

Careers In Marketing

**The University of Arizona
Eller College
Department of Marketing**

TO STUDENTS INTERESTED IN A CAREER IN MARKETING

Your presence in the Eller College tells us that you are here to prepare for a career in business. We want to be of help to you if possible. This handout is one of our efforts to do so. The information is summary and incomplete, for marketing provides an even wider range of interesting career opportunities than is catalogued here. If you are concerned with the needs of people and organizations and how they may be satisfied, it is highly probably that your education and experience can be used in a marketing career. Marketing majors also enter general management trainee programs in many industries. More CEOs come from sales and marketing backgrounds than any other field, perhaps because these positions require a deep understanding of a firm's customers and the market environment in which it operates. You may want to discuss your particular interest with an advisor or one of the members of the marketing faculty. We welcome the opportunity to discuss your ideas and questions.

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GETTING A JOB

In all organizations, how they hire depends on their various structures and traditions. So, how do you get in? The primary criteria for getting a job are qualifications, persistence, and willingness—and above all, knowing somebody.

Qualifications. Be prepared, learn all you can, both broadly and specifically. That is, become as well-rounded as you can. Concentrating on sports and beer will serve you well in some settings, but will not be enough for most others. The more knowledgeable you are, the higher you can rise, and a liberal education will add to the scope and quality of your judgment. At the same time, employers want to know what you can do well, and it is valuable to become expert in some particular sphere(s). Think about how you might become better qualified and be distinctive, standing out and being more interesting than other people.

Persistence. Finding a job is not always easy. In hard times, fewer recruiters come a-wooing. Therefore, it is necessary to persist. Be determined, be resilient, bounce back from rejections, and try again and again.

Willingness. Naturally you want to start as high as you can, to earn as much as you can. That's why preparation helps, so that on average high school graduates earn more than drop-outs, college graduates earn more than high schoolers, and on up. But you cannot always find or get that most desirable job. Therefore, you must be willing to start at the bottom, if necessary. Many top executives began as go-fers of one sort or another, mail room clerks, messengers, etc. Pat Foley became head of Hyatt hotels, but started as a hotel desk clerk. Lord So-and-So, member of the DeBeers diamond cartel board, started as a diamond sorter. Just getting inside an organization provides the chance to learn the system and to move up.

Knowing somebody. All other things being equal (or even not), it is hard to beat knowing somebody when it comes to getting a job. That's why it is so useful to be born to a company big shot or owner of a family business, or to marry the boss's child. More generally, in modern terms that means networking. Make as many contacts as you can, spread the word, make appointments, call on people, and participate in activities that will enlarge the potential sphere of people who will be aware of your personality—your smarts, your good nature, your ambition, your hard work—that is, your qualifications, persistence, and willingness.

ADVERTISING

Description

Careers in advertising are not limited to writers and artists. Instead, advertising is an important business enterprise that requires a combination of planning, fact-gathering, and creativity, and that involves all phases of marketing. Although compensation for advertising men and women generally is comparable to that of other business executives, opportunities for rapid advancement in advertising usually are greater than that in other fields because of less emphasis on age and length of employment. People in the advertising field may work in a variety of settings. As advertising may be defined broadly to encompass the management of communications, public relations, and management of promotions, people interested in advertising may focus their talents on different issues.

Career Opportunities:

Manufacturers, retailers, banks, radio and television stations, hospitals, and insurance agencies all have advertising departments.

Advertising agencies: media department; research department; creative department;
account work

Large corporations: advertising department; brand or product management

Media: magazine, newspapers, radio, or television selling

Management consulting

Marketing research

(Space for notes, questions, ideas)

BRAND AND PRODUCT MANAGEMENT

Description

Under this system of organization, each brand or product within a company is operated as a separate business with each standing on its own merits among its competition. This brand independence enables the company to market vigorously a number of different products – some competitive with others in the same company.

Each brand or product group plans, develops, and directs the consumer marketing effort for its product. Except for top corporate management, the members of the brand group are the only people in a company who deal with all aspects of the company's business. They are concerned with basic product research and development, packaging, manufacturing, sales and distribution, advertising, promotion, marketing research, and business analysis and forecasting.

In brand or product management, the marketing manager (MM) can expect early responsibility which should enable him to learn quickly and to demonstrate his ability by contributing from the very outset of his career to the operation of the brand(s) to which he is assigned.

Career Opportunities

Virtually all consumer goods companies use this system of organization. A number of industrial goods companies also have brand and product managers. In consumer goods companies, in particular, brand management is considered to be the best training ground for future top corporate officers. Nowadays, even non-profit organizations may recognize the benefit of the brand management approach for their marketing. In many settings, the system includes assistant brand manager positions for beginners.

BUSINESS TO BUSINESS MARKETING

Description

Business marketing performs a special liaison role linking technology and human needs. Processors and distributors of consumer goods are supported by industrial firms who develop and supply products, services, processes, and other knowledge for use by consumer companies in satisfying human needs.

Personal relations are especially important and may extend over long periods of time. Understanding the psychology of particular people who constitute a special cluster in the realm of a specific industry is especially important in dealing with customers and suppliers as well as in-company personnel. In most industrial settings, in contrast to consumer setting, there appears to be a different type of social system, perhaps more stable, cohesive and personal.

Business marketing deals with both stock and specification items. Even in the case of stock items, the seller may be concerned with application and installation. Much more complex is the sale of a product/service that requires working with the professionals in the buyer's organization from the design stage clear through to installation and operation of the product as an integral part of the purchaser's system.

Career Opportunities

Starting jobs in the industrial field vary according to the size, need, and practices of firms. Training programs may be of the general type, providing an overview of a variety of opportunities, or specifically focused on either some aspects of sales (such as systems selling or sales engineering), or upon other aspects or marketing (research, communications, distributor/dealer support). A management career in industrial marketing generally includes work in sales, product and marketing management, While an engineering or scientific educational background is essential in some situations, for others it is helpful but not essential.

INTERNATIONAL MARKETING

Description

Special opportunities in international marketing arise because of the wide variety of social, economic and political conditions confronting international marketing personnel. Also, decentralized decision making and greater distances from headquarters brings increased responsibility. Planning and managerial positions abroad usually go to people who have had some international marketing experience at headquarters. Starting jobs in international marketing at headquarters vary widely, but a person with special qualifications often has an edge—e.g., ethnic background, specific experience, travel, language ability, etc.

Career Opportunities

While a few U.S. companies such as Colgate-Palmolive, CPC International, Eli Lilly, Gillette, and Nestle hire for international marketing, most select experienced personnel who have proven themselves in domestic operations.

MARKETING MANAGEMENT SCIENCE AND SYSTEM ANALYSIS

Description

Individuals employed in this type of activity will be located at the staff level and will tend to act as consultants to managers faced with difficult marketing problems. These individuals are well trained in management science, quantitative methods, and systems analysis concepts, which they attempt to apply to various marketing problems. The type of problems encountered will include demand measurement and forecasting, marketing structure analysis, channels and distribution policies and strategies, field sales force problems, various problems in advertising and promotion, and new product development and test marketing.

Career Opportunities

Career opportunities exist primarily within the larger marketing oriented firms such as Xerox, Pillsbury, Eli Lilly, and Westinghouse, as well as in public institutions concerned with health, education and transportation. In addition, management consulting firms represent good opportunities for the well qualified individual with quantitative and technical knowledge and skills. This is a relatively young, but growing, career opportunity in marketing.

MARKETING RESEARCH

Description

The marketing research field has grown tremendously in recent years and involves a variety of personnel at different levels. Most commonly, individuals employed in the field of marketing research are involved with the collection of data from primary sources, usually using a field survey gathered face-to-face, by mail, by telephone, by computer, in malls, etc. The marketing researcher may be involved with the decision maker for resolving the problem. He or she will generally be involved with designing the research project, including the questionnaire to be used and the sample to be taken. Additionally, the marketing researcher will be concerned with data tabulation, analysis, report preparation, and presentation of findings to management.

There has also been some growth (not to be exaggerated) of the use of qualitative methods such as depth interviewing, ethnographies, projective techniques.

Career Opportunities

Career opportunities exist within a great variety of institutions, manufacturers, retailers, some wholesalers, trade and industry associations, and other public agencies. Also, there are many data-gathering organizations. Positions are greatly varied, including interviewers, supervisors, analysts, psychologically oriented or trained consultants, etc. Most work is with consumers, but some researchers or research settings are specialized, focusing on certain market segments—e.g., executives, medical personnel, Hispanics,

NEW PRODUCT PLANNING

Description

The planning and implementation of new products and services is one of the major problems facing modern management. Millions of dollars are spent annually by large and small organizations to launch new products and services. Many of these fail, for a variety of reasons: haste, bad timing, excessive optimism, inadequate research, insufficient investment, sloppy marketing, etc. Persons who specialize in new product planning can find opportunities in the marketing of consumer products, consumer services, hospital and medical services and public service programs. Persons involved in new product planning develop skills in understanding marketing research, sales forecasting, and promotional planning. In addition, persons working in new product planning develop a sense of “change and the future” needed to plan successful new products.

Career Opportunities

Career opportunities exist in the consumer industries, advertising agencies, public agencies, medical agencies, retailing management and many more. This broad background specialty has very promising potential opportunities for the marketing planner. At the same time, there are not clear-cut or well-defined entry level positions. Often, one may start in an entrepreneurial or inventive way, bootstrapping an idea into an enterprise, which may or may not go on from there. A good example is Michael Zane, inventor of the Kryptonite lock, who struggled to diversify the offerings of his company.

Commonly teams are involved in new product development, including engineers, marketing researchers, and product managers.

RETAILING MANAGEMENT

Description

Companies involved in retailing afford marketing managers a good opportunity to use professional knowledge to improve company profits through the maintenance of appropriate assortments of goods and services in locations easily accessible to customers. The marked growth of general merchandisers, such as department stores, discount houses, chain and “warehouse-showroom” stores, has brought about greater emphasis on “professional training” as part of the preparation for a career in retailing.

Career Opportunities

The larger chain and department stores have formal training programs, some of which are among the best in the country, irrespective of type of business. While, historically, starting salaries and job assignment in retailing have been at lower levels than in manufacturing or advertising, the gap is narrowing, both in terms of initial responsibility and in terms of money. Among the wide variety of routes to the management in retailing are (1) clerking; (2) merchandise management and (3) store management. One might progress from assistant buyer to buyer to merchandise division manager. Or, from assistant department (sales) manager to department manager to store (branch) manager. The buyer is not just a “buyer,” but is importantly concerned with sales management, promotion, and display.

Often neglected or overlooked, retailing, especially with the larger firms, offers an opportunity to move in a few years into the management of a branch or part of a store doing millions in sales. In effect, the new recruit has the opportunity to exercise his or her ideas with profit and loss responsibility for a significant business unit.

SALES AND SALES FORCE MANAGEMENT

Personal Selling and management of the sales force are among the most fundamental and important activities in the marketing sphere. Like retailing, selling is often neglected because other areas of marketing seem more glamorous. But selling, like doing interviewing for marketing research, is a great way to learn about the world of marketing at its grass roots. At the heart of the marketing situation are exchanges of all kinds and ultimately all marketing is aimed at bringing about transactions. Engaging in selling activity is an excellent way to participate in and to observe the marketing process, and to think how to facilitate it. As social events in which people interact, selling and managing the sales force benefit from awareness of individual and social psychology, of the motivation and perception of buyers and seller when they are relating to each other. You will gain from a good understanding of the channels of distribution and the relationships within them.

Career Opportunities

Selling provides the most prevalent entry level positions. Many managers believe that experience in selling is critical to a good understanding of the business and is an important place to start. The opportunities are numerous, ranging from clerking in retail stores, order taking, telemarketing and many other direct marketing activities, managing clients in endless settings, up to the sophisticated handling of customers for multimillion dollar purchases of raw materials, commodities, and equipment. Sales representation occurs in almost all organizations, including manufacturing, wholesaling, retailing, insurance, real estate, financial services, and many other service businesses. Compensation ranges widely and often includes salary plus commission, so offers great potential to energetic, affable workers who present themselves positively—as well as to quiet, serious people who build significant relationships with customers.