

Careers in Marketing Professions

Steven R. Van Hook, PhD

Employment Trends

The good news is the demand for skilled marketers and related jobs (advertising, PR, sales) is expected to grow at a healthy rate through the first decades of the twenty-first century, powered by the expanding number of goods and services for sale in the global marketplace. The bad news is the job market will be highly competitive, and you will have to be as good at marketing *yourself* as you are at marketing other products to rise through the ranks.

Here are some interesting projections, courtesy of the Bureau of Labor Statistics *Occupational Outlook Handbook*:

- Employers hiring marketers fresh from college will often be looking for a bachelor's or master's degree in business administration with an emphasis in marketing. Those graduates may find an advantage if they performed an internship while in school, and if they have additional courses in business law, management, economics, accounting, finance, and statistics.
- Some of the characteristics common in successful marketers are maturity, creativity, self-motivation, flexibility, decisiveness, and the ability to cope with high levels of stress. Successful marketers must have well-honed communications skills, tact, good judgment, and an exceptional ability to interact effectively with colleagues, clients, and the general public.
- Employers especially seek out applicants with computer skills and who are able to conduct marketing campaigns involving a wide array of new media including the Internet.
- Recent median annual wages for related positions are \$80,220 for advertising and promotions managers; \$108,580 for marketing managers; \$97,260 for sales managers; and \$89,430 for public relations managers.

For much more detail on the outlook for marketers, including job prospects, qualifications necessary, working conditions, pay, and so forth, visit the [BLS Marketing Career Outlook](#) pages. As you review the *BLS Occupational Outlook Handbook*, you may benefit by researching marketing and similar fields, drawing upon your interests and expertise in communications, research, training, public and media relations, entertainment, and related fields.

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2010 Median Pay	Entry-Level Education	On-the-job Training
Number of New Jobs (Projected)	Growth Rate (Projected)	GO

FEATURED OCCUPATION



Cardiovascular Technologists and Technicians and Vascular Technologists

Cardiovascular technologists and technicians and vascular technologists use imaging technology to help physicians diagnose cardiac (heart) and peripheral vascular (blood vessel) ailments in patients. They also help physicians treat problems with cardiac and vascular systems, such as blood clots.

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BLS Occupational Outlook Handbook: <http://www.bls.gov/ooh/>

Please tour the *Occupational Outlook Handbook* career information in occupation groups and subcategories of:

Management

- Advertising, Promotions, and Marketing Managers
- Public Relations Managers and Specialists
- Sales Managers
- Training and Development Managers

Community & Social Service

- Health Educators
- Social and Human Service Assistants
- Social Workers

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Business and Financial Occupations

- Management Analysts
- Market Research Analysts
- Meeting, Convention, and Event Planners

Media and Communication Occupations

- Editors
- Reporters
- Writers and Authors

Twenty-First Century Job Skills

While it is hard to predict with certainty the rapid technological innovations for decades to come, we can be sure the workplace and requisite skills will be in constant flux. Yet, there are fundamental abilities that are certain to be essential now and in the years to come. These skills include an ability to thrive in a global workplace, communicate across multiple cultures, manage diverse international teams, and employ communication technologies to coordinate networked teams in decentralized settings.

Google's "Project Oxygen" conducted extensive data-mining on the company's best international managers and identified eight characteristics of its most effective leaders. These are traits you might work to develop in yourself, if you hope to rise into top positions within your own field and organizations:

- 1) Be a good coach, providing supportive suggestions to your workers, along with any criticisms.
- 2) Empower your team, rather than micromanaging and usurping team members' individual initiative.
- 3) Express interest in your workers' well-being, and get to know them as people and families apart from the workplace.
- 4) Be results-oriented, motivating your team towards success with a focus on removing obstacles to productivity.
- 5) Be a good communicator and listener, and be responsive to the team's concerns.
- 6) Help your workers with career development, using the same tools that have helped your own career to advance.
- 7) Have a clear vision, and keep the team moving forward towards shared goals.
- 8) Keep your technical skills sharp, so you can demonstrate rather than just direct.

Wisdom of Successful Leaders

The best lessons on how to achieve success frequently do not come from textbooks but from the mouths of those actually doing it. Not long ago, *The New York Times* conducted interviews with chief executives on the qualities most essential for achieving success, both as a worker and a leader. The five most critical X-factors, along with quoted CEO perspectives, are:

- 1) Passionate curiosity: the best CEOs are not always the smartest but are typically the best learners.
- 2) Battle-hardened confidence: “Tell me what adversity you faced, what you did about it, what did you learn ... the people I hire fall down, dust themselves off, and keep fighting the next day.” – Nancy McKinstry, CEO of Wolters Kluwer
- 3) Team smarts: “More than talent, I most need people who can build a team, manage a team, recruit well, and work with their peers.” – Susan Lyne, Chairman, Gilt Groupe
- 4) A simple mind-set: “Be concise, get to the point, make it simple. Bosses are not impressed with complexity.” – Adam Bryant
- 5) Fearlessness: “I have to have people who aren’t afraid of change but have an appetite for it.” – Mindy Grossman, CEO of HSN

Summary:

- Career opportunities in marketing and related fields should remain solid, but practitioners must be prepared for stiff competition.
- The Bureau of Labor Statistics *Occupational Outlook Handbook* provides extensive information on careers, using related skills in fields of communications, research, management, entertainment, public outreach and education, etc.
- Among the traits helping managers and teams to succeed are the abilities to be a good coach, empower the team, support workers’ well-being, focus on results, communicate and listen well, encourage career development, provide a clear vision, and keep skills sharp.
- The most successful leaders have a passionate curiosity, confidence, team smarts, a simple mind-set, and fearlessness.