

# **Marketing: What Everyone Needs to Know and More**

The spectrum of jobs covered under the blanket of “marketing” is quite large; however, for this week’s blog post I intend to highlight information regarding only two individual career paths that lie on opposite ends of the marketing spectrum. By informing you of both careers, it provides you with a better understanding of the type of position college graduates can expect to have at the beginning of their career, and what to strive for as their career progresses. This post will specifically cover:

- **the marketing job outlook**
- **typical salaries for each job**
- **required education level**
- **current trends in the marketing field**

**Marketing Research Analyst** (all information 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.

Click on this link to see why CNN.com placed this job in their top 10 “Best Jobs in America” in 2012:

<http://money.cnn.com/pf/best-jobs/2012/snapshots/7.html>

**Marketing Manager** (all information is from BLS.gov)

## **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.

## **Current Trends of the Industry**

Most college students (good appeal to your readers) are aware of the constant emergence of new social media platforms, but what many don't realize is how important this is to the marketing world. As technology advances, businesses must know how to adapt and take advantage of these social media tools. It is important for college students to be aware of social media marketing techniques because businesses will certainly be looking to hire technologically-savvy employees to stay current.

You can find excellent information about social media marketing by reading Jeff Bullas' article, "The Big Problem with Social Media Marketing," here:<http://www.jeffbullas.com/2013/01/17/the-big-problem-with-social-media-marketing/>

If you are looking to find a career that combines solid pay, a positive job outlook, and a manageable level of education, marketing should certainly be at the top of your list. I hope this post has provided you with enough information to peak your interest in this field. I highly recommend following the links I have provided in this post to learn more about marketing, and I wish you all the best of luck as you continue your college education.