#MARKETING

Monica Cenetno
Cruz A Diaz
Cindy Espinueva
YongJoon Lee
David Puga
Steven Roncalli
**Introduction**

Have you heard of the term “marketing,” but are not sure what it means? Have you thought about pursuing a marketing career, but are uncertain of the possibilities? Let’s talk #Marketing! In this article, we hope to answer these questions for you. We will begin by defining marketing and the important role marketing plays in society. Next, before you can market for a firm, you have to be able to market yourself. We will go over the skills and qualities employers look for in their candidates and why they are important. Finally, we will go over employment rates, potential income, and career opportunities to consider as a marketing major. As we will demonstrate, marketing is an expanding field crucial to the growth of both established and developing firms. Only by learning more about marketing will you decide if marketing is right for you.

**What is marketing?**

Marketing is expensive, but opportunistic. It is very specific, but also ambiguous. Complex but exciting, and at the center of it all is you. As a consumer, first, you are already something of an expert on the concept of marketing. Marketing surrounds you and can be translated into advertisements, brands, and product placement just to name a few examples. Put simply, marketing is an influential tool used by companies to shape consumer perceptions, preferences, and selections beneficial to the firm. That is to say, the job of a marketer is expected to be a combination of roles strategized to meet the needs of higher management (Hood 2013).
Given this circumstance of ambiguity, marketing is using your skills and resources available to create value pertinent for whom you are working for.

Marketing as an influence

Marketing plays a vital role in society. Whether as a marketer or consumer, we are all active participants in the marketing world. Without realizing, posting a picture on Instagram or Facebook wearing a certain clothing brand is a way of marketing. Referring a friend to try out one of your favorite restaurants or your hair stylist are also ways of marketing. Word of mouth marketing is one of the most common ways brands become known. The way in which brands market themselves gives consumers insight to the company’s personality, values, and goals. It is important for brands to build customer relationships as it promotes loyalty. Companies achieve this by creating brand profiles, which make interaction with their consumers more accessible and strengthens their relationship. For companies, “building brand personas strengthens brand personality, differentiates brands from competitors, and sets the stage for a perceived relationship” (Tuten, 2015), and also allows the company to further market themselves to consumers who may not be familiar with their brand yet. This form of social media
marketing continues to increase as the web seems to remain as a prominent aspect of people’s everyday life.

The Expansion of Marketing
Social media marketing is a field to consider when trying to determine what aspect of marketing you should enter. Living in a generation where social media plays an intricate role in many of our lives, why not enter a field you’re familiar with and interested in?

Social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization’s stakeholders (Tuten, 2015). Many companies turn more towards social media marketing because of its benefits such as speed and audience reach. The use of social media allows companies to reach out to their audience in a quick time frame. Not only does social media have a great reach to their audience, but assists well in boosting sales and makes consumers feel like they are a part of the company. More brand exposure on social media creates more visits on a company’s website, and ultimately more purchases. Studies indicate that a ⅓ of Instagram users have bought an item of clothing they saw on the social media platform. Social media platforms create good exposure for brands. When brands create social campaigns, it not only draws attention to the brand, but makes the audience feel really involved in the brand/cause. For example, Toms, the shoe company, launched an Instagram campaign stating that at least for one day in May 2015, users are encouraged to try to go about their lives without wearing shoes and to post a picture of their bare feet with the caption #WithoutShoes. For every post, Toms donated a pair of shoes to a child in need.
Thousands of people participated in the campaign and became success. 296,243 shoes were donated because of the campaign.

Other notable, successful campaigns include Starbuck’s #WhiteCupContest, the ice bucket challenge by the ALS Association, and Disney’s #shareyourear campaign. Imagine how awesome it would be to be a part of the creation of designing and implementing these kinds of successful campaigns.

How will one be successful in social media marketing? Having innovative and creative qualities are great assets to have in this industry. In a constantly changing environment, marketers need to always find new ways to reach out to consumers and compete with other businesses. Marketers need to continuously research and be knowledgeable of current trends. Knowing what consumers want and trends they follow make finding ways to market to them easier.

What makes a good marketer?

According to businessdictionary, a marketer is an individual whose missions are the identification of goods and services demanded by targeted consumers.

When one decides to study business marketing, one expects to become a good business marketer with substantial duties of raising the company’s value and sales. Other than the basic knowledge of marketing studies, one may ask “What other important skills should a successful marketer have?” A successful marketer should notably have
these three skills: strong spirit of teamwork, adaptability, and data analyze skills by technological devices. When a marketer is equipped with these skills, it will bring more chances and opportunities for their future marketing careers.

**Spirit of Teamwork**

First of all, it is important for a successful marketer to learn the strong spirit of teamwork. Employees are often asked to work in teams in order to come up with exceptional ways to introduce and publicate products. Since marketing is a forward-thinking industry, marketers need an environment where they are encouraged to think creatively for their products. In a marketing company, it is standard practice to have regular meetings with team members in order to exchange ideas, discuss new Marketing practices, and innovate collaboratively. Not to mention, the world of marketing is fast-paced. In order for it to be maintained and developed, a team that functions efficiently is the key to be able to keep up with its pace while deriving the best goods for the company. Don’t watch the clock, do what is does. Keep going.

**Adaptability**

Secondly, it is important for marketers to be adaptable to change because with emerging trends, a successful marketer needs to maintain their ability to expose products in a way to attract the consumer’s attention.

It is important for marketers to stay relevant with what is trending in order to create eye-catching and appropriate marketing strategies for the sake of product sales and consumer interest. The willingness to adapt and ability to change in response to external forces is critical for marketers, as
they are expected to know the face of shifting consumers’ expectations as well as the emergence of current trending digital channels.

**Data Analysis Skill**

Lastly, it is important for marketers to understand the important skills of data analysis from technological devices. Since gathering consumer information from transaction tendency is the most effective method for a firm to target certain types of consumers, successful marketers need to have access to any devices of technologies. When a firm has a large amount of marketing formats, including data and places to communicate with consumers, it will accommodate the firm with achieving high sales. Not to mention, consumer’s engagement will be found in diverse ways. When a successful marketer has the consumer’s attention, the marketer has an advantage of delivering exceptional information and demanding services through user-friendly apps and relationship building tools. Consumers are producing large amounts of data from various digital and social channels. By using this data, marketers are able to understand how their customers are thinking and what they are considering. To be a successful marketer, one must learn to understand any given data in order to target consumers with better offers from the right channels at the right time. Thus, as long as a marketer depends on technology to create the tools, they must know what consumers need, want, and the most powerful way to deliver it.

**Leadership**

Many people ask themselves what does it take to be a leader or in occasions what is a
leader. In today’s workforce many employers are looking for leadership positions in resumes. Our definition of a leader is somebody inspires other people in accomplishing their goals. According to an article by Forbes, the definition of leader; A person or thing that holds a dominant or superior position within its field, and can exercise a high degree of control or influence over others (Kruse, K.). However, being a leader needs to have several qualities to inspire others.

There are several qualities a leader should have no matter what when having a position in a club or high position in a job. One quality is having confidence and being calm in tough situations. As a leader, being calm and confident will help others or your team feeling the same way. The point of this is to keep your team working and moving on in their careers. Second, is a leader should always be honest and have a positive attitude. You always want to set a good example for your team and motivating them towards their success. Lastly, you need to be always be committed and lead by example.

**Growing Your Network**

We’ve heard it all before. It’s not about what you know, it’s who you know. Marketing is definitely one of those jobs where a large factor is about “who you know”. This may frustrate some people however, while some people may already be connected with a lot of other people in their industry, this presents an opportunity for the marketer to network and make their own connections.

People-skills are very important to the marketer. In order to network properly it is
imperative that the marketer can communicate and speak well. A study done by the journal of marketing education compared the use of knowledge vs skills in marketing graduates and found that skills were more profound and useful with marketing graduates. These skills include: communication, interpersonal, quantitative, etc., were highly valued by hiring managers and were developed throughout the student’s college career.

In a similar study done by the Marketing Education Review, the authors emphasized written and oral communication, intuition, creativity, and computer usage as important tools for prospective marketing students to utilize when thinking about building upon their careers in college.

During this time while you are building your communication skills, it is also very important to practice those skills in real life scenarios. Going to career fairs and conventions is an excellent way to build on those skills while also starting or even enhancing your personal business network.

The more connections you are able to make between businesses and their customers, the more valuable a marketer you become. Secondly, this will help you understand the industry you are working in and will help the development of your advertising campaigns. Most important of all, be friendly!

**Employment**

Marketing is a great career to pursue. According to the U.S. Bureau of Labor Statistics (BLS, 2015) California has one of the highest employment levels in the United States (BLS, 2015). This is very important because graduates want to know if they are going to get a job right after college. In California, there are over two thousand
marketing jobs with an annual average wage of $164,850 (BLS, 2015). BLS also predicts a 9% increase of employment from 2014-2024 (BLS 2015) in marketing alone. This is huge because students have a better chance of landing a marketing job after graduation.

**Job Opportunities**

Now, one may ask what opportunities may arise from pursuing the marketing career. Rasmussen College generated job data by using “job-analysis software” to examine over 130,000 marketing degree related jobs. With this information, they gave us the top ten in demand jobs a person can get with a marketing degree. These include: marketing managers, sales representatives, marketing specialists, sales managers, public relation specialists, account managers, human resource specialists, assistant store managers, business intelligence analysts, and operations managers (Pfeffer, 2016). This helps narrow down what specifically one may want to pursue after graduation.

**Getting a Graduate Degree?**

Another major question students may ask is what the statistics are for college graduates with marketing degrees. After college, it is difficult to acquire a job, let alone start making six figures after graduating. According to a study done by Georgetown University, the unemployment rate for recent college grads with a marketing major is 7.3%. The unemployment rate for experienced college grads is 6%. The unemployment rate for graduate degree holders is 5.4%. The lower the unemployment rate, the better. In the long run, a student would be
better off pursuing a graduate degree because more money would be made and there would be a higher chance of receiving a marketing job compared to just having a bachelor’s degree.

**Increase in Jobs/Wages**

There are advantages in pursuing a marketing career. For starters, the BLS notes that “employment of marketing managers is projected to grow 9 percent from 2014 to 2024, faster than the average for all occupations” (BLS, 2015). Alongside knowing marketing is projected to grow by 9% in the future, it also good to know how much they make. On average, the national mean salary for marketing managers is $144,140, and a national median salary of $127,130 (BLS, 2015).

This is of course, after some years in the field. Another area in marketing is marketing specialist. The mean annual salary is roughly $61,290 (Pfeffer, 2016). Marketing specialist is a great introduction job for recent graduates because it relates to what they have been doing throughout college, which is research. The job of the marketing specialist is to gather information on competitors and analyze their prices, sales and methods of marketing and distribution (Pfeffer, 2016). This can be easily done because the majority graduates know how to navigate the internet to get information about competitor.

**Careers**

When talking about having a career in marketing there are many paths you could decide on. Here are some marketing career opportunities to choose from.
Sales Representative

The median salary in a job in sales is about $55,020 (2014) according to an article by Jennifer Pfeffer. There many duties when having this position for example, engaging with regular and prospective customers to share product information and solicit orders (Pfeffer, Jennifer). Connecting with clients after sales or contract signings to resolve issues and provide ongoing support. Many students after college tend to get a job as a sales representative of a company, which is also common in marketing students.

Marketing specialist

The median salary for a marketing specialist is about $61,290 with a 14% potential growth in 2018 (Pfeffer, Jennifer). Duties include; gathering information on sales competitors and analyzing their prices. Specialists also collect and analyze data on customer demographics, preferences, buying habits, and factors affecting product demand. You also must prepare reports on the findings you found, using graphs, and translating them into text.

Marketing Manager

The median salary for a marketing manager is about $127,130 with a growth of 13% by 2024 (Pfeffer, 2016). However, those who applied this position tend to have earn a MBA or a Masters in Marketing. Some duties include; identifying or creating a marketing strategy, based on knowledge of objectives, market characteristics, and cost
and markup factors. Directing or coordinating marketing activities or policies to support products or services, working with advertising or promotion managers (Pfeffer, 2016).

**Key Takeaways**

Marketing is an exciting field to consider because it presents many opportunities. The power of marketing is influential and continuously expanding. A successful marketer has skills and qualities enabling them to focus on consumer interest and trends. Social media is a rising marketing tactic being used by many corporations. This is just one of the many paths for employment and careers you can choose to pursue as a marketing major.


(n.d.). Retrieved May 18, 2017, from https://goo.gl/images/wK1g0m