MARKETING:
HELPFUL WEBSITES

- **American Marketing Association** [www.marketingpower.com](http://www.marketingpower.com)
  - Professional organization for marketing professionals. AMA focuses on continuing education for members through networking, professional development and publications. Maintains a directory and job bank.

- **Market Research** [www.marketresearchcareers.com/](http://www.marketresearchcareers.com/)
  - Comprehensive website on the market research industry. Includes job and internship bank.

- **Direct Marketing Association** [www.dma.org](http://www.dma.org)
  - Leading global trade association of business and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. Great industry news.

- **WPP** [www.wpp.com](http://www.wpp.com)
  - One of the world's largest communications services groups; many companies are part of the WPP network. Great way to research companies.

- **Brandweek** [www.brandweek.com](http://www.brandweek.com)
  - Magazine for branding professionals. Find tips on increasing brand loyalty, market analysis and news coverage.

- **Advertising Age** [www.adage.com](http://www.adage.com)
  - Weekly magazine covering advertising, marketing, and media.

- **AdWeek** [www.adweek.com](http://www.adweek.com)
  - Weekly magazine covering advertising, marketing and media news *(AVAILABLE AT CAREER EDUCATION CENTER LIBRARY).*

- **Media Bistro** [www.mediabistro.com](http://www.mediabistro.com)
  - One of the best job/internship search engines for marketing, pr, and communications jobs. Site also includes events, forums, and news.

- **Talent Zoo** [www.talentzoo.com](http://www.talentzoo.com)
  - Job search engine for communication/marketing industry.

- **Creative Hotlist** [www.creativehotlist.com](http://www.creativehotlist.com)
  - Job search engine for creative positions.

**How is Marketing different from PR or Advertising?**

- Marketing is interested in the market — consumers and demand.
- Public relations is interested in relationships — reducing conflict and improving cooperation between the company/organization and its publics.
- Advertising tells a story about something (product/service) to attract attention. Advertising is a step in the marketing process.
There are many types of positions within the marketing industry. Below are just a few examples of the different positions available in the marketing field:

- **Account Director or Supervisor:**
  - Administer client relationships with an agency. This person delivers presentations to potential clients. They also supervise the account managers. Qualities like great interpersonal, customer service and organizational and communications skills are required.

- **Account Manager or Senior Account Executive:**
  - Creates the strategy, organizes, direct and applies publicity campaigns. S/he confers with management to know the publicity needs and determine objective and establish annual financial plan. Directs creative and production of the advertisement (media establish timing and calculate costs. Supervise account executives.

- **Account Executive:**
  - Serves as liaison to the clients to ensure a successful and timely execution of the marketing plan/project. Help clients to create strategy and secure all the business.

- **Junior Account Executive:**
  - Gives support to account services department. Her or his jobs are research of business news opportunities, tracking projects and providing assisting managers.

- **Marketing Manager:**
  - Directs all the activities of the marketing department. These managers require having finest communication, organizational, analytical and managerial skills.

- **Assistant Marketing Manager:**
  - Assistant to the marketing manager. Help in creation and application of marketing goals. Direct market research and coordinate, the creative and production teams, to realize promotional materials. Need effective communication and directorial skills.

- **Brand or Product Manager:**
  - Creates the strategy, direct and apply brand and marketing publicity for a particular product or business. The manager ask about market requirements and product features to improvement teams

- **Copy Editor:**
  - Edits the written material to publish it by correcting it of spelling and grammar. Editor need to have a detail eye and knowledge of grammar and spelling.

- **Copywriter:**
  - Develops and writes concepts for a publicity campaigns. S/he reproduces promotional materials for internal and external. Develops materials such as scripts, print or web projects, reports, and speeches.

- **Event or Trade Show Manager:**
  - Creates and directs events for a company. The manager work with corporate marketing and public relations department. His or her job is to identifying event locations; developing budgets for functions; acquiring event permits; securing speakers, products for display and promotional giveaways; overseeing set up and tear down of demo booths; ensuring availability of proper equipment and supplies; booking hotel or conference rooms; and coordinating activities

- **Event or Trade Show Coordinator:**
  - Helps the trade show manager with all the organization of the event.