MARKETING: DIFFERENT AREAS

There are many aspects of marketing that may interest and appeal to you. Most marketing positions involve one or more of the following functions: cultivating relationships, managing information, speaking, researching and evaluating. The following is a sample of some of the potential departments within marketing:

- **Marketing Research:**
  - Define problems and identify the information needed to resolve them, figuring out what drives people to buy certain products by designing research projects, preparing questionnaires and samples, analyzing data, preparing reports and presenting findings.

- **Brand and Product Management:**
  - Planning, directing, and controlling business and marketing efforts for their products; they are concerned with research and development, packaging, manufacturing, sales and distribution, advertising, promotion, market research, and business analysis, a newcomer will join a brand/product team and learn the ropes by doing numerical analysis and watching senior members.

- **Internet Marketing:**
  - Opportunities in this field are new and still emerging, with options in electronic retailing, web page design, internet promotions, and managing websites.

- **Sports Marketing:**
  - Promoting and managing athletes, teams, and sports facilities among other things, sports marketers may work for a team, association or marketing firm to strategize about how to best leverage sponsorship, plan and coordinate events, conduct market research and produce promotional material.

- **Marketing Communications:**
  - Creating promotional efforts and other marketing activities that communicate with the organization’s customers, includes advertising, public relations, sales promotions and direct marketing.

- **Sales:**
  - A sales career path ranges from salesperson to the highest levels of management, opportunities can be found in advertising, financial, insurance, consulting and government organizations.

- **Securities and Financial Services Marketing:**
  - Selling banking and related services, providing many related services to clients, often in positions such as account executives, stock brokers, and registered representatives.

- **Advertising Salesperson:**
  - Negotiates contracts with clients for advertising in publications and on radio and television.

- **Business to Business Marketing:**
  - Marketing targeted at organizations such as businesses, non-profits, government entities, and middlemen, this represents a large majority of marketing efforts.

- **Non-Profit Marketing:**
  - Performs marketing and public relation functions and conducting fundraising for non-profits, offers the opportunity to make “traditional” marketing decisions at an early age.