



# QUEEN CITY CAREER GUIDE

## MARKETING

### 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.

**RETAIL MARKETING.** Involves all of the ways a business acquires customers and gets those customers to buy their goods and services.

**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 and/or collaboratively**
- Talk about your work and why you make the decisions you do**
- \*These are competitive roles- be prepared to assist as you start out!

*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

CUSTOMER EXPERIENCE, EMPLOYEE ENGAGEMENT, AND CONTENT VISUALIZATION ARE TOP TRENDS IN MARKETING IN 2022. THERE IS AN INCREASED FOCUS ON COLLABORATION TO CREATE AN OVERALL CUSTOMER EXPERIENCE.

THERE IS A SHIFT TOWARD USER-GENERATED CONTENT. MARKETING PROFESSIONALS WILL NEED TO ADAPT AND MAXIMIZE THAT OPPORTUNITY. SOCIAL MEDIA MARKETING WILL CONTINUE TO GROW.

**QUICK FACTS**  
**FOR MARKETING MANAGERS:**  
**FIELD GROWTH:**  
**+12% IN NORTH CAROLINA**  
**+10% NATIONALLY**

**AVERAGE NORTH CAROLINA INCOMES:**  
**MARKET RESEARCH ANALYST: \$62,100**  
**MARKETING MANAGER: \$129,570**  
**SEARCH MARKETING STRATEGIST: \$62,100**

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

SOURCE: ONETONLINE.ORG

## UNC CHARLOTTE GRADS



**81% of 2021 UNC Charlotte marketing graduates were employed full time. Another 6% were enrolled in graduate education. Their average salary was \$62,451.**

\*with a 73.06% knowledge rate. (First Destination Survey Data)



**GET INVOLVED!**  
**STUDENT ORGANIZATIONS & PROFESSIONAL ORGANIZATIONS**

### STUDENT 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

## WHO HIRES UNC CHARLOTTE MARKETING MAJORS?



**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.charlotte.edu/internships](http://belkcollege.charlotte.edu/internships)

### SAMPLE JOB TITLES IN MARKETING

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