Overview of Marketing
Marketing is about developing deep customer insights and then using those insights to develop, launch, promote, price, and deliver new products and services. Marketing is also about keeping existing brands and product lines strong and relevant.

In any organization, marketing is responsible for generating the top line. In other words, everyone’s paycheck depends on marketing. Starting your career in marketing can be the best route to the top of any organization. Because of customer and product knowledge you gain at the entry jobs, marketing positions provide excellent preparation for the highest levels in an organization. If you are successful at entry-level positions, it’s likely you will be promoted quickly to higher levels of responsibility and salary.

What kinds of people find careers in marketing?
Perhaps the best thing about marketing is that it is flexible and provides career opportunities for all types of people. Whether you are the social butterfly that brings people together, the take-charge leader, or the reflective and analytical type, marketing provides a home for you.

Here are some of the words that marketing students use to describe themselves:
Creative
Problem solvers
Analytical
Decision makers
Leaders
Effective communicators
Organized and thorough
Passionate
High energy
Enthusiastic
Flexible

Sample Job Functions and Descriptions for Marketing Professionals
Market Research – Provide a great deal of the information to help businesses make sound decisions about the marketing of their products. This involves analyzing data on products and sales, making surveys, conducting interviews, preparing forecasts, and making recommendations on product design, advertising, pricing, and distribution. Determining customer needs and translating needs into goods and services. Many work in consulting firms providing marketing data to clients.

Advertising - Advertising is an important business enterprise that requires a combination of planning, fact gathering and creativity. The four major career paths are account management, creative, media and research. Advertising uses media such as television, radio, newspapers, magazines and other devices to present goods and services to the potential market and to supplement the work of the sales force by reducing initial buyer resistance. Careers in advertising may be pursued both within independent advertising agencies as well as within advertising departments of manufacturing, wholesale and retail firms. Entry-level positions include media buyer, copywriter, or a junior or assistant account executive.
**MARKETING MANAGEMENT CONCENTRATION**

**Sales** – There are more job opportunities, especially entry-level positions, in personal selling than in any other area. Opportunities are available with manufacturers as well as wholesale and retail firms. Entry level positions can include customer services representative, inside sales, or account representative. Selling positions are found in a wide variety of organizations, both consumer and industrial, and they cover a variety of activities.

**Brand / Product Management** – Responsible for most of the marketing aspects of one or more products. At the entry level, responsibilities include market analysis, competitive tracking, sales and market share analysis, monitoring of promotion programs, etc. A brand manager is involved in new product ideas, research, advertising, sales promotion, packaging decisions, pricing, inventory levels, sales, and the legal aspects of marketing a product.

**Market Consulting** – Entry level positions are at the staff level where staff assists managers in solving marketing management problems. Using management science, quantitative methods and systems analysis concepts, they may solve problems including: demand measurement and forecasting market structure analysis, channel and distribution policies and strategies, field sales force problems, problems in advertising and promotion challenges encountered in new product development and test marketing.

**Retail** – Entry level positions use professional knowledge to improve company profits through the maintenance of appropriate assortments of goods and services in locations easily accessible to customers. Many companies have formal marketing programs. Most career paths in this field start with merchandise management or store management. Merchandise positions include assistant buyer to merchandise division manager. Store management positions start at assistant manager and progress to store manager. Responsibilities include sales force management and display.

**Skills and Abilities**
Creative, effective and concise communication, conceptual and organizational abilities, analytical, diplomatic leadership, creative problem-solving, sensible decision-making, organized and thorough, passionate, initiative and high energy, enthusiasm and flexibility.

**What classes are involved with Marketing?**
- Below is a flow chart for Marketing along with pre-requisites needed for each course. The Marketing Management concentration is very structured! You will need to take the first 4 courses sequentially so it is important to start early if you choose marketing.

### Marketing Management Concentration Courses

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<tr>
<th>Course</th>
<th>Pre-requisites</th>
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<tbody>
<tr>
<td>BUS 346</td>
<td>BUS 207 and ECON 222</td>
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<tr>
<td>BUS 418</td>
<td>BUS 346</td>
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<tr>
<td>BUS 419</td>
<td>BUS 418 and STAT 252</td>
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<td>BUS 451</td>
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<td>BUS 455</td>
<td>BUS 451 and BUS 452</td>
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MARKETING MANAGEMENT CONCENTRATION

Typical Job Titles (Cal Poly recent graduates)
• Marketing Analyst
• Product Manager
• Account Manager
• Traffic Manager
• Buyer
• Market Researcher
• Retail Manager
• Marketing Coordinator
• Pharmaceutical Sales
• Sales Professional
• Event Planner
• Associate Advertising Coordinator
• College Recruiter

Salary Information
Career Services’ Graduate Survey for Cal Poly recent grads:
• 2009-2010—Median Salary—$38,000

Preparation
• Find information about the marketing concentration from www.cob.calpoly.edu
• Check out Career Services’ Graduate Survey – lists employers, job titles, and salary information of recent Cal Poly graduates divided by major/concentration – https://www.careers.calpoly.edu/search.php
• Check out the sample of career profiles of recent Cal Poly marketing graduates at: http://www.cob.calpoly.edu/mktg/profiles.html
• American Marketing Association (AMA) Club – AMA Facebook Page – Meet people in your concentration, network with employers, and get involved to build your resume!

Career Research Resources
• www.careerservices.calpoly.edu – Cal Poly Career Services - career planning links, job listing links, career information and help
• MustangJOBS – Single click access through your portal account – find local, part-time jobs, internships, and career postings for Cal Poly students, in addition to information on employers who recruit marketing students
• www.collegegrad.com/careers/marke.shtml - Marketing career path descriptions
• www.Insideconsulting.com – News, resources, and career information about consulting jobs
• www.marketingjobs.com/ - Great job search website for sales and marketing jobs nationwide
• www.nationjob.com/marketing - Marketing and sales job listings
• Career books available in the Career Resource Center at Career Services (Bldg. 124, Room 117): Career Opportunities in Advertising and Public Relations, Career Opportunities in the Retail and Wholesale Industry, Careers in Advertising, Careers in Marketing