

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

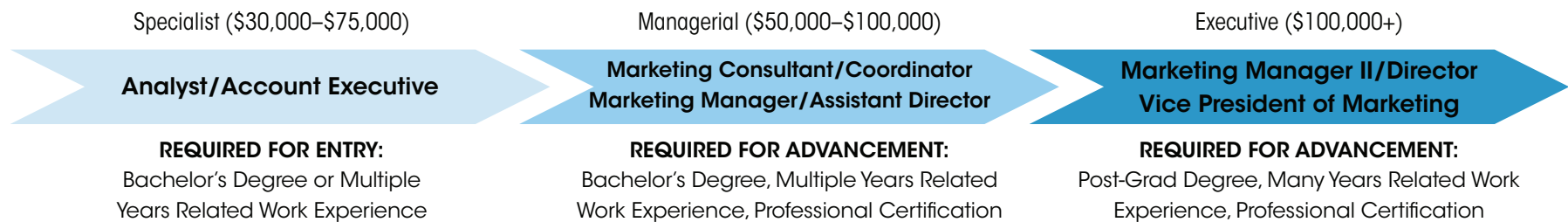
Problem Solving Skills: Complex Problem Solving

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



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