Carnegie Mellon University

Career & Professional Development Center

Marketing

Industry Tip Sheet

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	Market Research/Consumer Insights 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	Advertising 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.
		unique benefits of that product or service.	
Job Titles	 Consumer Insights Manager Research Manager Market Research Specialist Marketing Analyst Consumer Behavior Analyst Market Research Analyst 	 Assistant Brand Manager Marketing Manager Merchandise Manager Brand Manager Product Manager Account Manager 	 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	 Nielsen Kantar Ipsos McKinsey & Company Experian 	 Procter & Gamble L'Oreal Kimberly-Clark Colgate-Palmolive Johnson & Johnson 	 Grey 360i Leo Burnett Wieden+Kennedy Mullen
Interview Tips	 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 	 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 	 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

TrendsExpanding 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.Looking for MBA's. Companies are looking for MBA's. Companies are looking for MBA's. Companies are looking for MBA's are looking for both an analytic mind and broad business exposure talents MBAs posses in abundance. Students at top business schools can expect to business schools can expect to disappeared during the dot-com bust. Another area of market research firms growth has been pharmaceuticals. A large number of small research firms sprang up near major pharmaceutical and medical technology centery.Looking for MBA's. Companies to bosiness exposure talents MBAs posses in abundance. Students at top business schools can expect to their particular brands. However, according to Vault, "there is no classic academic background that leads to a career in marketing."Mobile Advertising — Mobile devertising allows companies to connect with audiences in smartphones and tablets. About 70 percent of smartphone smartphones in Japan and South Kore has given the Asia/Pacific their particular brands. However, according to Vault, "there is no classic academic background that leads to a career in marketing."Mobile Advertising — Mobile advertising allows companies to connect with audiences in a dout 30 percent of smartphone smartphones in Japan and South Kore has given the Asia/Pacific their particular brands. However, according to Vault, "there is no classic academic background that leads to a career in marketing."Mobile Advertising allows companies to connect with audienc				,		
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