

# CAREER PATHWAY: 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 service.
- Monitor trends that indicate the need for new products and services.



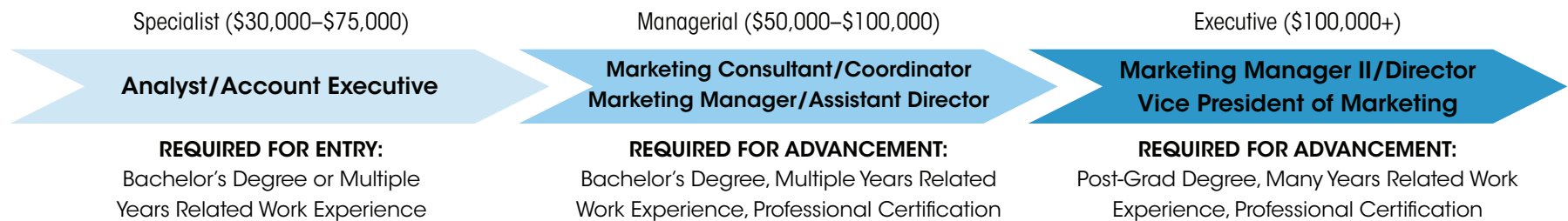
## HOW MUCH DO THESE JOBS PAY IN OHIO?

**AVERAGE:**  
**\$118,630**

## MOST IMPORTANT OCCUPATIONAL SKILLS

- Basic Skills:** Active Listening, Critical Thinking, Reading Comprehension  
**Social Skills:** Social Perceptiveness, Persuasion, Coordination  
**Problem Solving Skills:** Complex Problem Solving  
**Technical Skills:** Operations Analysis, Programming  
**System Skills:** Judgment and Decision Making, Systems Analysis, Systems Evaluation  
**Resource Management Skills:** Time Management, Management of Personnel Resources, Management of Financial Resources

## CAREER PATHWAY AND EDUCATIONAL REQUIREMENTS



**SOME CERTIFICATIONS THAT CAN HELP YOU ADVANCE:**  
Post-Baccalaureate Certificate

**Marketing Skills Assessment/Builder/Certification:** (Business Marketing Institute)

**Certified Financial Marketing Professional:** (Institute of Certified Bankers)

**Certified Marketing Executive:** (Sales & Marketing Executives International)  
**Master of Business Administration**