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.

PREPARING FOR YOUR CAREER...

AS CITED BY TOP AREA RECRUITERS, YOU WILL NEED:
• Advanced verbal and written communication skills
• The ability to translate complex ideas & use persuasion and negotiation skills
• Creative writing, editing, and proof-reading skills
• Research and big-data analytics skills including data collection, statistical analysis, and result interpretation
• The ability to lead and work in team, set & achieve short & long term goals
• Possess a customer-service orientation, high energy, & relate well to others
• The ability to meet deadlines, work under pressure, and be self-motivated

HOW TO GET HIRED

Keys to getting a marketing position out of school:
- Have an Internship in marketing (paid or unpaid)
- Experience in the field
- Take initiative and work independently
- Talk about your work and why you make the decisions you do
*These are competitive roles- be prepared to assist as you start out!
* Beware of pyramid schemes- this can be common in the industry.

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.

RIGHT NOW IN MARKETING

There is a shift toward user-generated content. Marketing professionals will need to adapt and maximize that opportunity. Influencer marketing will continue to grow.

Integrating virtual reality, optimizing voice search, and offering to educate or help your customer are all keys to success.
QUICK FACTS
FOR MARKETING MANAGERS:
FIELD GROWTH:
+15% IN NORTH CAROLINA
+8% NATIONALLY

MEDIAN NATIONAL INCOMES:
MARKET RESEARCH ANALYST: $63,790
MARKETING MANAGER: $136,850
SEARCH MARKETING STRATEGIST: $88,550

THIS FIELD HAS A BRIGHT OUTLOOK, MEANING JOB OPPORTUNITIES ARE GROWING FASTER THAN AVERAGE

SOURCE: ONET.OG

UNC CHARLOTTE GRADS
87% of 2019 UNC Charlotte marketing graduates were employed full time. Their average salary was $47,035.

*with a 81.52% knowledge rate.

GET INVOLVED!
STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS

STUDENT CHAPTER OF PROFESSIONAL ORGANIZATION
AMERICAN MARKETING ASSOCIATION

PROFESSIONAL ORGANIZATIONS
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

Internships make candidates more competitive in the job market, and many employers hire entry level positions from their internship programs. More information can be found at belkcollege.uncc.edu/internships

SAMPLE JOB TITLES
MARKETING ASSOCIATE • MARKET RESEARCH ANALYST • BRAND MANAGER • PRICING SPECIALIST • MEDIA BUYER • EVENT PLANNER • SALES REPRESENTATIVE • DIGITAL MARKETING STRATEGIST • ACCOUNT EXECUTIVE • SOCIAL MEDIA MARKETING SPECIALIST

For more information, visit:
Niblock Student Center, Belk College of Business, Friday 305, belkcollege.uncc.edu
University Career Center, Atkins 150, career.uncc.edu