



Careers in Marketing

Here are some of the opportunities available to you with a marketing degree from Fort Hays State University...

Market Research Analyst

A market research analyst will be responsible for the analysis and interpretation of data and information as it pertains to audience development and growth for their company. As a market research analyst, you will research and evaluate information that will be used to better promote your company or product. Strong analytical, written and verbal communications skills, knowledge of marketing and market research, and the ability to manage several tasks simultaneously are all traits that will be useful in a career as a market research analyst. Salaries may start around \$40,000 per year with available bonuses in some areas.

Marketing Director

A marketing director will be responsible for the marketing of products or services in a business to business marketplace. In order to market the product or service, the marketing director will need to gather information necessary for client proposals, give presentations to clients, negotiate the contracts with clients, and most importantly, maintain client relationships. To be a successful marketing director, one must have great communication skills, above average time management skills, a capacity to learn and share knowledge, and effective relationship building skills. Salaries can vary, with some starting at \$40,000 per year.

Internet Marketing Specialist

An Internet marketing specialist will be responsible for the Internet marketing for their company. You will focus on promoting our product or service through the Internet market as well as other Internet media, such as search engine optimization, website promotion, etc. In addition to Internet marketing skills, you will need a basic knowledge of web analytical tools. Strong interpersonal, verbal and written communication skills will be necessary to convey results and marketing plans to supervisors and clients. Salaries will vary with this position.

Advertising Manager

As an advertising manager you will develop and manage effective media plans and manage publicity and promotion for your company. It will be important to input creative designs to help develop communication materials as well as evaluating to the effectiveness of different media tactics. An advertising manager will need to be assertive, self-directed, self-motivated and detail orientated with the ability to work under tight deadlines and manage multiple projects simultaneously. Salaries will vary with this position.

Strategy/Marketing Consultant

A strategy/marketing consultant is responsible for assisting in the development of innovative marketing and strategic solutions for clients. Tasks include market research, strategic analysis of data, and most importantly, the development of solutions for the clients.



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Account Manager

The Account Manager serves as the most important business contact for the client and is responsible for client contentment. The account manager is responsible for a portfolio of all clients', and keeping organizational skills, avoiding any conflict. They have to provide good communication between the client and the team. Account managers must be motivated, goal oriented and persistent, and they must be able to carry out tasks without a lot of direction. A four year degree is required for this field. Salaries vary in this field.

Market Research Manager

A Market Research Manager directs and coordinates activities with market research and development of new concepts, and ideas. They spend time planning and formulating aspects of research and development proposals. Market Researchers must be detail-oriented, personable, and flexible. Average salary is \$75,507.

Marketing Representative

A Market Representative travels all over for their company. They represent the company in which they work for, and try to pitch things to other companies. They get to travel all over the country, and sometimes even outside of the country. They must good with communication skills, and have a lot of patience. They must be willing to travel to different places, and try to sell their company to others. Salaries will vary in this position.

Online Marketing Manager

Online managers are responsible for managing and merchandising the company's website, site navigation and transaction processing. They work with natural searches, affiliate programs, and integration programs. They can either work from their own home, or wherever their company chooses to place them. They must be good with computers and technology skills. Salaries in this position will vary.

Marketing Consultant

Marketing Consultants provide their clients with sensible consulting products and services. They spend half of their time working from home, and the other half is spent meeting with consultants. They spend most of their time working independently and have to be able to work without a lot of directions. Salaries vary from between \$200,000.00 and \$500,000.00 per annum.

Marketing Associate

A Marketing Associate Assists the Marketing Manager in the development and implementation of innovation projects and marketing plans. Provide comprehensive analysis of market trends, analysis of consumer habits, advertising performance, etc. They work under close supervision when dealing with some topics. Salaries in this field will vary.

Marketing Data Analyst

Marketing Data Analysts are responsible for statistical analysis and customer modeling; this person supports all sales and marketing campaigns and works with the marketing team to develop strategic plans. Data Analysts must be creative, hold good people skills, and must be a good problem solver. They receive superb benefits, and competitive pay.