

Career Connections

Careers in Marketing

OBJECTIVES OF THE PROGRAM

Careers in marketing can be very diverse and often are combined with other areas of responsibility. Job descriptions vary significantly across types and sizes of organizations. Marketing is not industry specific and is one of those careers that allow you to move with comparative ease from one organization to another during your career. The four most common marketing roles include marketing combined with public relations or communications, sales & marketing, market research and marketing strategy. Although the level of impact and influence varies, there are marketing roles within all for-profit corporations, non-profit enterprises, government entities and higher-education institutions. A key decision for those wanting a career in marketing is whether to seek a position at an independent sales, marketing or public relations firm or a department-level position within a larger organization.

This particular Career Connections program is intended to help students clarify their interests and acquire skills relevant to one or more marketing career roles under the broad category of marketing. You should seek a blend of curricular and co-curricular experiences that build practical skills and test their fit for these roles. One or more internships are highly recommended. As you maintain a personal portfolio of accomplishments, you should review all activities, including volunteer roles, from multiple perspectives. You may find you have more “marketing” experience than initially believed.

Specific Marketing Careers:

Marketing & Communication

Key aspects of this role include:

- Introducing new products and services to the marketplace
- Effectively communicate what consumers value and want
- Effective balancing of pricing, placing and promotion and how they relate to consumer behavior
- Acting as the authoritative internal resource and advocate for both organizational and customer needs and wants
- Communicating to external and internal audiences the value of products or services

Sales & Marketing

Key aspects of this role include:

- Introducing new products and services to the marketplace
- Coordinating all aspects of a product cycle, including market analysis – definition of need, sales, production to customer specifications, packaging, promotion, supply chain and distribution, invoicing, credit and customer service
- Providing sales forecasts
- Acting as the authoritative internal resource and advocate for customer needs and wants

Market Research

Under this general category there are three primary roles: data gatherers called market research interviewers, data processors called market research analysts (sometimes called data scientists) and marketing consultants (sometimes referred to as project directors) who make policy and strategy recommendations based upon the conclusions drawn from the market research analyses. Collectively these three roles assess a carefully defined marketplace for either goods or services. In smaller

organizations these roles might be combined. In most instances, the marketing consultant role is not an entry level position, but follows sufficient years of experience and expertise. Key aspects of this role include:

- Gathering data through interviews, research and focus groups to determine public attitudes about specific products and services
- Interpreting and preparing data to support decision-making needs of marketing and sales managers
- Statistical analysis and forecasting
- Complex writing and presentations
- Market analysis in support of product development;
- Price point assessment
- Advising on packaging design and product display
- Interpretation of market conditions and trends and their impact on the organization
- Determining effectiveness of sales, marketing or communications campaigns
- Project management
- Marketing technology

Marketing Strategy

Key aspects of this role include:

- Developing ways to enter markets or expanding existing market share (new brands or services, late entry strategies, growth strategies, product or service design strategies, declining market and exit strategies)
- Developing plans for introducing new products or services to the market (working closely with manufacturing and design engineers)
- Accurately identifying strengths, weaknesses, opportunities and threats related to products and services, then developing a viable plan for improving the organization's market position
- Developing compelling, strategic messages appropriate to market conditions
- Internal advocacy across the organization, at times extending to key external stakeholders
- Project management

Marketing Management

Progression into marketing management generally requires many years of experience, proven leadership skills, a willingness to work longer than average hours, as well as an advanced degree. Marketing management responsibilities would include not only most aspects of the roles defined above, but also:

- Establishing and implementing sales strategies, goals, territories, incentives and individual quotas
- Personnel management, including hiring, training, motivation and evaluation
- Lead responsibility for developing, implementing and measuring against strategic marketing plans, both for pioneering products or brands and those in mature or declining markets
- Product lifecycle management
- Customer lifecycle management
- Budget development and financial management
- Overall coordination of customer service
- Communication with the senior leadership team and other operational groups within the organization
- Monitoring general trends and changes in the career field; significant customer interaction (sales management)
- Significant internal interaction and presentations (marketing management)
- Negotiation of key customer contracts
- Strategic scale project management
- Supporting strategic organizational decisions such as mergers, acquisitions and divestitures.

Specialized Marketing Careers

International Marketing – combines traditional marketing roles with the complexities of foreign language, cross-cultural communication, cultural and lifestyle differences, as well as geographic, supply chain and other business process obstacles. International marketing includes every challenge found in domestic marketing, plus product adaptations, communications, complex, higher risk advertising programs and a myriad of ethical issues.

E-business or Internet Marketing – by its nature, E-business is managed as a global, faster-paced marketplace. Leveraging and effectively deploying resources in a timely manner is even more critical in electronic marketing. E-business brings a unique mix of strengths and weaknesses and requires strong technical skills.

RECOMMENDATIONS

Exploring Options

The first step in exploring any career path is to gather the best possible information. The most helpful on campus resource is the Career Center on the second floor of the Campus Center. The resources and staff there can help you assess the fit of your skills and interests against a career in marketing. During your initial counseling session at the Career Center, you might be asked to do a self-survey such as the Myers-Briggs Type Indicator (MBTI) or the Campbell Interest and Skills Survey (CISS). The Career Center's information may be supplemented by your own Web searches, as well as reference materials and periodicals at the campus and Career Center libraries.

Another important step is to seek a range of informal assessments, both from those who know you best and professionals with sufficient years of marketing experience. The Career Center has a database of alumni working in the field of marketing that have volunteered to provide job shadowing opportunities, informational interviews, and in some cases internships to current students. The Career Connections Coordinator will assist you in making these connections. Many faculty members and administrators came to Hanover College from other careers and would be willing to meet with you to offer informal advice. The following Hanover College employees have formal marketing experience:

Informal interviews should provide insight into the advantages and disadvantages of curricular and co-curricular options during and after your time at Hanover. You should carefully analyze opportunities such as internships and independent study projects. As you seek these opportunities, begin by researching the role, reviewing Career Center and other reference materials carefully and then preparing your questions in an organized way to gain the greatest value from your interviews. Handled appropriately, these discussions could also lead to future career options.

Academics

Although there are opportunities to extract value and build relevant marketing skills from all liberal arts courses, your academic advisor can help you choose your major, minor, specific courses, specialized programs and off campus experiences which provide knowledge and skill enhancement appropriate to a career in marketing.

There is no specific major required for a career in marketing, although business and communication courses are essential. You should choose a major area of study that interests you, and supplement it with courses more specifically related to marketing. In addition, the Center for Business Preparation provides a very strong mix of business skills applicable to any career can be combined with any liberal arts major and is especially compatible with a marketing career. An off campus cross-cultural or academic experience would reinforce your other learnings in creative assessment, perceptiveness, awareness of

need, effective communication and resolution of complex challenges assessed from diverse perspectives. The following is a sampling of courses that's would be appropriate for a career in marketing, and may be found at Hanover College:

BUS 225 Financial Accounting	BUS 226 Managerial Accounting
BUS 322 Principals of Management	BUS 323 Marketing
COM 240 Survey of Mass Media	COM 246 Writing for Broadcast Media
COM 319 Organizational Communication	COM 320 Persuasive Communication
COM 349 Communication Law & Public Policy	

Co-Curricular Activities

There is much more that you can do while at Hanover to help prepare for a career in marketing than just academic work. Since all marketing-related careers include a strong element of communication and personal interaction, significant experience and skill development outside the classroom can be very important. Nearly every campus organization and club provides opportunities for marketing and event promotion. Co-curricular activities are also a good way to develop leadership skills for a strong resume. You may want to consider becoming a Peer Advisor or Resident Assistant, or joining the Emerging Leaders at Hanover to further develop these skills.

It may be helpful to think of three different ways that co-curricular activities can be helpful to you. First, they can supplement the knowledge that you are getting in the classroom. Second, they can give you first hand exposure to the environment that will be a part of your working experience. Third, they can provide you with an opportunity to interact in situations that will be invaluable experience; even if those situations are not exactly the same as those you might later experience. Not all activities will provide you with all of these benefits, but a thoughtful selection should provide you with the skills and experiences you need to be successful in a marketing career.

Work Experience

On-campus Work Opportunities

Opportunities to gain work experience on campus include one of the specific college publications, the *Triangle* staff, or one of the following offices: Public Relations, Development, Admissions Office, Alumni Relations and the Career Center. The college's four centers of excellence (*Haq Center*, *Center for Business Preparation*, *Center for Free Inquiry* and the *Rivers Institute at Hanover*), both through their events and their external outreach role, provide opportunities for gaining marketing experience.

Off-Campus Work Opportunities and Internships

Just as there is great diversity in marketing careers, there are numerous off-campus work, internship and independent study opportunities that would ensure you are well-positioned for a career in marketing. You should complete at least one internship providing marketing experience prior to graduation. If interested in international marketing, you should seek one or more of these experiences within an international corporation or organization, as well as other opportunities to use your foreign language skills in a native speaker context. Make an appointment to talk with David Harden, Internship and Career Connections Coordinator, in the Career Center to discuss internship options.

John Elliott '84
Former Director of the Center for Business Preparation
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Take Action to Begin Career Connections Today!

1. Read through this booklet to familiarize yourself with the field of Ministry
2. Set up a meeting to plan your initial Career Connections related activities by contacting;

Career Center, Ext. 7127
careercenter@hanover.edu or
Top Floor, Brown Campus Center

Chris Gage, 7028
gage@hanover.edu
Admissions Office

3. Meet with your Career Connections advisor at least once a semester to update your Career Connections chart and plan for future activities.

Please refer to the list below for faculty and staff with expertise in the field of marketing.

Jeff Conner, Associate Professor of Center for Business Preparation
conner@hanover.edu, ext. 7355 – experience in brand marketing, marketing strategy, and advertising.

Chris Gage, Associate Director of Admissions
gage@hanover.edu, ext. 7028 – experience in marketing management and product development.