

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association). Most students who pursue the marketing industry are hired into these functional areas: Market Research/Consumer Insights, Brand Management, and Advertising.

	Market Research/Consumer Insights	Brand Management	Advertising
Overview	Professionals in this industry collect, analyze, and interpret data in order to determine potential demand for a product or service. Consumer insights professionals focus on interpreting the results into an actionable strategy that reflects a deeper understanding of the consumer.	Brand managers apply marketing techniques to a specific product, product line, or brand. These professionals distill the brand's essence, map out their competitors in their brand category, identify marketing opportunities, and effectively communicate the unique benefits of that product or service.	Advertising involves marketing objectives and artistic ingenuity. It applies quantitative and qualitative research to the creative process. The purpose is to persuade audiences of readers, viewers or listeners to take action on products, services and ideas.
Job Titles	<ul style="list-style-type: none"> • Consumer Insights Manager • Research Manager • Market Research Specialist • Marketing Analyst • Consumer Behavior Analyst • Market Research Analyst 	<ul style="list-style-type: none"> • Assistant Brand Manager • Marketing Manager • Merchandise Manager • Brand Manager • Product Manager • Account Manager 	<ul style="list-style-type: none"> • Account Manager • Account Representative • Advertising Coordinator • Creative Director • Strategist • Media Director
Skills Needed	Analytical, project management, excel, statistical knowledge, interpersonal skills, digital and social media experience	MBA usually required —project management, analytical, decision making, interpersonal skills, strategic thinking	Creativity, analytical, artistic, persuasive, interpersonal skills, strategic thinking
Top Companies	<ul style="list-style-type: none"> • Nielsen • Kantar • Ipsos • McKinsey & Company • Experian 	<ul style="list-style-type: none"> • Procter & Gamble • L’Oreal • Kimberly-Clark • Colgate-Palmolive • Johnson & Johnson 	<ul style="list-style-type: none"> • Grey • 360i • Leo Burnett • Wieden+Kennedy • Mullen
Interview Tips	<ul style="list-style-type: none"> • Thoroughly research the company and industry • Be aware of current issues/trends with the company or industry • Be prepared to address ROI and strategies for cost savings • Know your story and how you are going to sell your skills 	<ul style="list-style-type: none"> • Network prior to your interview • Practice case interviewing • Thoroughly research the company and industry • Understand fundamentals of business—more than just marketing • Know your story and how you are going to sell your skills 	<ul style="list-style-type: none"> • Thoroughly research the company and industry • Research the company’s competitors • Creative portfolio might be required • Know your story and how you are going to sell your skills

<p>Trends</p>	<p>Expanding into Consulting — Increasingly, research firms offer consulting services based on their research in customer satisfaction, human resources, and sales management. Research firms can validate business recommendations based on actual data and statistical analysis.</p> <p>Creating Niche Market Specialties — A number of research firms that specialized in high-tech during the technology boom of the 1980s and 1990s consolidated or disappeared during the dot-com bust. Another area of market research firm growth has been pharmaceuticals. A large number of small research firms sprang up near major pharmaceutical and medical technology centers, such as North Carolina and New Jersey.</p>	<p>Looking for MBA —Since the downturn of the economy in 2008, most CPG companies are looking for MBA's. Companies hiring in these fields are looking for both an analytic mind and broad business exposure -- talents MBAs possess in abundance. Students at top business schools can expect to be inundated by a flood of companies that hope to entice them to become marketers for their particular brands. However, according to Vault, "there is no classic academic background that leads to a career in marketing."</p>	<p>Mobile Advertising — Mobile advertising allows companies to connect with audiences in specific, actionable ways on smartphones and tablets. About 70 percent of smartphone owners use their devices for to check prices while shopping, and about 50 percent use them to read reviews, according to IDC. Widespread adoption of smartphones in Japan and South Korea has given the Asia/Pacific region an early lead in mobile advertising worldwide. Expanding middle classes in high-growth economies of China and India are expected to contribute increasingly to mobile ad growth.</p>
<p>Resources</p>	<p>American Marketing Association (https://www.ama.org/Pages/default.aspx) As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics. They are recognized as the most credible marketing resource where members can stay relevant with knowledge, training and tools to enhance lifelong learning and obtain valuable information and connections. The AMA is constantly innovating and evolving, helping to shape the field as well as keep abreast of the changing global marketplace to help their members excel in their careers.</p> <p>American Marketing Association—Pittsburgh Chapter (http://www.amapittsburgh.org/)</p> <p>CMU Marketing Club</p>		