

YOU   
MIGHT  
BE A   
**MARKETER**

## Marketing and Advertising Career Guide

# EXPLORE THE WORLD OF MARKETING

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**DO YOU FEEL  
YOUR TWEETS  
DESERVE TO  
GO VIRAL? X**

YOU MIGHT BE A

**MARKETER**



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# EXPLORE THE WORLD OF AGENCIES

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**DO YOU   
GHOSTWRITE  
YOUR FRIENDS'  
DATING   
PROFILES?**

YOU MIGHT BE A

**COPYWRITER**



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# EXPLORE THE WORLD OF MARKETING

## EXPLORE THE WORLD OF BRAND AND PRODUCT MANAGEMENT



DO YOU COORDINATE ALL THE  GROUP CHATS?

YOU MIGHT BE A

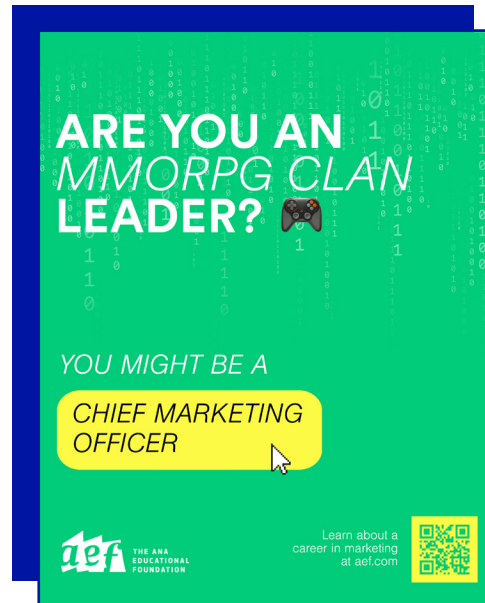
**BRAND MANAGER**


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## EXPLORE THE WORLD OF MARKETING STRATEGY AND MANAGEMENT




ARE YOU AN MMORPG CLAN LEADER? 

YOU MIGHT BE A

**CHIEF MARKETING OFFICER**

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## EXPLORE THE WORLD OF MARKET RESEARCH AND MARKETING DATA ANALYTICS



DO YOU **OVER-FANTASIZE**  ABOUT FANTASY  FOOTBALL?

YOU MIGHT BE A

**DATA ANALYTICS MANAGER**

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## EXPLORE THE WORLD OF DIGITAL MARKETING



DO YOU UPDATE YOUR  AESTHETIC DAILY?

YOU MIGHT BE A

**SOCIAL MEDIA MANAGER**

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# EXPLORE THE WORLD OF BRAND AND PRODUCT MANAGEMENT

## BRAND MANAGEMENT

Brand management is the process of managing all aspects that drive that product or service's business such as advertising, promotions, pricing, and packaging. Strategic brand management can help companies improve brand recognition, boost revenue, and achieve long-term business goals. Companies such as P&G, Colgate-Palmolive, Kimberly-Clark, and Coca-Cola use a brand management structure to manage their businesses.

The entry level starting point is an Assistant Brand Manager who supports senior managers on cross-functional initiatives and tasks that align with brand priorities. They manage budgets and timelines to drive the execution of plans within the budget and timeline, ensure that all milestones are accomplished, and track the performance of brands and projects. They also assist in preparing reports and presentations. (BA/BS, MBA/MS, 2 yrs. Exp.)

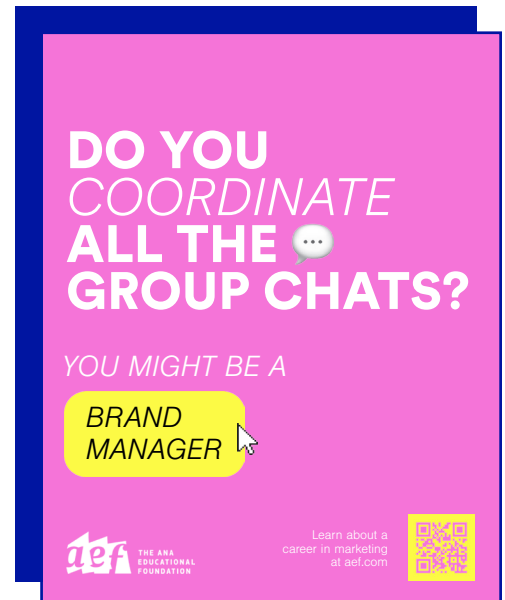
A long-term career trajectory can lead to becoming a Brand Marketing Director who leads, manages, and mentors the marketing team to define growth strategies for the company. They pioneer and oversee new paths to customer adoption, acquisition, and expansion. The director collaborates with the product, marketing, and sales teams to improve customer experience and create growth programs. They work with the analytics and finance teams to optimize these programs. (MBA, 10+ yrs. Exp.)

## PRODUCT MANAGEMENT

Product management is similar to brand management but applied more to the technology space — whether that be B2C or B2B — as opposed to consumer product goods. Companies such as Google, Meta, Intuit, and SAP will use a product management structure to manage their business.

An entry-level point into product management is Product Development Coordinator who communicates with the production, design, and development teams to assist with new projects, manage timelines, and administrative tasks. They may research prices or packaging options, gather information, establish timelines, track projects, and test new concepts. (BA/BS, 0-3 yrs. Exp.)

Over time, this can turn into leading the product development function as a Chief Product Development Officer who devises and leads strategies for developing new products that serve market needs in both the short and long term. The executive builds new product pipelines to grow the firm's revenue and market share. They articulate a vision for the products and conduct briefings with senior executives regarding ongoing operations and strategic initiatives. (BA/BS, MS, 8+ yrs. Exp.)



# EXPLORE THE WORLD OF MARKETING STRATEGY AND MANAGEMENT

## MARKETING STRATEGY AND MANAGEMENT

Marketing strategy relies on understanding consumers, reaching untapped markets, innovating, and developing intelligent plans to mobilize a business for growth and profitability. Right out of school, Marketing Associates track key tasks to ensure that the marketing initiatives stay within the allocated time and budget. They perform administrative tasks related to product management, from development to production, and communicate the timelines and best practices. (AA, BA/BS, 1+ yr. Exp.)

Looking ahead, The Chief Marketing Officer (CMO) is a visionary leader who oversees the firm's offerings and its product portfolio to create value for customers and business partners. The CMO monitors business intelligence from inside and outside the industry to identify opportunities and threats and strategize accordingly. They lead the communication and delivery of the firm's offerings, build brand awareness, and manage products, relationships and business partners using pricing, product development, and various communication strategies. (BS, MBA, 10+ yrs. Exp.)

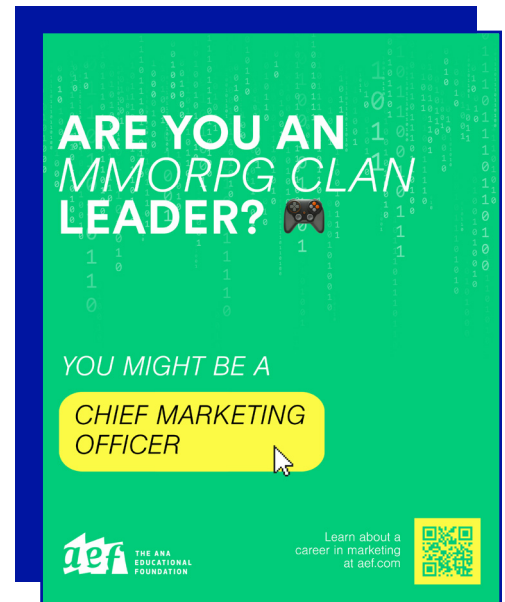
## GROWTH MARKETING

A relatively new term coined in the startup world, many Fortune 500 companies have started to adopt this mindset. Marketing drives growth, and the term "growth marketing" refers to the means in which a company will acquire customers to scale their business. A Growth Marketing Strategist has an in-depth understanding of the customer journey and the methodologies for mapping it. They adopt various strategic, analytical, technical, and tactical activities to assess key touchpoints and automate marketing practices using the latest technologies. (AA, BA/BS, 2 yrs. Exp.)

## EVENT MARKETING

Events are an important part of the marketing investment mix. For those companies that market directly to consumers, event marketing typically falls under the head of sponsorship. For example, a company that sponsors an NBA team will run a lot of events as part of activating that partnership within that local geographic area. Those companies that sell more to businesses will use trade shows to reach their target buyer.

An Event Marketing Specialist works at trade shows, concerts, sporting events, or other event exposures. They follow plan schedules and develop booth designs. (AA, BA, 0-1 yr. Exp.). As that specialist becomes more senior, they become Event Managers who design and execute various types of events and secure venues. They research, plan, manage calendars, negotiate quotes, and sign contracts with vendors. They also plan and monitor timelines, budgets, and every detail to ensure timely and accurate event objectives. (AA, BA/BS, 2 yrs. Exp.)



# EXPLORE THE WORLD OF MARKET RESEARCH AND MARKETING DATA ANALYTICS

## MARKET RESEARCH

Market Research provides information about the consumers, customers, and public to marketers. This information helps firms identify opportunities or problems, monitor performance, and have a better understanding of the business, customers, and markets. Firms use this information to develop effective marketing strategies and minimize risks in their business decisions.

Right after graduation, a student can expect to become a Marketing Research Specialist who assist in conducting research, and creating surveys and data-based measurement systems. They work on the validation, design, and analysis of longitudinal and experimental research using quantitative techniques and analytical tools. (BA/BS, 2+ yrs. Exp.)

As their careers progress, many become Market Research Managers who select and recommend the appropriate research methodology and the supporting techniques to meet business objectives. Upon completion, they review the collected data, summarize findings in a written report and make recommendations to the sponsoring client. They oversee and manage market research analysts and specialists. (BA/BS, MS, 5+ yrs. Exp.)

## MARKETING DATA ANALYTICS

Marketing data analytics is the group of activities and processes related to collecting, cleaning, manipulating, and analyzing data to generate actionable managerial insights. This function requires skills to manage large data sets that will help companies parse out signals from noise to make actionable business decisions. Data analytics often relies on existing data as opposed to market research which will conduct research directly with consumers.

Those who graduate from college will often go into a Digital Analytics and Insight Coordinator role who collect, clean, and manipulate internal and external data. They gather, manipulate, and analyze internal and external digital data to drive insights and recommendations in order to optimize digital activity. They may monitor website performance and competitor trends and prepare briefings. (BA/BS, 2+ yrs. Exp.)

This kind of career path will lead to Data Analytics Managers/Directors who establish and execute the vision for information, delivery, and management. They work on enterprise data warehouses, business intelligence analytics, and content/data management. They partner with other departments to establish priorities and allocate resources to implement business strategies while driving technology strategies that balance short-term and long-term needs and ensure that the data infrastructure can scale and evolve with the business. (BA/BS, 8+ yrs. Exp.)



# EXPLORE THE WORLD OF DIGITAL MARKETING

Digital marketing offers marketers vast opportunities to reach various audiences and consumers and connect with them. It enables marketers to learn about consumers, target them, measure the effect of marketing activities, and readjust these activities, all on a timely basis. Critical concerns are consumer privacy and the importance of responsible marketing. The COVID-19 pandemic has further enhanced firm and consumer online activities and the practice of digital marketing.

A few paths you could go down include:



## CONTENT MARKETING

A Content Strategy Specialist designs a firm's content strategy based on overall business goals and customer needs. These creative professionals oversee content requirements and creation, conduct content audits and qualitative analysis, and create deliverables throughout a project lifecycle. They also monitor analytics to evaluate content in terms of outreach and engagement. (AA, BA/BS, 0-1 yr. Exp.)

## ECOMMERCE FOCUS

An Ecommerce Analyst is responsible for analyzing online retail sales data for a business. They create, implement, and automate Ecommerce dashboards/reporting tools and determine, measure, and analyze the key performance indicators (KPIs) across digital activities. (BA/BS, MS, 2+ yrs. Exp.)

## INFLUENCER MARKETING

Influencer Marketing Specialists focus on influential people and opinion leaders who can impact large groups of potential buyers. These specialists execute influencer marketing projects across diverse channels. They also manage and create content for various social media accounts. (BA/BS, 0-2 yrs. Exp.)


# EXPLORE THE WORLD OF AGENCIES

## EXPLORE THE WORLD OF ADVERTISING AGENCIES


DO YOU **OBSESS** OVER THE **LIGHTING** OF YOUR UNBOXING VIDEOS? 📺

YOU MIGHT BE A

**VIDEO EDITOR** 🖱️

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## EXPLORE THE WORLD OF MEDIA AGENCIES

DO YOU **ANALYZE** PEOPLE BASED ON THEIR **SIGN**? 📊

YOU MIGHT BE A

**MEDIA PLANNER** 🖱️

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## EXPLORE THE WORLD OF PUBLIC RELATIONS

DO YOU BELIEVE THERE'S A PERFECT *MEME* FOR EVERY PERSON? 🐱

YOU MIGHT BE A

**CONSUMER STRATEGIST** 🖱️

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# EXPLORE THE WORLD OF ADVERTISING AGENCIES

**Advertising Agency** — An advertising agency such as McCann, Ogilvy, and Leo Burnett is a professional service firm hired by other businesses, corporations, non-profits, and government agencies to create, plan, and produce advertising, and sometimes other forms of promotion and marketing, to sell products or services and meet business objectives for its clients. There are several major areas in which agencies will hire:

## ACCOUNT MANAGEMENT

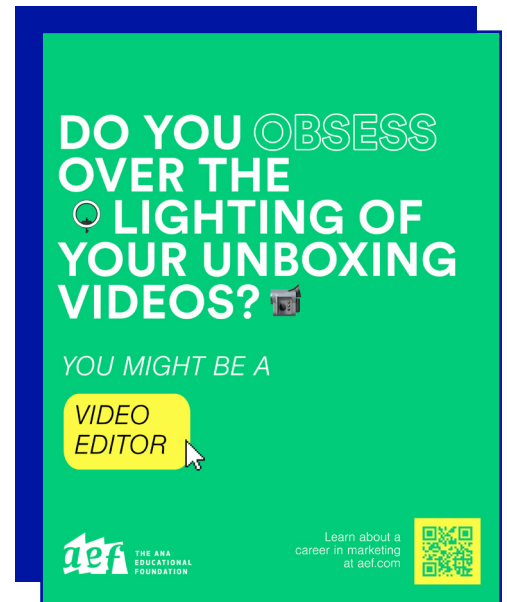
This function acts as the champion in managing client needs. Right out of school, a graduate can expect to go into an Account Coordinator role that develops briefs, client reports, and key agency documentation under the guidance of an account executive. They assist senior staff in the execution of internal agency projects and develop client-facing relationships. They coordinate the daily activities of accounts, with the responsibility of ensuring that work is completed on time and on budget. (AA or BA/BS, Entry Level)

## STRATEGIC PLANNING

The planning function will set the strategy for the brand story to make sure that the creative produced will have the best opportunity to reach and resonate with its audience. They study cultural and behavioral trends to develop consumer insights, analyze data, and define the overall distribution and amplification strategy. (BA/BS, MS, 3+ yrs. Exp.)

## CREATIVE

This function develops creative ideas that address the business objective in the client brief. Upon creative approval, the creative team will oversee the production and execution of that idea and bring that idea into the marketplace. This role will often require a portfolio of artwork that showcases creative skill.



# EXPLORE THE WORLD OF MEDIA AGENCIES

**Media Agency** — Media agencies such as GroupM, Publicis, and Hearts & Science determine how to reach audiences for a brand’s message and where it should reach that consumer (e.g. TV, print, social media) with an appropriate investment level. Media agencies consist of planners and buyers.



## MEDIA PLANNERS

Media planners develop the best mix of media channels to reach the target audience efficiently. The approved plan is then turned over to the media buying team who negotiates for the best placements with the media/ entertainment companies (e.g. ViacomCBS, Comcast). These companies sell ad space within their programs or properties.

An Assistant Media Planner supports the media team with daily maintenance of media campaigns, tracking the campaign, managing reports, preparing budgets, resolving billing discrepancies, analysis, and invoicing for media placements. (BA/BS, Entry Level). That role can lead up to A Media Director who oversees media strategy, reporting, analysis, relationship management, team management, and agency stewardship. They lead teams, develop resources, and plan media strategies on planning, buying, and budget allocation in order to build tactical plans. They are responsible for monitoring trends and applications in bidding environments. (BA/BS, 10+ yrs. Exp.)

## MEDIA BUYERS

An Assistant Media Buyer provides support in advertising, marketing, and campaign management. They work with the media team to research media platforms, communicate with advertising agencies, negotiate with ad-placement vendors, and prepare documents for clients. (BA/BS, Entry Level)

This career can lead up to becoming a **Media Buying Director** who leads and manages a team of search, social, and programmatic media buyers. They analyze key performance indicators (KPIs) and metrics across all channels and provide campaign reports. They optimize campaigns within a budget and develop and implement strategies to accelerate growth for clients. (BA/BS, 8+ yrs. Exp.)

# EXPLORE THE WORLD OF PUBLIC RELATIONS

**Public Relations** — A public relations agency such as BCW, Edelman, and Ruder Finn drive press coverage for their client activities that are often “earned” through pitching stories directly to journalists. PR Assistants create and execute publicity plans, support writing press releases and start to cultivate relationships with journalists. (BA/BS, MS, Entry Level)

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YOU MIGHT BE A **CONSUMER STRATEGIST**

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