WHAT IS MARKETING?

The process of identifying, promoting, and delivering desirable products or services that satisfy consumer needs. Marketing is more than just sales. It is a discovery process that drives the creation of products through intensive customer research and data collection. It is a technique for promoting and pricing products appropriately in the market and distributing those products in an efficient manner. It is an exchange process and a relationship between a business and the customer it serves.

MARKETING INDUSTRIES

Advertising & Promotions. Use creative tactics to inform, persuade, and influence potential customers to buy a product or service; One of the most desired occupations in marketing, making it competitive for job seekers.

Market Research & Analytics. Analyze, track, and report marketing information to help top managers make key decisions about a firm's product offerings, target market, marketing mix, and strategic planning.

Professional Sales. Promote a firm's products or services directly to a potential buyer through a person-to-person sales presentation; Today, over 13 million US workers are employed in a sales-related occupation.

Internet & Social Media. Apply traditional marketing and promotions techniques using a digital or interactive platform.

Sports Marketing. Focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams.

EMPLOYMENT SKILLS NEEDED

As cited by top area recruiters

- Advanced verbal and written communication skills, ability to translate complex ideas, use persuasion and negotiation skills
- Creative writing, editing, and proof-reading skills
- Internet research skills including information gathering, statistical analysis, and trend identification
- Ability to lead and work in team, set and achieve short and long term goals
- Customer-service orientation, high energy, relates well to others
- Ability to meet deadlines, work under pressure, and be self-motivated

You might enjoy marketing if you are people oriented; you’re self-motivated; you enjoy being creative; people compliment you on your organizational skills; you’re a trend setter; you relate well to others and help them see the “heart” of the matter.

JOB TRENDS 2016 GRADS

- 9% Increase in Job Growth
- $124,850 Average Manager’s Salary for Charlotte Metro area
- High earning potential in sales

- Long hours including evening & weekends are common
- Substantial travel may be required
- Extreme competition in advertising field

WHO HIRES MARKETING MAJORS?

STARTING SALARY FOR A MARKETING MAJOR

$52,200
*NATIONAL AVERAGE

Who hires marketing majors?

This emerging field in marketing allows top managers to evaluate the success of a firm's marketing initiatives, help predict customer buying behavior, and measure a firm's sales performance through the analysis of "big data." Students have the option to declare a concentration in "Marketing Analytics" as part of their major program.

FACT: WAGES VARY SUBSTANTIALLY DEPENDING ON MANAGEMENT RESPONSIBILITY, EDUCATION, BONUS STRUCTURE, AND INDIVIDUAL PERFORMANCE.

INTERNSHIP OPPORTUNITIES
Offer the Best Prospects for Full-Time Job Offers. Even if it’s unpaid. Marketing majors can view Hire-A-Niner to find vetted opportunities. Beware of pyramid schemes, as they can sometimes be common in the industry. Students may also qualify for academic credit for an internship experience. Visit: belkcollege.uncc.edu/undergraduate-programs/majors/marketing-internships

*Completion of MKTG 3110 with “C” or better + 2 MKTG electives are prerequisites to earning academic credit for an internship

SALARY POTENTIAL

Advertising / Promotions Managers: NC Median: $108,440; NC Entry Level: $63,910; Projected growth for advertising, promotions, and marketing managers is 9% from 2014-2024

Event Planners: NC Median: $43,960; NC Entry Level: $27,740; Projected growth for event planners is 10% from 2014-2024

Market Research Analysts: NC Median: $61,930; NC Entry Level: $38,920; Projected growth for research analysts is 19% from 2014-2024 (much faster than average)

Sales Representatives: NC Median for wholesale, manufacturing, technical and scientific products: $85,300; NC Entry Level: $49,920; Projected growth for sales representatives is 7% from 2014-2024

Source: NC Works, 2016

GET INVOLVED PROFESSIONAL & STUDENT ORGANIZATIONS

- American Marketing Association - Student Chapter
- Retail Advertising & Marketing Association
- National Association for Retail Marketing Services
- National Association of Sales Professionals
- American Advertising Federation
- American Association of Advertising Agencies
- Promotion Marketing Association
- Marketing Research Association
- CMO (Chief Marketing Officer) Council
- Sports Marketing Association—Charlotte 49ers

Salary Potential

Companies that recruit this major for full time jobs or internships at UNC Charlotte:

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HOT TOPIC: MARKETING ANALYTICS

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