

## **MARKETING AS A CAREER**

- Large diversity of opportunity.
- 30 million individuals in the US earn a living in Marketing.
- Job growth in marketing is expected to exceed a 12% increase in the next ten years.
- Marketing related employment account for approximately 1 in 3 jobs.

## BENEFITS OF A CAREER IN MARKETING

- Making a good income.
- Many job/career opportunities available.
- Opportunities for advancement within and between companies.
- Continuous creativity and expression of ideas.

LEVELS OF MARKETING EMPLOYMENT		
Entry level     No prior experience required.		
Career sustaining jobs     Require a higher level of skill development.		
Marketing specialist     Demonstrate leadership and effective decision making.		
– Usually long term career.		
Marketing supervisor     Developed decision making skills.		
<ul> <li>Previous experience and demonstration of skills required.</li> <li>Promotional position.</li> </ul>		
– Highest career level of Marketing.		
Managers and CEO's     Movement within company.     Previous experience required.		
Capable of running entire company.		
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OCCUPATIONAL AREAS IN		
MARKETING  - Categories of jobs that involve similar interests and skills.		
Advertising		
Customer service E-commerce Entrepreneurship Fashion		
- Rashlor - Food marketing - Sport marketing - International marketing		
International marketing Research Pharmaceuticals/Medical Sales/Retail		
Service marketing     Travel and tourism		

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- $I. \quad Identify \ I \ 0 \ companies \ that \ would \ great \ to \ work \ for, specifically \ related \ to \ Marketing.$
- ${\bf 2.} \quad {\bf What \, values, lifestyle \, and \, skills \, would \, be \, ideal \, for \, being \, successful \, in \, a \, \, Marketing \, related \, position?}$
- 3. Identify 3 disadvantages to working in a Marketing related career.
- 4. What are the most obvious benefits of a career in Marketing?.

Begin preparing for your Unit 4 Test on Tuesday January 19, 2016