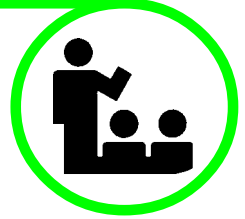


# Marketing Managers



## Occupational Brief Title Codes:

- D.O.T.: 164.117-010
- G.O.E.: 11.09.01
- S.O.C.: 11-2021
- O\*NET™: 11-2021.00
- N.A.I.C.S.: 541613
- H.O.C.: AES

## Work Classification Based Related

### D.O.T. Occupations:

- Marketing Research Analysts
- Promotion Specialists
- Public Relations Specialists
- Sales Representatives

## Interests Based Related

### G.O.E. Occupations:

- Account Executives
- Advertising Managers
- Media Directors
- Promotion Managers
- Sales Service Promoters
- Sales Supervisors

## Skills Based Related

### O\*NET Occupations:

- Advertising and Promotions Managers
- Demonstrators and Product Promoters
- Public Relations Specialists
- Sales Managers

## Noteworthy Quote:

*“The goal in marketing management is to get a product or service out in front of as many people, as much, and as often as possible. Project management is a key skill because you’re juggling deadlines all the time. I have daily, even hourly, deadlines because there’s always a time line of when you want to market the product-bring it to people’s attention-before the product is available. We create shipping software programs, for example, and our work is seasonal because Christmas is a big shipping time. So my job is to coordinate the marketing program so that it draws people’s attention to our product long before it’s needed.”*

**–Windy Jennings, Group Marketing Manager, Meridian One Corporation, Alexandria, Virginia**

**Marketing managers** (ˈmar-ket-ing ˈman-ag-ers) develop marketing policies and strategies for the products or services of their employers.

Marketing is a huge effort of every business and industry. It consists of the study of consumer needs and desires for products and services, along with their willingness and ability to pay for them. Marketing also involves the strategies used to attract and motivate people to buy products or services.

Marketing managers have responsibilities similar to those of product managers, but more extensive. Usually a marketing manager will be responsible for the management of a “family” of products, or a group of related products, rather than just one. In their supervisory role, they may participate in product design and development based on results from market research about the needs of their customer base. In addition, marketing managers develop business plans and marketing strategies for their product line, manage product distribution, send out information about the product, coordinate customer service and sales, and manage contract negotiations with vendors and distributors.

## Work Performed

Marketing managers develop a detailed plan for selling products. They start by getting information from other managers, such as product development managers and marketing researchers. As a team, they analyze the demand for the products and services their company offers, and trends that show a need for new products and services. They also investigate whether other companies are selling similar products. In addition, marketing managers need to know who might buy the product. They look for opportunities to enlarge the customer base for their



*Marketing managers develop marketing policies and strategies for the products or services of their employers.*  
Photo by CGP

firm. Once marketing managers have all this information, they can start creating a plan.

In discussing survey results with management, marketing managers may use graphics to show the results of field surveys, which may reveal how people are distributed geographically, consumer preferences, and what competing companies are doing. Using their skills, experience, and data gathered, marketing managers make computer models that may predict what to expect in sales. They explain their findings to company heads. They may suggest ways to cut costs or to make the product more salable.

When a firm decides to go ahead with production of a new item, marketing managers help prepare the way. They set up a promotion budget. Working with public relations, advertising, and sales personnel, they decide how, when, and where to promote the product. They may confer with copywriters, graphic artists, and media planners on direct mail flyers, rebate coupons, newspaper or magazine ads, radio or television spots, Internet, or other media. They may direct their promotional efforts to a specific market. For a product geared for teenagers, for instance, they may place advertising on sitcoms that appeal to that age group.

Marketing managers analyze and keep records of which promotion methods work best, who the buyers are, and their geographic distribution. For new products on the market, they track how well they sell and to whom. If sales are poor, they try to find out why. They may discuss complaints about products with customer service representatives in order to find ways to make good sales better. Marketing managers may meet with target groups brought together to comment on a product or service. The target groups may be wholesalers, retailers, the government, schools, teenagers, or retired people.

Part of the marketing manager's job is to know when a product or service that is failing can be rescued with marketing know-how and minimal risk. They must also know when to stop backing a product or service that is not making a profit.

In some firms marketing managers also perform other tasks. They may work with a trade show planner on a display of company products at upcoming trade fairs. They may visit company branches, hold seminars, and give motivational talks to sales staff. They make sure the sales force understands the product.

If they work for a firm that sells to stores, marketing managers talk with store managers about how best to promote their products. If they work for a store or a chain of stores, they may plan floor layouts for the best traffic pattern.

Many marketing managers today are focusing on Internet marketing services. Many businesses now use home pages to promote their products online. Even small businesses are establishing online communications, often with the help of Web design firms. **Web marketing**

**directors** are marketing managers who develop marketing policies and strategies for the products or services of their employers as presented on the Internet. They decide how to market their product on the Internet and how to market their Web site itself. Web marketing directors are focused on selling directly to a customer over the Internet.

Web-marketing directors must also keep up with the global economy. The Internet has allowed a global presence for even the smallest of web-based companies. Competition for global markets is continually increasing.

### **Working Conditions**

Marketing managers work in offices, usually near those of other company executives. In some firms they also serve as vice president or chief executive officer. They have a computer with access to the Internet. In a large firm they have a secretary and staff. The marketing manager of a new small firm may be the whole marketing department and do all or most of the work alone.

Marketing managers are frequently under stress. They have heavy responsibilities and often work with tight deadlines. Their employers use their data and advice in deciding whether to spend large amounts of money, often millions of dollars. The success or failure of a project, or even the future of a firm, can depend on the promotional skills and efforts of marketing managers.

The work of marketing managers often requires travel. For example, they may travel to association and industry meetings, conventions, and workshops. Marketing managers and web marketing directors work in hotel rooms and on planes. Their laptop computers are constantly with them. Many are away from home from half to two-thirds of the time. In large firms they may be transferred from one region to another, and must relocate. Job transfers between headquarters and regional offices are common.

### **Hours and Earnings**

Marketing managers work about 40 hours a week. Long hours, including evenings and weekends are common. Almost half of these workers worked more than 40 hours a week in the year 2010.

According to the Bureau of Labor Statistics, in May 2010, marketing managers earned an average of \$122,720 a year. Wages ranged from a high of more than \$151,260 a year to a low of less than \$57,750 a year. In addition, many marketing managers earn yearly bonuses of 10 percent or more of their salaries. Earnings vary depending on geographic location, employer, level of education, and experience.

Marketing managers receive life and health insurance, pension benefits, holidays, and paid vacations. Fringe benefits may include company stock options and use of a company car.

## **Education and Training**

High school students should take business courses, social science, English, and mathematics. Summer or part-time jobs in retail sales are valuable experience. A college degree in business administration, marketing, advertising, distribution, or other business-related field is important for anyone considering a career in marketing. Some firms prefer to hire recruits with a strong liberal arts education and studies in sociology, anthropology, psychology, literature, or philosophy. They then train them in marketing skills. Many firms have student internships in the business world, as well as extensive training programs of their own. Firms in technical fields such as electronics or communications technology look for recruits with a background in these fields as well as a degree in marketing.

Many four-year colleges and universities offer bachelor's, master's, and doctoral degree programs in marketing. These programs include training in identifying customer needs, developing goods and services to satisfy those needs, communicating information about products to potential customers, and distributing the products to customers. Most community colleges offer two-year associate degree programs that can be transferred to a four-year college or university.

College studies include courses in advertising, marketing research, economics, business law, accounting, finance, and statistics. Students also take demography, consumer psychology, communications methods and technology, visual arts, and creative and technical writing. Those interested in global marketing should take courses in international business and marketing. Computer and word processing skills, and database applications are important for many marketing management positions.

Many firms offer employees continuing education and encourage participation in seminars and conferences. Often in collaboration with colleges and universities, marketing associations sponsor national or local management training programs. Courses include brand and product management and marketing, international marketing, marketing research, organizational communications, and data processing systems management. Many firms pay all or part of the cost of these studies.

## **Licensing, Certification, Unions and Professional Societies**

The American Marketing Association (AMA) is the largest and most comprehensive professional society for marketers, consisting of 40,000 members in 100 countries and 400 chapters throughout North America. The AMA's Marketing Research Division is made up of more than 13,000 professional members of the AMA who indicate research as one of their interest areas in marketing.

The Marketing Research Association (MRA) has a membership of about 2,600 individuals who design,

administer, or analyze marketing studies mainly from data collection agencies. It publishes a newsletter, a marketing research business series, and an annual Research Service Directory. Training manuals, videotape training programs, and other educational resources related to data collection are also available. Twelve chapters nationwide provide education, networking and problem solving at the regional level.

Other organizations include the Association of International Product Marketing and Management (AIPMM) with about 5,200 members, and the Direct Marketing Association (DMA) with about 6,000 members.

## **Personal Qualifications**

Marketing managers must be mature, motivated, and able to work well under stress. They must be able to work with people. They should have the capacity for making correct decisions and sound judgments. They should be able to solve problems.

Communications skills should include a good command of English and a willingness to listen to others. Physical stamina and emotional well-being will enable market managers to work well under stress.

Occupations can be adapted for workers with disabilities. Persons should contact their school or employment counselors, their state office of vocational rehabilitation, or their state department of labor to explore fully their individual needs and requirements as well as the requirements of the occupation.

## **Where Employed**

Although marketing managers work in large and small cities throughout the United States, there is a heavy concentration of these workers in cities in the Northeast. They work in almost every industry. Among them are car dealers, printing and publishing firms, advertising agencies, computer and data processing services, department stores, hotel chains, investment firms, and financial institutions. Many marketing managers work for manufacturers. Many others work for management, consulting, and public relations firms. Marketing managers in banking work in centers of banking and finance like New York City, Boston, and San Francisco.

## **Employment Outlook**

According to the Bureau of Labor Statistics, in 2010, there were about 164,590 marketing managers at work throughout the United States. This number is expected to increase steadily through the year 2018. Competition in selling products and services to consumers is becoming more intense. To do well, firms will need more marketing, promotional, and public relations work. College graduates who have experience, a high level of creativity, and strong communication skills should have the best job opportunities.

Those who are familiar with new media and interactive marketing should do well.

The rate of employment is expected to be greatest in service industries such as computer and data processing. Average growth is anticipated in manufacturing. Many industries have eliminated in-house marketing and are contracting with marketing consultant firms for these services.

### Entry Methods

College students about to graduate may get job leads from their college placement service. Personnel recruiters from employing companies sometimes visit college campuses to interview job candidates. Some employment agencies specialize in placing marketing, advertising, and promotional personnel.

Job seekers may find jobs through personal contacts and networking with other professionals. Others answer ads in newspapers, professional journals, and web sites. Many apply directly to the employing companies.

Newly hired workers seldom begin as managers. Usually they are assigned to related work such as field interviewing. They may design questionnaires, compile data, and undergo other training with experienced marketing staff. It usually takes several years to work up to the position of marketing manager.

### Advancement

Marketing managers often work their way up from entry and mid-level marketing positions. Working as a product manager provides the best background. Continued advancement often depends on further continuing education and membership in professional societies. Communication among members of these associations at meetings and seminars helps keep managers informed of opportunities for advancement. Having a mentor in the employing company is also helpful.

In a large firm marketing managers may move from one regional branch to another larger branch at higher pay. Or they may move to the headquarters of the firm.

Because of the high visibility of their work, marketing managers are often the most likely candidates for advancement. Some become top executives. Marketing managers with proven ability may become vice presidents or chief executive officers of their firm.

Some marketing managers advance by becoming experts in a particular field. Those with extensive experience and enough capital may set up their own firm.

### For Further Research

**American Marketing Association**, 311 South Wacker Drive, Suite 5800, Chicago, IL 60606. Web site: [www.marketingpower.com](http://www.marketingpower.com)

**Association of International Product Marketing and Management**, 2533 North Carson Street, Suite 1996, Carson City, NV 89706. Web site: [www.aipmm.com](http://www.aipmm.com)

**Direct Marketing Association**, 1120 Avenue of the Americas, New York, NY 10036-6700. Web site: [www.the-dma.org](http://www.the-dma.org)

**Marketing Research Association**, 110 National Drive, 2<sup>nd</sup> Floor, Glastonbury, CT 06033-1212. Web site: [www.mra-net.org](http://www.mra-net.org)

### Acknowledgments

Chronicle Guidance Publications appreciates the cooperation of the individuals who reviewed the information in this brief.

Paula Gray, Association of International Product Marketing and Management, Carson City, NV

O\*NET™ is a trademark of the U.S. Department of Labor, Employment and Training Administration.

H.O.C. codes adapted and reproduced by special permission of the publisher, Psychological Assessment Resources, Inc., Odessa, FL 33556, from the *Dictionary of Holland Occupational Codes-Third Edition*, by Gary D. Gottfredson, Ph.D., and John L. Holland, Ph.D. Copyright 1982, 1989, 1996 by PAR, Inc.

### Briefs Related to This Title

*Advertising Agency Workers. Brief 113.*

*Alumni Directors. Brief 669.*

*Buyers. Brief 95.*

*Fashion Merchandisers. Brief 496.*

*Foreign Service Officers. Brief 189.*

*Fund-Raising Directors. Brief 209.*

*Lobbyists. Brief 608.*

*Marketing Researchers. Brief 254.*

*Product Demonstrators. Brief 299.*

*Public Relations Specialists. Brief 172.*

*Retail Managers. Brief 673.*

*Sales Managers. Brief 442.*

For a complete list of brief titles with current pricing information call:

**Chronicle Guidance Publications, Inc.**

66 Aurora Street

Moravia, New York 13118-3569

Phone 1 800 622-7284 FAX (315) 497-0339

Visit our Web Site at

[www.ChronicleGuidance.com](http://www.ChronicleGuidance.com)

Occupations discussed or illustrated should be considered valid for all persons regardless of disabilities, age, sex, or race.