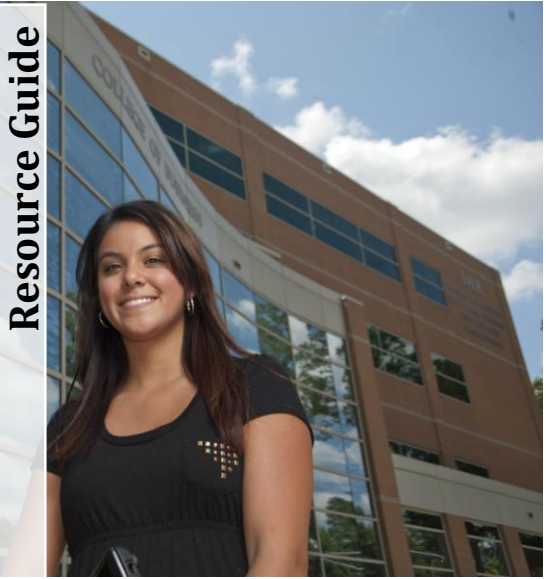


# 2012

Department of Marketing & Advertising

## Marketing Careers Resource Guide



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Department of Marketing and  
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Little Rock, AR 72204  
501-569-3358  
[www.ualr.edu/marketing](http://www.ualr.edu/marketing)



## **American Marketing Association**

<http://www.marketingpower.com>

AMA is probably the most important link for marketing majors. Click on marketing career management for a variety of resources.

## **Occupational Outlook Handbook**

<http://stats.bls.gov/oco/home.htm>

Revised every two years, this handbook will provide the most current opportunities for given career and industry. Click on the A – Z index and search a career. It is very detailed and you can find very specific jobs. The index is very thorough and provides information on the nature of the work, working conditions, employment, job outlook, earnings related occupations, and sources for additional information.

## **Careers in Marketing**

<http://www.careersinmarketing.com>

This is an easy to use site that provides an overview of several marketing careers including the necessary skills and talents, job options, salaries, additional links and resources, facts and trends, and the top firms for that career.

## **Salaries in the Marketing Field**

<http://www.indeed.com/salary>

An easy site to determine salaries including geographical areas, such as Little Rock. Click on career tips and strategies for help including interviewing, resume writing, and evaluating a potential employer.

Salaries provided are average salaries in Arkansas as indicated by indeed.com August- 2011.

# ADVERTISING

## Types of Jobs & Average Salary:

Copywriter \$61,000

Art Director \$78,000

Production Manager/Creative Director \$62,000

Account Executive \$89,000

Media Planner/Buyer – Communication Specialist \$44,000

Market Researcher \$46,000

Marketing Communications Manager \$72,000

## Typical Path:

Account Executive (See Sales)

Copywriter

Media Planner/Buyer – Communication Specialist

Marketing Communications Manager

Creative Director

Director of Advertising

## Employment Opportunities:

Advertising Agencies

Advertisers – manufacturers, retailers and service firms

Media – newspapers, radio and TV stations, magazines and internet

## Academic Background:

Marketing      Graphic Arts      Journalism

Psychology      Sociology      Communications

Business Administration

## Resource Links:

Advertising Age – [www.adage.com](http://www.adage.com) or

<http://adage.com/careers/>

American Association of Advertising Agencies [www.aaaa.org](http://www.aaaa.org)

# INTERNATIONAL MARKETING

## Types of Jobs:

Any type of marketing career could be international. Starting jobs in international marketing at headquarters vary widely, but for a person with a master's degree, such a job usually involves research, planning, or coordinating activities.

## Typical Path:

Because much international placement is effected within a firm, a domestic sales position with an international firm may be the best first step toward international opportunities.

## Typical Companies:

Cogate-Palmolive  
CPC international  
Eli Lilly  
Gillette  
Nestle

## Academic Background:

A broadly based background in marketing with some emphasis on sales management and marketing research. Fluency in appropriate foreign languages and long-term residence in another country are useful. Many companies require a master's degree for international positions.

## Resource Link:

<http://www.careeroverview.com/international-marketing-careers.html>

# LOGISTICS/PHYSICAL DISTRIBUTION

## Types of Jobs & Average Salary:

- Distribution Manager \$76,000
- Inventory Control Analyst \$40,000
- Traffic Manager \$67,000
- Expediter \$39,000
- Customs and packing assurance \$50,000

## Typical Path:

- Transportation Rate
- Warehouse Supervisor
- Receiving/Shipping Clerk
- Cargo Handler

## Employment Opportunities:

- Airlines (American, United, Southwest)
- Package /Parcel delivery (FedEx, UPS, DHL)
- Railroad (Burlington)
- Trucking (J. B. Hunt)
- Sea (Lykes Shipping)
- Global Logistics, freight forwarders (Berklay, General Maritime Service)
- Military (Army Logistics Command)

## Academic Background:

- Marketing
- Operations Management
- Statistics

## Resource Link:

Council of Supply Chain Management Professionals  
<http://www.cscmp.org/> or [www.jobsinlogistics.com](http://www.jobsinlogistics.com) All salary  
information was researched at <http://www.indeed.com/>

# MARKETING RESEARCH

## Types of Jobs & Average Salary:

- Interviewer \$33,000
- Focus Group coordinator \$109,000
- Data Analyst \$71,000
- Assistant Project Manager \$43,000
- Marketing Research Director \$87,000

## Typical Path:

- Survey Researchers
- Data Analyst
- Project Director
- Marketing Research Director

## Employment Opportunities:

- Advertising agencies
- Mass merchandisers (Wal-Mart, Target)
- Specialty Stores (Gap, Eddie Bauer)
- Department Stores (Lord and Taylor, Neiman Marcus)
- Non-profit organizations (Hospitals, Universities)
- Manufacturers
- marketing Research firms (Forrester, Arbitron)

## Academic Background:

- Marketing
- Quantitative and Behavior Sciences
- Statistics

## Resource Link:

- Marketing Research Association <http://www.mra-net.org/>

# PRICE ANALYST

Types of Jobs & Average Salary:

Cost Estimators \$52,000

Typical Path:

Cost Estimators

Project Managers

Management

Typical Companies:

Manufacturing (Caterpillar, General Motors)

Food Service (McDonalds, Schwann Sales, Marriott Catering)

Hospitals (Barnes, Mayo Clinic)

Retail Stores (Sears, Nieman Marcus)

Academic Background:

Accounting

Finance

Business

Operations Research

Mathematics

Marketing with MBA

Resource Link:

Professional Pricing Society

<http://www.pricingsociety.com>



# PUBLIC RELATIONS

## Types of Jobs & Average Salary:

- Public Relations Specialist \$59,000
- Research Assistant \$44,000
- Press Secretary \$65,000
- Communications Specialist \$64,000
- Account Executive \$89,000

## Typical Path:

- Public Relations Internship
- Public Relations Trainee
- Public Relations Specialist
- Director of Public Relations

## Employment Opportunities:

- News Media
- Consumer Advocate Groups
- Politicians
- Large business/organizations (profit and non-profit)
- Advertising/ Promotion Agencies

## Academic Background:

- Marketing
- Journalism
- Public Relations
- Mass Communications

## Resource Link:

- Public Relations Society of American <http://www.prsa.org/>

# RETAILING

## Types of Jobs & Average Salary:

Store Management \$32,000

Merchandise Management \$32,000

## Typical Paths:

### Store Management

Executive Trainee

Dept. Manager

Assistant Store Mgr

Store Manager

VP of Stores

### Merchandise Management

Executive Trainee

Assistant Buyer

Buyer

Divisional Merchandise Manager

General Merchandise Manager

## Employment Opportunities:

Department Stores (Saks Fifth Avenue, Dillard's, Macy's)

Specialty Stores (Brighten, Old Navy, Pep Boys)

Mass Merchandise (Target, Wal-Mart)

Catalog Companies (Lands End, LL Bean)

Internet Stores (amazon.com, Overstock.com)

## Academic Background:

Marketing

Fashion Merchandising

Management

Business Administration

## Resource Link:

National Retail Federation [www.nrf.com](http://www.nrf.com)

# SALES AND SALES MANAGEMENT

## Types of Jobs & Average Salary:

Retail Sales \$28,000

Wholesale Sales \$58,000

Manufacturing Sales (Inside and Outside) \$73,000

## Typical Path:

Sales Trainee

Salesperson

Key Account Salesperson

District Sales Manager

Regional Sales Manager

Zone Sales Manager

National Sales Manager

## Employment Opportunities:

Pharmaceutical

Manufacturing

Trade

Real Estate

Insurance

## Academic Background:

Marketing

Management

## Resource Link:

National Association of Sales Professionals <http://www.nasp.com>

