



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 developing a long-term 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** or Co-op position in marketing
- 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; if you are good at communicating to others; if you are interested in promoting ideas, objectives, and/or businesses

RIGHT NOW IN MARKETING

- TOP TRENDS IN MARKETING 2024:
- ARTIFICIAL INTELLIGENCE (AI) APPLICATIONS IN MARKETING CAMPAIGNS
 - SHORT FORM VIDEO CONTENT IS DRIVING SOCIAL MARKETING STRATEGIES
 - USER-GENERATED CONTENT IS INCREASING BRAND AWARENESS, COMMUNITY EFFORTS AND BRANDING ENCOURAGE TRUST WITH CUSTOMERS
 - QUALITY EDITORIAL CONTENT IS STILL IMPORTANT

SOURCES: COURSERA.ORG, DR. MOON

**QUICK FACTS
FOR MARKETING MANAGERS:
FIELD GROWTH:
+7% IN NORTH CAROLINA
+15% NATIONALLY**

**AVERAGE NORTH CAROLINA INCOMES:
MARKET RESEARCH ANALYSTS & MARKETING
SPECIALISTS: \$74,910
MARKETING MANAGER: \$143,800
SEARCH MARKETING STRATEGIST: \$74,910**

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

SOURCE: ONETONLINE.ORG

UNC CHARLOTTE GRADS



73% of 2023 UNC Charlotte marketing graduates were employed full or part time. Another 6% were enrolled in graduate education. Their average salary was \$59,325.

*with a 98.51% knowledge rate. (Next 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

**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



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

