



Marketing Careers

Why Major in Marketing?

A career in marketing offers the opportunity to work across a broad spectrum of job functions and to take a central role in the overall operation of a business enterprise. Great marketers have a passion for identifying consumer and business problems and developing products, services and technologies that make an impact on, or solve, those consumer and business problems. You may focus your efforts in a variety of areas including marketing analytics, brand management, advertising and promotions, lead generation, pricing analysis and sales forecasting, digital marketing, consulting, direct marketing, media, public relations, social media, or market research. As a marketer you will lead or collaborate in cross-functional teams that include finance, operations, sales, customer service, IT, business development and executive management. To be successful you will need to offer a great blend of quantitative and creative skills along with exceptional leadership. Students interested in starting-up an entrepreneurial venture or running their own business may want to consider marketing due to the cross disciplinary nature of study.

Career Tracks

- **Product / Brand Management** – Responsible for the overall strategy and general management of a brand and/or product. These functions exist in Fast-Moving Consumer Goods (FMCG), Consumer Packaged Goods (CPG), Technology Products and Services, and across Industrial Goods and Services. Areas of Responsibility include market research, segmentation, brand positioning, innovation or product development, communication with partners and customers along distribution channels, and building strategic marketing plans. Product/Brand Managers also have tactical responsibilities that include category management, packaging, pricing, merchandising, advertising, and promotions. Managers will have profit and loss (P&L) responsibility and will be measured on their ability to drive top-line and bottom-line growth. Additional career paths include specializations in Category Management (primary liaisons between sales and major product outlets) and Market Research and Consumer Insights (provides quantitative and qualitative research focused on the attitudes, product awareness, buying patterns, behaviors and usage habits of consumers.)
- **Advertising and Promotion** – the marketing communication used to promote, sell or generate consumer awareness and engagement with the company's products and services. Advertising functions are utilized in both consumer and enterprise marketing and can be originated, planned and deployed within an individual company or usually through an external agency or consulting model. Career opportunities typically fall into these general agency job categories: Account Management, Account Planning, Creative, Media and Interactive.
- **Client Relationship Management (CRM)** - CRM manages the engagements and ongoing relationships between the organization and with target audiences, individual customers and customer groups, vendors and other businesses and partners. CRM functions focus on identifying and managing these relationships through competitive analysis, message development, and managing the marketing deliverables. The manager will also drive field deliverables including competitive positioning, website content, presentations, and customer references.

These career tracks exist across a wide spectrum of products and services and include specializations in: Digital Technology, Business-to-Business (B2B) Marketing, Inbound Marketing/Marketing Automation, Retail Marketing, Services Marketing, Healthcare & Biotech, and Entertainment and Media.

Sample of Marketing Recruiters across a variety of Industries/Categories:

Apple, Abbott Nutrition, Baxter Healthcare, Cisco, Coca-Cola, ConAgra, Eli Lilly, Genentech, General Mills, Google, Heinz/Kraft, Hershey, Hillshire Brands, IBM, Johnson & Johnson, Kellogg's, Kimberly-Clark, L'Oreal, Microsoft, MillerCoors, Nestle, Sears, Smuckers, Sprint, Pepsi, Proctor & Gamble, Walmart/Sam's, Whirlpool Corp.

Job Requirements & Key Skills

Understanding job requirements is critical to choosing the right career path and to ultimately landing the job of your dreams. CPG companies approach marketing very differently than B2B companies. This is true even within an industry; P&G approaches marketing differently than Coca Cola. Understanding each company's and industry's unique approach to marketing is critical for success. Do your research.

Generally speaking, most employers are looking for the following skills:

- Strategic thinking - visualizing what might or could be as well as having a day-to-day strategic approach to issues and challenges
- Leadership demonstrated by pursuing each project with enthusiasm and passion
- Cross-functional team leadership including sales, operations, R&D, and product development
- Organizational, communication, negotiation, and interpersonal skills
- Relationship building and conflict resolution in collaborative teams that encourage creative solutions
- Passion for understanding consumers and their key motivators
- Analytics skills including the interpretation of customer needs, technology trends, and competitive positions and translation of those into new product concepts.

A very strong candidate is adept at blending leadership, creativity, and strong business acumen, including financial and data analysis. A candidate should be able to articulate examples of how they designed, planned, and executed initiatives that created value for customers or consumers. Candidates should have the ability to grow top-line and bottom-line results by understanding and employing key marketing skills including:

- Customer needs analysis
- Corporate strategic planning
- Brand strategy development
- Customer segmentation
- New and existing marketing analysis
- Pricing strategies
- Product portfolio management
- Promotions and advertising tactics

The competitive landscape for marketers in the Denver / Front Range region is extremely challenging. The region has a relative oversupply of corporate and agency marketers and graduates with less than 3 - 5 years of professional experience will find that they are often competing for entry and junior positions with more seasoned professionals. It is incumbent upon candidates to demonstrate not only the high level skills listed above, but to have demonstrable tactical experience and skills that will allow the employer to minimize training and maximize immediate productivity. Skills that are not taught in class will need to be developed through the student's own willingness to learn and achieve a baseline level of proficiency. This is particularly true for the many digital marketing opportunities with smaller employers or start-up's in the region.

Is a Marketing major right for you?

Still unsure if you should major in Marketing? Schedule a session with a Career Counselor, attend one of our "Major Workshops", and attend career events to network with employers that hire Finance majors and engage alumni who majored in Finance. You may also schedule time through the various departments to meet with a faculty member to explore their perspectives on individual career paths.

Resources & Associations

Associations: American Marketing Association - <https://www.ama.org/Pages/default.aspx>, Market Research Association - www.mra-net.org

Blogs and Online Resources: <http://marketingprofs.com/>, Mashable, <http://blog.hubspot.com/>, <http://readwrite.com/>, <http://inbound.org/>, <http://growthhackers.com/>

Magazines: Adweek Magazine - <http://www.adweek.com/>, Advertising Age - <http://www.adage.com/>, Harvard Business Review - <http://hbr.org/>

Additional information for each of the above tracks as well as others is available at <http://www.vault.com/industries-professions.aspx>