

What is Marketing?

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives. (American Marketing Association)

Marketing is far more than tactics. Marketing is analysis, and a sound marketing strategy is based on this analysis. What type of analysis are we talking about? Well, analysis about customers, for example. Having a solid understanding of customers means having a solid understanding about how customers behave, their motivations, their perceptions and preferences. It means segmenting the market correctly and not in the way that most companies think about segmentation (if they ever do).

Related Career Titles

Account Representative	Credit/Loan Administrator	International Marketer
Advertising Executive	Customer Service Manager	Internet Marketing Specialist
Art Director	Development Officer	Inventory Control Specialist
Bank Officer	Direct Mail Specialist	Lobbyist
Brand Manager	Distribution Manager	Management Trainee
Buyer	District Sales Manager	Market Representative
Circulation Manager	Employment Agency Counselor	Market Research Interviewer
Claims Adjuster/Examiner	Financial Planner	Marketing Field Coordinator
Commercial Artist	Franchise Specialist	Marketing Planner
Comparison Shopper	Fund-raiser	Marketing Researcher
Consultant	Government Administrator	Media Buyer/Analyst
Consumer Affairs Specialist	Grant Writer	Merchandising Manager
Consumer Loan Officer	Import/Export Manager	Non-Profit Organization Manager
Copywriter	Inside Salesperson	Packaging Specialist
Credit Manager	Insurance Agent	Product Analyst
Product Manager	Sales Agent	Traffic Coordinator
Promotions Director	Sales Manager	Urban/Regional Planner
Property Manager	Specialty Advertising Distributor	Wholesale Salesperson
Public Relations Manager	Telecommunications Director	TV Shopping Channel Coordin.
Research Analyst	Telemarketing Representative	Retail Manager

Related Major Skills

Reading comprehension	Active listening	Excellent writing skills
Critical thinking	Active learning	Monitoring skills

Analyze and interpret data	Manage & direct people/programs	Formulate program policies
Hire and supervise staff	Sell products or services	Research business problems
Plan work tasks	Plan & administer budgets	Prepare status reports
Good communication skills	Learning strategies	Negotiate staff policies/disputes
Develop solutions		

Job & Internship Search Links

Mobile Marketing JobList <http://www.mobilemarketingjoblist.com>

Turner Jobs www.turner.com/jobs

Internship search <http://www.uncw.edu/stuaff/career/internshipsearch.htm>

Resume and Job-Search Strategies for the Creative Arts

http://www.jobweb.com/Resources/Library/Careers_In/Network_Into_45_01.htm

MonsterTRAK <http://www.monstertrak.com>

Job Listings www.uncwil.edu/stuaff/career/jobs.htm

Marketing Jobs <http://www.marketingjobs.com>

Marketing & Sales Jobs Page <http://www.nationjob.com/marketing>

Women in Sports Jobs <http://www.womensportsjobs.com/default.htm>

Pharmaceutical Sales Links

Career Planning Links

Careers in marketing <http://careercenter.tamu.edu/students/s1/s1d2f.shtml>

CareerSelector.com brings you free information on key careers in business

<http://www.careers-in-marketing.com/>

Careers in Marketing <http://www.careers-in-marketing.com>

Economists and Marketing Research Analysts (Occupational Outlook Handbook)

<http://stats.bls.gov/oco/ocos055.htm>

So You're Thinking About a Marketing Career <http://www.black-collegian.com/issues/1998-12/marketing12.shtml>

Business Job Finder: Explore Business Careers <http://www.careers-in-business.com>

Professional Associations Links:

American Marketing Association <http://www.ama.org/>

Advertising Age <http://www.adage.com/>

The Ad Council <http://www.adcouncil.org/>

Miscellaneous Information:

Visit the premier career site for executives, managers, and professionals for job searches, career advice, salary and hiring info

<http://www.careerjournal.com/Default.asp?cookie%5Ftest=1>

Learn more about this industry, what employees are saying about it & interesting facts http://www.vault.com/hubs/506/hubhome_506.jsp?ch_id=506

Find over 175 advertising and media sales careers in TV, radio, cable, Internet, new and interactive media with more added daily!

<http://www.birschbachmedia.com/>

Exploring Occupations: Getting You Started on Your Career Path!

<http://www.umanitoba.ca/counselling/careers.html>

Business links from University of Denver Career Center

www.du.edu/career/careerlinks/byfield/business.html