



# Welcome to an Exciting Marketing Career!

**Department of Marketing and Logistics  
College of Business Administration  
The University of New Orleans**



**Kirschman Hall – Home of the College of Business**

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## **Careers in Marketing**

The marketing curriculum provides a strong background for a variety of careers in marketing related fields. Potential careers include: 1) Advertising Management, 2) Brand and Product Management, 3) Business-to-Business Marketing, 4) Logistics, 5) International Marketing, 6) Marketing Research, 7) Retailing, 8) Sales and Sales Management, and 9) Services Marketing. Careers in these areas provide ample opportunity for promotion into general management areas. The expertise gained in marketing areas, as well as the understanding of the consumer, are valuable assets sought by company executives in developing new managers in their companies. The career fields listed above are just some of the potential opportunities for you as a marketing graduate. As these are discussed in more detail later, hopefully you can gain some perspective on what your special interest or area of capability might be.

Take a strong, purposeful interest in your future career. Solicit input from many sources; no single source is likely to have all the information you need to make an informed decision. Talk to friends, family, neighbors, co-workers, faculty, and career professionals on and off campus. You will find many helpful sources of information and guidance, but no one will take you by the hand and lead you through to your career decision. You must take the initiative. It is critical that you understand as completely as possible what your strengths and weaknesses are, what you want out of life, what you are willing to put into a career, and what options are available to you.

The career fields described below provide a partial list of options available to you with a marketing degree. Upon successful completion of your course work, you will have a degree in marketing, not sales, not promotion, and not logistics. Thus, taking these courses does not necessarily limit you in your potential to succeed in related career fields. Notice that many of the optional courses overlap other potential career fields. In order to give you a feel for each of the career fields, a short description of each, along with opportunities for advancement in the field, is below.

### **Advertising Management**

#### **Description**

The most visible tool of marketing, advertising performs its communications function by creating awareness; educating consumers; creating brand images; persuading customers and encouraging repeat purchases. Careers in advertising are not limited to writers and artists; equally important as the “creative talents,” the business side of advertising initiates strategic planning and implementation activities with an increasing respect for ingenuity. A knack for organization and a sense of curiosity complements the advertising manager’s role as situation assessor, planner, mediator, media planner, and creative judge.

Compensation for advertising executives is comparable to that of other business executives. Career opportunities lie in media departments; research and planning functions; copy, design and production specialties, as well as account service (i.e., account executive), and advertising management. Sales promotion, industrial advertising, and services advertising are rapidly expanding sectors; large corporations have internal advertising departments that interface directly with advertising agencies so as to maximize the value of advertising investments.

Advertising media such as magazines, newspapers, radio, and television use marketing and research professionals to develop and sell media or merchandising plans to clients such as retailers and small businesses.

### **Career Opportunities**

A broad knowledge of industries, assignments and communications skills is highly prized among advertising practitioners. Competition for entry-level positions in advertising is extremely fierce, especially in advertising agencies where entry positions are often in a sales capacity. With experience and expertise, advertising professionals can demand extremely high salaries; one of the most financially lucrative positions in marketing can be as an owner of an advertising agency.

### **Educational Background**

Students should have a firm grasp of marketing theories and concepts as well as firm foundations in English, art, psychology, and related communications and behavioral fields. A minor in an area of communications is an excellent aid in boosting a career in advertising or public relations; an interest in reading current business events or history also prepares the advertising manager in ways to avoid “reinventing the wheel.”

## **Brand and Product Management**

### **Description**

Many companies feel that each of their products need special attention and intensive marketing effort. For example, Tide and Crest are products that have their own product brand managers. As such, the brand management team operates as a separate business unit that has total budget and marketing control of their brand. In fact, it is not uncommon for brands or products to compete directly with other brands and products within the same firm. Brand and product teams plan, develop, and direct the marketing efforts for goods. With the exception of top corporate management, the members of brand groups are the only people in a company who deal with all aspects of the company's business. They are concerned with such things as: basic product research and development, packaging, manufacturing, sales and distribution, advertising, promotion, marketing research, and business analysis/forecasting.

### **Career Opportunities**

Many consumer and industrial goods companies utilize the brand and product system of organization. In consumer goods companies, brand management is often considered to be the major training ground for future corporate officers.

### **Educational Background**

Academic preparation for such a career will include courses in marketing, research, consumer behavior, business-to-business marketing, logistics, promotion and sales.

## **Business-to-Business Marketing**

### **Description**

Business-to-Business marketing is concerned with buying and selling activities between and among commercial, governmental, and institutional organizations. Business-to-Business products include everything from heavy machinery and raw materials to hospital beds and computers. Represented in this spectrum are such things as component parts, processed materials, operating supplies, replacement parts, as well as a myriad of services. Business-to-Business buyers are generally concerned not just with product performance and price, but also with design specifications, delivery reliability, and service after the sale. Business-to-Business marketing is sometimes called the hidden side of marketing since everyday consumers are not involved in the buying process.

Perhaps the most distinguishing characteristic of Business-to-Business marketing is the complex nature of the buying process. In many instances, a number of individuals from different functional areas in the buying firm play a role in the purchase decision. The marketing professional must try to identify the actual decision-maker. The decision process itself often evolves over a period of six months to two years. Once established, the buyer-seller relationship tends to endure for some time and become more personal. Consequently, the social aspects of the buyer-seller interaction are vital.

### **Career Opportunities**

Business-to-Business marketing firms represent a major opportunity for the college graduate. More dollars are spent and more transactions take place in these markets than in consumer markets. Examples include plastics, electro-medical equipment, computers, environmental controls, specialty steels, and chemicals.

Starting jobs in the Business-to-Business marketing field vary according to the size, needs, and practices of the firm. Training programs may be of the general type providing a view of a variety of opportunities, or specifically focused on some aspect of sales, such as systems selling, sales engineering, or focused upon other aspects of marketing including research, communications and distributor or deal support. A marketing professional career path in Business-to-Business marketing generally includes work in sales, product, and marketing management.

### **Educational Background**

While an engineering or scientific educational background is required for some postings, for others it is useful but not essential. In either case, the student who seeks a Business-to-Business marketing career is encouraged to pursue scientific and/or technical courses to the fullest extent possible. Other suggested courses included industrial psychology, procurement management, inventory management, and logistics.

## **Logistics Management**

### **Description**

Logistics (or distribution) concerns the movement of an item from the place where it was made or grown to the place where it is used or consumed. All of the activities involved in moving goods to the right place at the right time can be described under the broad terms, “logistics” or “distribution.” The act of managing this far-reaching activity is generally known as “logistics management.” Examples of activities involved in logistics include customer service, inventory control, order processing, traffic and transportation, warehousing, salvage and scrap disposal, and many others.

### **Career Opportunities**

Entry-level positions are available in a variety of industries and businesses. The types of organizations that are most likely to employ students with educational backgrounds in logistics include manufactures, retailers, transportation carriers, public warehouses, consulting firms, government/military institutions, wholesale distributors, material handling equipment manufactures and dealers, telecommunications companies and other service firms. Logistics offers a wide variety of functional areas as possible directions for career seekers, including logistics planning, traffic management, warehouse operations, packaging, customer service and order entry, inventory planning and control, purchasing and materials management, production and operations management, and international corporate consulting and/or research.

### **Educational Background**

A college degree that includes a good business administration background is important. Eighty-two percent (82%) of logistics managers hold a college degree and while post graduate work is not a requirement, it is valued and rewarded. Logistics managers utilize skills from marketing, computer science, management, cost accounting, business law, economics, human relations/personnel, and communications. Truly, logistics is a boundary-spanning activity. Particularly valued is an ability to integrate the various functional areas of a firm so that the implications of logistics decisions can be traced to other areas of the business. [Further information can be obtained in the booklet, “Careers in Logistics” by the Council of Logistics Management, 2803 Butterfield Road, Suite #380, Oak Brook, IL 60521.]

## **International Marketing**

### **Description**

In today's truly global business environment, companies have a greater need than ever for expertise in conducting international business. Traditionally, American companies have performed very poorly in the international business arena as evidenced by our tremendous trade imbalance.

The need for international marketing skills in today's economy is great. To succeed, international marketing managers must have a well-founded knowledge of commercial law, logistics, transportation, and the social, economic, and political conditions underlying the economies of distant markets. Larger markets and decentralized decision-making add to the responsibility of the international marketer. Planning and managerial positions abroad usually require considerable experience in international marketing, as well as technical expertise and proven company loyalty.

### **Career Opportunities**

While a few U.S. companies hire students for international marketing, the majority reserve such positions for experienced personnel who have proven themselves in domestic operations. In spite of this import and export companies sometimes provide employment opportunities as do other companies specializing in international trade.

### **Educational Background**

For the student interested in a career in international marketing, foreign language classes are highly recommended. Also, if the opportunity exists, students should expose themselves to other cultures, history, monetary systems, political situations, and customers.

## **Marketing Research**

### **Description**

Research professionals are involved with the collection, analysis and interpretation of information. The marketing researcher may interact with key decision-makers in a company formulating problem statements and identifying the information required by decision-makers for solving a problem. Traditionally, the researcher is involved with designing the research project, creating the questionnaire and the sampling plan, tabulating and analyzing the data, preparing the written report and presenting the findings to both management personnel and clients.

### **Career Opportunities**

Marketing research offers a variety of career paths depending upon one's interests and level of training. Although most jobs are to be found with either outside research suppliers (research firms that conduct projects for client firms) or in larger corporations (inside research departments that conduct projects to provide decision-making guidance for the corporation), a limited number of research positions are available within advertising agencies or various branches of the

government. There was a time when a decision to go into marketing research represented a lifetime career commitment--but today this inflexibility is not so prevalent. Now it is more

common to see people transfer into and out of the marketing research department as part of a career in marketing. Indeed, marketing research can be an exciting and rewarding career with many challenges.

### **Educational Background**

Beyond the required marketing research course work, preparation should include studies in statistics, psychology (especially psychological measurement courses), and technical report writing. Entry-level positions in marketing research are usually as a Junior Analyst and require a Bachelor's degree in marketing with little or no experience. At higher levels, however, many companies require a Master's Degree in Marketing Research (MMR) or graduate studies in Social Psychology or Psychometrics.

## **Retailing Management**

### **Description**

Retailers serve as a vital role linking manufacturers and wholesalers with their ultimate customers. Firms involved in retailing offer the graduate an early opportunity to apply his/her knowledge in a variety of situations and across a wide assortment of products and services. The marked growth of general merchandisers, such as department stores, discount houses, chain and "warehouse-showroom" stores, has brought about greater emphasis on professional training as part of the preparation for a career in retailing.

### **Career Opportunities**

In the past, starting salaries in retailing were somewhat lower than in manufacturing or advertising. Responsibilities and degrees of authority in entry-level job assignments were somewhat lower. In addition, retail also had a bad reputation for working long and unattractive hours. Because of these perceptions, retailing garnered a poor reputation among recruits.

However, these negative factors are changing. Many retailers now offer compensation packages comparable to other marketing positions. In addition, recruits who are successful in training are now being very quickly placed in positions with important responsibilities. Although retailers are often required to work when others do not (holidays, weekends, etc.), retailers generally do not work any longer hours than other professionals. Today, many retail companies represent the fastest growing segment of the economy, and as such also represent opportunities for fast promotion and responsibility. Retail management can offer a level of job stability not found in many other segments of today's marketplace. Once promoted into store management, retailers earn very attractive salaries and have very challenging and rewarding jobs. A second common career path in retailing is that of merchandise buyer. In order to acquire an assortment of sellable products, buyers must stay abreast of the marketplace and must work closely with manufacturers,

wholesalers and suppliers. If you enjoy interacting with and helping people, retailing can be a wonderful, challenging career.

### **Educational Background**

Successful retailing executives must plan, organize, communicate, and anticipate customers' needs. In addition to the elective courses in retailing and sales, students should opt to take course work in management, personnel, social psychology, and communications.

## **Selling and Sales Management**

### **Description**

Sales professionals interact directly with current and prospective customers. Through salespeople, marketing becomes concrete and meaningful. As the old saying goes, "Nothing happens until somebody sells something." Similar to students' perceptions of retail management careers, many students have very inaccurate perceptions of sales jobs and careers. That is, selling often evokes images of pathetic characters like Willy Loman in *Death of a Salesman*. As you will learn, such images are highly inaccurate and incomplete.

Sales is an exciting professional career with tremendous responsibilities. Today, professional sales representatives concentrate on developing and nurturing relationships with customers. Most personnel in an organization seldom come in contact with the customers they influence; so the role of the salesperson is critical to the company's success. In most organizations personal selling is the typical entry-level, management-track position. As a salesperson, valuable product, industry, customer and competitor knowledge is learned. Perhaps the most important function of the salesperson is to identify customers' problems and to creatively present products and services as solutions. In the process, salespeople generate virtually all of the company's revenues.

### **Career Opportunities**

Sales and sales management opportunities exist in a wide range of profit and not-for-profit organizations. Industrial and commercial sales offer increasingly challenging and rewarding opportunities commonly involving systems selling and requiring a broad range management, and in some cases, technical training. Sales trainees quickly become full-fledged salespersons. Consequently, advancement is typically rapid, with movement through such positions as territory sales manager, district sales manager, national sales manager, and upward. Without a doubt, the demand for motivated graduates with leadership capabilities is tremendous in sales organizations.

### **Educational Background**

The wide range of product and market opportunities and a variety of interpersonal situations faced by sales personnel indicate the need for carefully matching one's background and interests, technical skills, and academic training with available career opportunities in sales and sales management. Careful career planning early in your academic training can guide you to a set of courses that will make you an attractive candidate to sales recruiters. Course work in leadership

psychology, oral communication, persuasion, English, time management, effective listening and personal goal setting are helpful.

## **Services Marketing**

### **Description**

Services marketing concerns the marketing of services of any kind. Services are rather hard to define. A service is commonly conceptualized as an intangible product. One popular definition describes services as “a deed, a performance, and an effort.” In other words, services are activities, not things. In addition, services tend to be people intensive, nonstandardized and perishable. All of these aspects make the marketing of services quite challenging.

The following industries are all service industries: Health Care; Financial Services; the Medical and Legal Professions; Hospitality, Travel, and Tourism; Sports, Arts, and Entertainment; Governmental, Quasi-Governmental, and Non-Profit Services; Channel, Physical Distribution and Rental & Leasing Services; Educational and Research Services; Telecommunication; Personal and Repair & Maintenance Services.

### **Career Opportunities**

Nationwide, a large number of marketing majors take jobs in service industries. Services firms represent more than two-thirds of the U.S. Gross National Product and three-fourths of all jobs in the United States. New Orleans is a major participant in the service economy, especially tourism services. However, New Orleans is not just a tourism economy. Other areas of the service economy are strong and successful. Health care services, financial services, professional services, entertainment services, telecommunication services, transportation services, retail services, utility services, sports services, governmental services, nonprofit services, construction services and even high technology services are important components of the New Orleans and Louisiana economy.

Because of the wide range of service industries it is difficult to describe a specific career path in services marketing. Career paths vary tremendously in different service industries. In addition, marketing jobs in many service industries were first available in the 1980s. Such industries may offer greater long term opportunities.

### **Educational Background**

The student who seeks a career in services marketing may pursue a wide variety of electives to enhance their education. Services are usually delivered by people. Hence, elective courses from almost any of the social sciences may be helpful. Students who wish to work in a particular service industry should seek out electives that strengthen their understanding of the industry. For example, a student interested in a career in financial services should take electives in finance, accounting, and money & banking.