the best part of your job?

A. The best part of my job continues to be working with students and their families. I am lucky because I really get to know many of the students and their families. One of the ways we try to inspire others to choose to continue their education is by connecting them to other students and their stories. When people start talking about life-changing experiences or their favorite professor there is an emotional connection. These real-life stories are what inspire me and remind me every day how important my work is to many people in our community. Besides working with really awesome, caring people, I work in an environment where no two days are the same. We do everything from helping plan events like this past January when President Barack Obama came by campus for a visit, to working on a fall recruitment or image campaign including billboards, print media, radio and TV spots as well as influencing the messages and strategies behind the campaigns.

Q. Do you have any words of advice for someone considering a career in your field?

A. Learn to write and present well. Seize opportunities to gain career/work-based experiences and learn from them. Be prepared for a reality check when obtaining that first job out of college. It's not always your dream job, but you will eventually get there. Take full advantage of growing up as 'digital natives' as a young person still in school. Many of us in the workforce have not had the benefit of growing up with technology. We've had to learn it later in life. Develop your skills fully and use this to your advantage when seeking employment.

Sources: Occupational Information Network, O*Net Online, <http://online.onetcenter.org>; *U.S. Department of Labor, Bureau of Labor Statistics, Occupational Outlook Handbook, <http://stats.bls.gov/oco>