

Marketing Managers and Marketing Specialists plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

DUTIES

A person in this career:

- Identifies, develops, or evaluates marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Formulates, directs, or coordinates marketing activities or policies to promote products or services, working with advertising or promotion managers.
- Evaluates the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
- Develops pricing strategies, balancing firm objectives and customer satisfaction.
- Compiles lists describing product or service offerings.
- Directs the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.
- Consults with product development personnel on product specifications such as design, color, or packaging.
- Uses sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Negotiates contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.
- Coordinates or participates in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.

More to the point, they have to show off the product or service the company offers. The more customers they have, the more profits the company will make. To do this, specialists need a plan.



SALARY INFORMATION

Location	2018				
	10%	25%	Median	75%	90%
California	\$35,650	\$50,620	\$70,620	\$100,680	\$138,090

*Pay period based on yearly amount.

EMPLOYMENT OUTLOOK

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Stable growth rate is estimated to be

15%

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3,670 estimated annual job openings

Sometimes specialists are hired to re-market an existing product. They come up with a new way to promote it to retailers and the public. They also handle the marketing for new products that customers have requested. It may seem easy to promote what people may already want, but there's still a lot to figure out. Marketers decide how to position the product. They also need to make sure customers know the item is now available.

Sometimes, a brand new product comes out on the market, but no one knows about it. Marketing specialists' expertise comes in handy here! In these cases, they have to create a market by spreading awareness. They must convince customers to buy what the company is selling.

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MARKETING

Marketing specialists do a lot of homework. They conduct research to stay up to date with market trends. They need to understand the strengths and weaknesses of a product. Specialists try to push a product's unique selling proposition. This is what sets their company's product apart from the competition. It is a central part of the marketing strategy.

Once they have their angle, specialists help with other aspects of the process. For example, they often weigh in on price, packaging, and selling strategy. They also guide the creative team that produces ads and other promotional materials.

Some people in this field act as consultants. They are hired by companies to work on a specific project. They might be asked to monitor a product's performance, for instance. Some companies hire consultants for advice on their current marketing strategy. Specialists take a look at their strategies and offer other options or plans.

Social media is a key marketing tool for almost every industry. A lot of strategy goes into promoting companies on this front. But it's not just about Facebook and Twitter! Specialists work to increase a company or product's SEO (search engine optimization). This has to do with how easy it is to find a result when searching online. The higher a website is on the search engine page, the more likely it is that buyers will see it. Specialists use a range of strategies to bump their company to the top of the results.

Other people in this field manage the way a product is distributed. Their goal is to organize a company's processes. They might overhaul the order-taking system and the shipping process in the warehouse. They may also provide a 24-hour sales support hotline for those who need it.

RELATED OCCUPATIONS

Advertising and Promotions Managers

Sales Managers

Public Relations and Fundraising Managers ☀

Management Analysts ☀

Market Research Analysts and Marketing Specialists ☀

