

MARKETING MANAGER

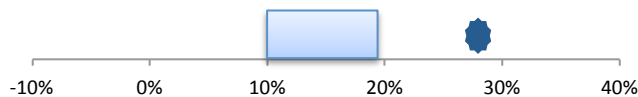
What do they do? Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop marketing strategies with the goal of maximizing the firm's profits or share of the market.

People with these roles and responsibilities are also called: Analyst, Marketing Consultant/Specialist, Marketing Coordinator, Account Supervisor, Marketing Manager, Product Manager, Business Development Manager, Social Media Manager, Assistant Marketing Director

Some typical job duties include:

- Formulate, direct, and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Coordinate or participate in promotional activities to market products or services.
- Analyze business developments and monitor market trends.
- Develop marketing strategies, balancing firm objectives and customer satisfaction.
- Initiate market research studies or analyze their findings.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services.
- Monitor trends that indicate the need for new products and services.

Ohio Job Outlook "Faster than average" (+28.0%)



Projected % change in number of jobs by 2020

Note: Blue band = Average growth (10% to 19%)

National Job Outlook through 2020: 30.5%

Most Important Occupational Skills

BASIC SKILLS

- Active Listening
- Critical Thinking
- Reading Comprehension

PROBLEM SOLVING SKILLS

- Complex Problem Solving

SYSTEMS SKILLS

- Judgment and Decision Making
- Systems Evaluation
- Systems Analysis

SOCIAL SKILLS

- Social Perceptiveness
- Persuasion
- Coordination

TECHNICAL SKILLS

- Operations Analysis
- Programming

RESOURCE MANAGEMENT SKILLS

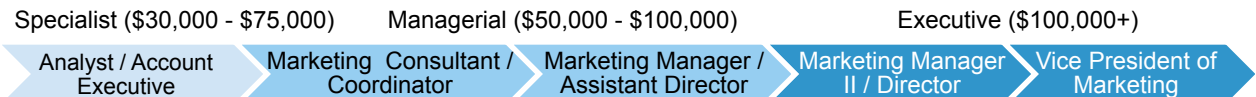
- Time Management
- Mgmt of Personnel Resources
- Mgmt of Financial Resources

The most important skills required for performing this job well are underlined.

How much did these jobs pay in 2013?

**Average: \$73,252 per year
 (\$35.22 per hour)**

Career Pathway and Educational Requirements



REQUIRED FOR ENTRY/ADVANCEMENT

- Bachelor's degree or multiple years equivalent related work experience

REQUIRED FOR ADVANCEMENT

- Bachelor's degree
- Multiple years related work experience
- Professional certification

REQUIRED FOR ADVANCEMENT

- Post-graduate degree
- Many years related work experience
- Professional certification

SOME CERTIFICATIONS THAT CAN HELP YOU ADVANCE:

- Post-Baccalaureate Certificate
- Marketing Skills Assessment/Builder/Certification (Business Marketing Institute, available online)
- Certified Financial Marketing Professional (Institute of Certified Bankers, unavailable online)
- Certified Marketing Executive (Sales & Marketing Executives International, available online)
- Master of Business Administration