

Memorandum

Date: 10/15/13

To: Professor Grimble

From: Jake Miller

Subject: An Introduction to the Marketing Career Field

In an effort to better inform you of the rapidly-expanding career field of marketing, I have compiled some information from various online sources, along with relevant material from an interview of someone in this profession. The information provided will describe facts about various jobs in the marketing field and the requirements necessary to be hired.

I researched two individual jobs, marketing managers and marketing research analysts, because they represent relatively higher and lower ranking positions, respectively. This will allow you to get a better sense of the spectrum of jobs in this field. The memo specifically covers this information:

- the marketing job outlook
- typical salaries for various jobs, ranging from entry-level to management
- required education level
- the importance of writing in marketing
- a bio of my interviewee with a description of her typical work day

MARKETING RESEARCH ANALYST

(All information regarding job outlook, salary, and education level for both occupations is from bls.gov.)

Job Outlook

116,600 more positions are expected to open up between 2010 and 2020, which would mean a 41% increase in this occupation over these 10 years. The national average for all occupations is 14%, so it is easy to see that this is a rapidly growing field.

Salary

The median pay for a research analyst is \$60,570 per year, or just over \$29 per hour. The current national average for all occupations is close to \$34,000.

Education Level

A bachelor's degree is typically sufficient for a marketing research analyst. Many employed in this field have strong math, statistics, and computer science backgrounds. Research analysts need to be able to process information about consumer behavior, so it is also important to be knowledgeable about social sciences like economics, psychology, and sociology.

MARKETING MANAGER

Job Outlook

29,400 marketing manager positions will become available between 2010 and 2020, and this represents a 14% increase, which is equivalent to the national average.

Salary

Median salary for a marketing manager is \$112,800, which is around \$53 per hour.

Education Level

Similar to the marketing research analyst, marketing managers require at least a bachelor's degree, and a master's degree is not uncommon. Individuals filling these positions often have lots of experience in advertising, promotions, and sales.

Importance of Writing in Marketing

Writing has always been a major part of marketing, and with the increased use of social media as a marketing platform, it has never been more important. This idea is best illustrated in Kate Erker's article, "Writing for Social Media Marketing: 5 Golden Rules," in which she highlights how to effectively market on social media sites. Her advice for writing posts is to always be genuine, important, relevant, interesting, and innovative. As a consumer, I know I'm more likely to purchase goods from companies with effective social media marketing strategies, and the quality of writing is a major part of that.

Interview

In an interview done by iseek.org, Melanee Meegan, the marketing manager of Peace Coffee, spoke about what her job entails on a day-to-day basis and gives great insight into the field of marketing.

Melanee explains that she spends most of her time working with graphic and web designers and e-mailing other employees. She runs the company's social media marketing, and reiterates the importance of technology, like her smartphone, which allows her to connect to consumers and share details about events.

In college, Melanee majored in international business and minored in Spanish. She also participated in a co-op program, in which she worked for an advertising agency and a few non-profit organizations, and through her co-op experience was able to earn her position at Peace Coffee. Her job also involves using Photoshop, Illustrator, and InDesign, which she had to take classes after college to learn how to use. Her education goes along with the information provided by bls.gov, and she represents a typical example of a marketing manager.

Marketing Overview

With constant updates in technology come new ways to market to consumers, which translates to more job opportunities and a wider variety of positions. Marketing is currently a very promising industry in which to find a job, and it looks as though jobs will only increase from this point.

I hope this information helped provide you with a better understanding of the marketing career field. If you have any further questions about this subject, please feel free to ask me. I also highly recommend searching the same sources I used in my research, which can be found cited on the next page.

Works Cited

"Advertising, Promotions, and Marketing Managers." *U.S. Bureau of Labor Statistics*. United States Department of Labor, n.d. Web. 14 Oct. 2013.

Erker, Kate. "Writing for Social Media Marketing: The 5 Golden Rules." *The Official Moosylvania Blog*. N.p., 4 Jan. 2013. Web. 14 Oct. 2013.

"Marketing Manager Interview: Meet Melanee Meegan, a Marketing Manager at Peace Coffee."

Interview. *Iseek Green*. Iseek, n.d. Web. 14 Oct. 2013.

<<http://www.iseek.org/industry/green/careers/marketing-manager.html>>.

(I had trouble finding someone in this field to interview so I used this online documented interview)

"Marketing Research Analysts." *U.S. Bureau of Labor Statistics*. United States Department of Labor, n.d. Web. 14 Oct. 2013.