

MARKETING MANAGER

What do they do? Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop marketing strategies with the goal of maximizing the firm's profits or share of the market.

People with these roles and responsibilities are also called:

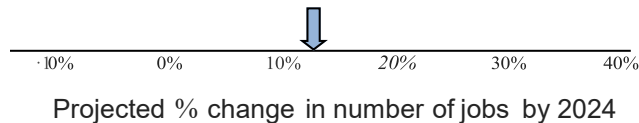
Analyst, Marketing Consultant/Specialist, Marketing Coordinator, Account Supervisor, Marketing Manager, Product Manager, Business Development Manager, Social Media Manager, Assistant Marketing Director.

Some typical job duties include:

- Formulate, direct, and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Coordinate or participate in promotional activities to market products or services.
- Analyze business developments and monitor market trends.
- Develop marketing strategies, balancing firm objectives and customer satisfaction.
- Initiate market research studies or analyze their findings.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines and services.
- Monitor trends that indicate the need for new products and services.

Michigan Job Outlook

"Faster than average" (+12.8%)



National Job Outlook through 2024: 12.8%

National Job Outlook through 2024: 12.8%

Most Important Occupational Skills

BASIC SKILLS

Mathematics
Critical Thinking
Reading Comprehension

PROBLEM SOLVING SKILLS

Complex Problem Solving

SYSTEMS SKILLS

Judgment/Decision Making
Systems Analysis
Systems Evaluation

SOCIAL SKILLS

Social Perceptiveness
Coordination

TECHNICAL SKILLS

Operations Analysis
Programming

RESOURCE MANAGEMENT

Mgmt of Financial Resources
Time Management
Mgmt of Personnel

How much did these jobs pay in 2016?

Average: \$115,000 per year
(\$55.28 per hour)

Career Pathway and Educational Requirements

Specialist (\$30,000-\$75,000)

Managerial (\$75,000-\$125,000)

Executive (\$100,000+)

Account Executive ➡ Marketing Coordinator ➡ Marketing Manager ➡ Marketing Director ➡ VP of Marketing

REQUIRED FOR ENTRY

Bachelor's degree or multiple years equivalent work experience

REQUIRED FOR ADVANCEMENT

Bachelor's degree
Multiple years related work experience

REQUIRED FOR ADVANCEMENT

Post-graduate degree
Many years related work experience
Professional certification

SOME CERTIFICATIONS THAT CAN HELP YOU ADVANCE:

- Associate in the Society of Actuaries -ASA (Society of Actuaries, available online)
- Post-Baccalaureate Certificate
- Marketing Skills Assessment/Builder/Certification (Business Marketing Institute, available online)
- Certified Financial Marketing Professional (Institute of Certified Bankers, unavailable online)
- Certified Marketing Executive (Sales & Marketing Executives International, available online)
- Master of Business Administration