

## Podcast Script

Hello high school students and welcome to this week's career intro segment. My name is Jake Miller and I'm a student at the University of Michigan – Dearborn. I'm currently majoring in Marketing, and I intend to explain to all of you what that entails, and what you'll be doing if you decide to follow a similar path. I know choosing a major can be one of the most difficult choices you have to make when you graduate, so my goal is to explain to you as much as I can about marketing so that you can decide if it's right for you.

I'd like to get started by saying, although marketing majors will qualify for a variety of different jobs after they graduate, my marketing summary will highlight two specific jobs, which are Marketing Research Analyst and Marketing manager. I chose these two jobs for you guys because the research analyst is a job that you might expect to have at the beginning of your career, and the manager is one that's typically attained later on in your career. This way you can get an idea for what you might possibly be doing after you graduate college with your degree, and then also what you'll want to strive to be as you gain experience and move up in the rankings.

For each of these two jobs I will explain their expected salary, job outlook, and the typical level of education that most employees in that field have. Before I talk about the marketing manager statistics though, I'm going to tell you a little bit about an interview conducted by [iseek.org](http://iseek.org) about the daily tasks of a marketing manager. Finally, I'm going to tell you about current trends in the marketing industry, just to make you aware of where marketing is headed in the future. I know I can't completely predict exactly what the future for marketing will look like, but I can tell you with a fair amount of certainty what will be important for marketing graduates to know in 5 or 10 years.

To start off, I want to let you in on a very important piece of information. All the information I have about these careers is from the bureau of labor statistics website, which is [BLS.gov](http://BLS.gov), and I highly recommend that you go check it out for whatever career you want to go into because there's so much good information there, and I used it a lot when I was in your position trying to decide what I wanted to do in college.

First I'll talk about the marketing research analyst. These are the people that basically take in all the information about product sales, or marketing campaigns, or pretty much any other information collected about consumers and other businesses, and then they analyze why things work and why they don't. Then they take this information and wrap it all up in a presentation with charts and graphs to show to maybe the marketing manager, or a client. What you probably want to know is how much money you can expect to make if you're one of these people. According to the bureau of labor statistics, the median annual salary for a marketing

research analyst is just over 60 thousand dollars a year, which equates to around 30 dollars an hour. I know many of you haven't had jobs yet so you might not know what to compare that to, but when I first started working after I graduated high school, I made the minimum hourly wage which was 7.40 in the state of Michigan, so 30 dollars sounds pretty good. You might be surprised to know that the current national average salary for all occupations is 34 thousand dollars per year, so starting off anywhere around 60 thousand a year is really great.

Another important statistic to look at is this career's job outlook, which basically means the expected availability of jobs in the future. 117 thousand positions for this field are expected to open up between the years 2010 and 2020, which represents a 41% increase in this occupation. The national average increase percentage is only 14% which means marketing research analyst positions are opening up at a much faster rate than the average job is. This is great news for marketing majors.

The last piece of information about this job is the expected level of education you'll need. Typically a bachelor's degree is enough. Many people employed in this field have strong math, statistics, and computer science backgrounds. Research analysts need to be able to process lots of information about consumer behavior, so it is also important to know about social sciences like economics, psychology, and sociology. If you study marketing in college, I can guarantee that you'll have to take social science classes to earn your degree, so I'm sure you'll have that covered. That wraps up the summary of the marketing research analyst job.

The second job, like I said before, is the marketing manager. The interview I mentioned before was conducted by [iseek.org](http://iseek.org), and they talked to Melanee Meegan, who is the marketing manager of Peace Coffee, and she spoke about what her job entails on a day-to-day basis and gives some really valuable insight into the field of marketing.

Melanee explains that she spends most of her time each day working with graphic and web designers and e-mailing other employees. She runs the company's social media marketing, and she was constantly describing the importance of technology to her job. Her smartphone allowed her to connect to consumers and share details about events. I know most of you probably have lots of experience handling smartphones, which already puts you a step ahead of the game.

In college, Melanee majored in international business and minored in Spanish. She also participated in a co-op program where 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 Adobe programs like Photoshop, Illustrator, and InDesign, which she had to take classes after college to learn how to use. I know that taking classes after college is not uncommon for people in all occupations even after college, so that's just another thing for you to be aware of.

Again, according to the BLS, the median salary for a marketing manager is 113 thousand dollars a year, or 53 dollars an hour. Although that sounds pretty enticing, the job outlook is not quite as good as it was for the research analyst. This career field grows more slowly, perfectly even with the national average at 14%, which is about 29 thousand positions opening up between 2010 and 2020. Again not bad, and this is seemingly expected when you think about it. The turnover for a higher position is often less than it is for lower ranking positions, but it is still a realistic goal that all marketing majors can aim to achieve.

As far as the typical education level, it's actually quite similar to the marketing research analyst. Marketing managers require at least a bachelor's degree, but a master's degree is not uncommon. People filling these positions often have lots of experience in advertising, promotions, and sales, and this will be learned throughout your career if you get into this field.

The final point I want to discuss with you is the future trend in the marketing industry. Most of you are familiar with social networks like Facebook, Twitter, and Instagram, but what many don't realize is how important this is to the marketing world. As technology advances, the businesses you'll work for must know how to adapt to these changes and take advantage of opportunities they're given. It is important for college students to be aware of social media marketing techniques because businesses will certainly be looking to hire people who know how to manage a Facebook profile or send a tweet. What's great about this is that you high school students have actually been preparing yourselves for the future of marketing without even knowing it.

What I want you to take away from this is the following. If you decide to major in marketing you can expect to start your career in a field similar to that of a research analyst. The pay is solid, the job outlook is even better, and the level of education you need is not bad at all. As your marketing career progresses and you want to be a marketing manager, it might be necessary for you to further your education a bit, but with that comes a nice pay raise. The marketing manager field is growing a bit more slowly but that's kind of expected. Finally, you're probably already on the right track to preparing yourself for the future of marketing if you own a smartphone or have a computer, and I'm pretty sure it's impossible for you not to have either of those if you're listening to this podcast right now. Some important websites I'd recommend you check out are [bls.gov](http://bls.gov), and also the website of any college you'd consider attending, just to look up information about each major offered and what classes you'll have to take to earn your degree. I know choosing a career path is a tough decision, but I hope this podcast at least helped you decide whether or not marketing is for you. Thanks a lot for listening, and don't forget to check back next week for a post about another career path.