

BE A PART OF | Marketing





MASTERING THE ART OF COMMUNICATION: CAREERS IN MARKETING

The future of marketing in South Carolina and in the Midlands looks very promising as consumerism grows in America along with the ever-changing landscape of technology.

If you pursue a career in marketing, you may be a part of:

- Designing the branding components around a new company name and/or logo
- Selling a product or service while working with the latest technology and computer software
- Researching information that may influence a person's buying decisions
- Marketing and communicating the latest trends to a target audience

THE MARKETING CAREER CLUSTER

The Marketing Career Cluster is divided into the following five majors:

- Marketing Management
- Professional Sales
- Merchandising
- Marketing Communications
- Marketing Research

LEARNING MARKETING IN SOUTH CAROLINA

There are various education resources in South Carolina for those looking to pursue studies and start a career in marketing, including the following:

- Numerous high school programs focus on marketing in many communities often through their local DECA Chapter
- Sixteen technical colleges operate throughout the state in support of marketing, and many offer associate degrees in marketing
- Universities, such as the following, offer bachelor degrees in various related areas of study:

University of South Carolina

- School of Journalism and Mass Communications
- Darla Moore School of Business — Marketing Department

Clemson University

- Department of Marketing
- Department of Communications Studies

College of Charleston

- Division of Marketing and Communications





MARKETING MANAGEMENT: People with careers in marketing management formulate policies and direct the operations of businesses, corporations and nonprofit institutions with all advertising, promotions, marketing, sales and public relations.

IF YOU CHOOSE MARKETING MANAGEMENT AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Planning and preparing advertising and promotional material to increase sales of products or services
- Evaluating the financial aspects of product development, such as budgets, expenditures, research and development appropriations or return-on-investment and profit-loss projections
- Identifying main client groups and audiences to determine the best way to communicate publicity information
- Attending or participating in conferences, community events and promotional events

SAMPLE CAREERS

Bachelor's Degree
Annual Salary Range
\$50,000-\$100,000

- Promotions Director
- Marketing Director
- Advertising Sales Manager
- Account Executive
- Community Relations Director

Bachelor's Degree + Graduate Degrees and/or Certifications
Annual Salary Range
\$100,000+

- Vice President of Marketing
- Business Development Manager
- Commercial Marketing Specialist
- Market Development Manager
- Account Supervisor

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2012)	Job Outlook (2010-20)	Responsibilities	Skills
Advertising and Promotions Managers	Bachelor's Degree	\$88,590/year \$42.59/hour	7% (Slower than average)	<ul style="list-style-type: none"> Plan, direct or coordinate advertising policies and programs Produce collateral materials such as posters, contests, coupons or giveaways to create extra interest in the purchase of a product or service for a department, an entire organization or an account basis Confer with department heads or staff to discuss topics such as contracts, selection of advertising media or product to be advertised Prepare budgets and submit estimates for program costs as part of campaign plan development 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Problem solving Social perceptiveness Speaking Time management Writing
Green Marketers	Bachelor's Degree	\$88,590/year \$42.59/hour	7% (Slower than average)	<ul style="list-style-type: none"> Create, implement and manage methods to market green products and services Develop branding and sales initiatives for green products, such as solar energy systems, green cleaning products or products using renewable or recycled materials Write marketing content for green product websites, brochures or other communication media Analyze green product marketing or sales trends to forecast future conditions 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Judgment Reading comprehension Social perceptiveness Speaking Writing
Public Relations Managers	Bachelor's Degree	\$95,450/year \$45.89/hour	14% (Average)	<ul style="list-style-type: none"> Plan, direct or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for an organization or a client Establish and maintain effective working relationships with clients, government officials and media representatives and use these relationships to develop new business opportunities Write interesting and effective press releases and prepare information for media kits Draft speeches for company executives and arrange interviews and other forms of contact for them 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Persuasion Problem solving Reading comprehension Speaking Writing
Marketing Managers	Bachelor's Degree	\$119,480/year \$57.44/hour	14% (Average)	<ul style="list-style-type: none"> 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 identifying potential customers Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied Oversee product development or monitor trends that indicate the need for new products and services Initiate market research studies or analyze their findings 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Judgment Persuasion Social perceptiveness Speaking



PROFESSIONAL SALES: Employees in professional sales are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

IF YOU CHOOSE PROFESSIONAL SALES AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Greeting customers and ascertaining what each customer wants or needs
- Planning and directing staffing, training and performance evaluations to develop and control sales and service programs
- Explaining to customers how specific types of advertising will help promote their products or services in the most effective way possible
- Identifying prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs and attending trade shows and conferences

SAMPLE CAREERS

Associate's Degree or Less Annual Salary Range \$35,000-\$50,000

- Sales Associate
- Customer Assistant
- Advertising Account Executive
- Advertising Consultant

Bachelor's Degree Annual Salary Range \$50,000-\$100,000

- Account Manager
- Sales Supervisor
- Outside Sales Representative
- Sales Consultant

Bachelor's Degree + Graduate Degrees and/or Certifications Annual Salary Range \$100,000+

- Vice President of Sales
- District Sales Manager
- Director of Sales
- Store Manager

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2012)	Job Outlook (2010-20)	Responsibilities	Skills
Retail Salespersons	High School Diploma or Equivalent	\$21,110/year \$10.15/hour	14% (Average)	<ul style="list-style-type: none"> • Sell merchandise, such as furniture, motor vehicles, appliances or apparel to consumers • Describe merchandise and explain use, operation and care of merchandise to customers • Compute sales prices, total purchases and receive and process cash or credit payment • Maintain knowledge of current sales and promotions, as well as policies regarding payment and exchanges 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Negotiation • Persuasion • Reading comprehension • Service orientation • Speaking
Advertising Sales Agents	Bachelor's Degree	\$46,290/year \$22.26/hour	2% (Little to no change)	<ul style="list-style-type: none"> • Sell or solicit advertising space, time or media in publications, signage, TV, radio or the Internet • Maintain assigned account bases while developing new accounts • Prepare promotional plans, sales literature, media kits and sales contracts using a computer • Deliver advertising or illustration proofs to customers for approval 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Negotiation • Persuasion • Reading comprehension • Speaking
Sales Representatives	Bachelor's Degree	\$54,230/year \$26.07/hour	14% (Average)	<ul style="list-style-type: none"> • Sell goods for wholesalers or manufacturers to businesses or groups of individuals • Contact regular and prospective customers to demonstrate products, explain product features and solicit orders • Answer customers' questions about products, prices, availability, product uses and credit terms • Consult with clients after sales and contract signings to resolve problems and to provide ongoing support 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Negotiation • Persuasion • Reading comprehension • Social perceptiveness • Speaking
Sales Managers	Bachelor's Degree	\$105,260/year \$50.60/hour	14% (Average)	<ul style="list-style-type: none"> • Plan, direct or coordinate the actual distribution or movement of a product or service to the customer • Coordinate sales distribution by establishing sales territories, quotas and goals and establish training programs for sales representatives • Analyze sales statistics gathered by staff to determine sales potential and inventory requirements • Resolve customer complaints regarding sales and services 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Management • Persuasion • Reading comprehension • Speaking



MERCHANDISING: People who work in merchandising are tasked with getting products into the hands of the customer, as this process includes forecasting, planning, buying, displaying, selling and providing customer service.

IF YOU CHOOSE MERCHANDISING AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Directing and coordinating activities of personnel engaged in buying, selling and distributing materials, equipment, machinery and supplies
- Planning commercial displays to entice and appeal to customers
- Inventorying stock and reordering when inventory drops to a specified level
- Monitoring and analyzing sales records, trends or economic conditions to anticipate consumer buying patterns

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$35,000-\$50,000

- Visual Merchandiser
- Display Associate
- Assistant Manager
- Visual Presentation Manager

Bachelor's Degree
Annual Salary Range
\$50,000-\$100,000

- Trader
- Merchandiser
- Category Manager
- Product Manager

Bachelor's Degree + Graduate Degrees and/or Certifications
Annual Salary Range
\$100,000+

- Director of Purchasing
- Director of Strategic Sourcing
- Commodity Manager
- Director of Materials

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2012)	Job Outlook (2010-20)	Responsibilities	Skills
Merchandise Displayers and Window Trimmers	High School Diploma or Equivalent	\$26,410/year \$12.70/hour	14% (Average)	<ul style="list-style-type: none"> Plan and assemble commercial displays, such as those in windows and interiors of retail stores and at trade exhibitions Place prices or descriptive signs on backdrops, fixtures, merchandise or floor Change or rotate window displays, interior display areas or signage to reflect changes in inventory or promotion Collaborate with others to obtain products or other display items 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Judgment Social perceptiveness Speaking Time management
First-Line Supervisors for Retail Sales Workers	High School Diploma or Equivalent	\$36,820/year \$17.70/hour	7% (Slower than average)	<ul style="list-style-type: none"> Direct and supervise employees engaged in sales, inventory-taking, reconciling cash receipts or in performing services for customers Provide customer service by greeting and assisting customers and responding to customer inquiries and complaints Hire, train and evaluate personnel in sales or marketing establishments, promoting or firing workers when appropriate Examine merchandise to ensure that it is correctly priced and displayed and that it functions as advertised 	<ul style="list-style-type: none"> Active listening Coordination Critical thinking Management Problem solving Service orientation Speaking Time management
Wholesale and Retail Buyers	Associate's Degree	\$51,470/year \$24.75/hour	7% (Slower than average)	<ul style="list-style-type: none"> Buy merchandise or commodities for resale to consumers at the wholesale or retail level Analyze past buying trends, sales records, price and quality of merchandise to determine value and yield Select, order and authorize payment for merchandise according to contractual agreements Conduct meetings with sales personnel and introduce new products 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Negotiation Persuasion Problem solving Speaking
Purchasing Managers	Bachelor's Degree	\$100,170/year \$48.16/hour	2% (Little to no change)	<ul style="list-style-type: none"> Plan, direct or coordinate the activities of buyers, purchasing officers and related workers involved in purchasing materials, products and services Locate vendors of materials, equipment or supplies and interview them to determine product availability and terms of sales Develop and implement purchasing and contract management instructions, policies and procedures Analyze market and delivery systems to assess present and future material availability 	<ul style="list-style-type: none"> Active listening Critical thinking Decision making Management Negotiation Persuasion Social perceptiveness Speaking



MARKETING COMMUNICATIONS: Marketing communication employees plan, coordinate and implement marketing strategies, advertising, promotion and public relations activities.

IF YOU CHOOSE MARKETING COMMUNICATIONS AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Developing graphics and layouts for product illustrations, company logos and Internet websites
- Studying the objectives, promotional policies or needs of organizations to develop public relations strategies that will influence public opinion or promote ideas, products or services
- Writing articles, bulletins, sales letters, speeches and other related informative, marketing and promotional material
- Conferring with clients to determine marketing objectives, budget, background information and presentation approaches, styles and techniques

SAMPLE CAREERS

Associate's Degree or Less
Annual Salary Range
\$30,000-\$50,000

- Advertising Photographer
- Graphic Artist
- Creative Manager
- Sports Photographer
- Production Assistant

Bachelor's Degree
Annual Salary Range
\$50,000-\$100,000

- Media Relations Specialist
- Web Content Writer
- Creative Director
- Communications Specialist
- Production Manager

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2012)	Job Outlook (2010-20)	Responsibilities	Skills
Graphic Designers	Bachelor's Degree	\$44,150/year \$21.22/hour	7% (Slower than average)	<ul style="list-style-type: none"> • Design or create graphics to meet specific commercial or promotional needs such as brochures, packaging, displays or logos • Determine size and arrangement of illustrative material and copy and select style and size of type • Confer with clients to discuss and determine layout design, photography, paper selection and budget parameters • Prepare final layouts for printing, review printers proofs and conduct press checks while the piece is printing 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Judgment • Reading comprehension • Time management
Public Relations Specialists	Bachelor's Degree	\$54,170/year \$26.04/hour	14% (Average)	<ul style="list-style-type: none"> • Engage in promoting or creating an intended public image for individuals, groups or organizations • Write press releases for release to various communications media • Arrange public appearances, lectures, contests or exhibits for clients to increase product or service awareness or to promote goodwill • Coach client representatives in effective communication with the public or with employees 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Judgment • Reading comprehension • Social perceptiveness • Speaking • Writing
Copywriters	Bachelor's Degree	\$55,940/year \$26.89/hour	7% (Slower than average)	<ul style="list-style-type: none"> • Write advertising copy for use by publication or broadcast media to promote the sale of goods and services • Discuss with the client the product, advertising themes and methods and any changes that should be made in advertising copy • Vary language and tone of messages based on product and medium • Conduct research and interviews to determine which of a product's selling features should be promoted 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Persuasion • Problem solving • Reading comprehension • Speaking • Writing
Art Directors	Bachelor's Degree	\$80,880/year \$38.88/hour	7% (Slower than average)	<ul style="list-style-type: none"> • Formulate design concepts and presentation approaches for visual communications media such as print, broadcasting and advertising • Manage accounts and projects, working within budget and scheduling requirements • Confer with creative, art, copywriting or production department heads to discuss client requirements and presentation concepts and to coordinate creative activities • Present final layouts to clients for approval 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Management • Reading comprehension • Speaking • Time management



MARKETING RESEARCH : Employees in marketing research strive to understand people and organizations by collecting and analyzing various types of information and using that information to design new products, to predict future sales and to position their company's strategies against those of its competitors.

IF YOU CHOOSE MARKETING RESEARCH AS YOUR CAREER MAJOR, YOU MAY BE A PART OF:

- Collecting and analyzing data on customer demographics, preferences, needs and buying habits to identify potential markets and factors affecting product demand
- Contacting individuals to be interviewed at home, place of business or field location by telephone, mail or in person
- Preparing and presenting summaries and analyses of survey data, including tables, graphs and fact sheets that describe survey techniques and results
- Conducting market research analysis to identify popular social media topics and news media activity

SAMPLE CAREERS

Associate's Degree or Less Annual Salary Range \$30,000-\$50,000

- Study Director
- Research Associate
- Survey Director
- Research Methodologist
- Field Interviewer

Bachelor's Degree Annual Salary Range \$50,000-\$100,000

- Vice President of Client Services
- Market Research Manager
- Research Consultant
- Market Analyst
- Client Service Manager
- Search Marketing Strategist

Career	Entry-Level Education	Annual Median Salary & Hourly Pay (2012)	Job Outlook (2010-20)	Responsibilities	Skills
Research Interviewers	High School Diploma or Equivalent	\$29,910/year \$14.38/hour	14% (Average)	<ul style="list-style-type: none"> • Interview persons by telephone, mail, in person or by other means for the purpose of completing forms or questionnaires • Compile, record and code results or data from interviews or surveys using a computer or specified form • Explain survey objectives and procedures to interviewees and interpret survey questions to help interviewees' comprehension • Meet with your supervisor to submit completed data and discuss progress 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Reading comprehension • Speaking
Survey Researchers	Master's Degree	\$45,050/year \$21.66/hour	21% (Faster than average)	<ul style="list-style-type: none"> • Conduct surveys and collect data using methods such as interviews, questionnaires, focus groups, market analysis surveys, public opinion polls, literature reviews and file reviews • Analyze and interpret the meaning of survey data, determine survey objectives or suggest or test question wording • Collaborate with other researchers in the planning, implementation and evaluation of surveys • Direct and review the work of staff members including survey support staff and interviewers who gather survey data 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Judgment • Problem solving • Reading comprehension • Speaking • Time management • Writing
Market Research Analysts and Marketing Specialists	Bachelor's Degree	\$60,300/year \$28.99/hour	29% (Much faster than average)	<ul style="list-style-type: none"> • Research market conditions in local, regional or national areas or gather information to determine potential sales of a product or service or create a marketing campaign • Gather information on competitors, prices, sales and methods of marketing and distribution • Prepare reports of findings, illustrating data graphically and translating complex findings into written text • Seek and provide information to help companies determine their position in the marketplace 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Coordination • Decision making • Problem solving • Reading comprehension • Speaking • Writing
Search Marketing Strategists	Bachelor's Degree	\$81,140/year \$39.01/hour	7% (Slower than average)	<ul style="list-style-type: none"> • Employ search marketing tactics to increase visibility and engagement with content, products or services in Internet-enabled devices or interfaces • Assist in setting up or optimizing analytics tools for tracking visitors' behaviors • Collect and analyze Web metrics, such as visits, time on site, page views per visit, transaction volume and revenue, traffic mix, click-through rates, conversion rates, cost per acquisition or cost per click • Conduct financial modeling for online marketing programs or website revenue forecasting 	<ul style="list-style-type: none"> • Active listening • Critical thinking • Decision making • Judgment • Problem solving • Reading comprehension



Online Resources

COLLEGES AND UNIVERSITIES

Allen University
www.allenuniversity.edu

Benedict College
www.benedict.edu

Clemson University
www.clemson.edu

Columbia College
www.columbiasc.edu

Columbia International University
www.ciu.edu

Limestone College-Extended Campus
www.limestone.edu/extended-campus

Midlands Technical College
www.midlandstech.edu

SC State University
www.scsu.edu

South University
www.southuniversity.edu/columbia

Southern Wesleyan University
www.swu.edu

University of South Carolina
www.sc.edu

Webster University
www.webster.edu

EDUCATION DEPARTMENTS, ALLIANCES AND RESOURCES

CTE: Career Technical Education
www.careertech.org

Mapping Your Future
www.mappingyourfuture.org

Midlands Education and Business Alliance (MEBA)
www.mebasc.com

Midlands Regional Education Center (MREC)
<http://recs.sc.gov>

SC State Department of Education
www.ed.sc.gov

SC Independent Colleges & Universities
www.scicu.org

SC Career Information System
sccis.intocareers.org

SC Technical College System
www.sctechsystem.com

MARKETING RESOURCES

American Advertising Federation
www.aaf.org

American Advertising Federation of the Midlands
www.aafmidlands.com

American Marketing Association
www.ama.org

American Marketing Association – Columbia, SC Chapter
<https://www.facebook.com/AMAColumbia>

DECA
www.deca.org

Public Relations Society of America
www.prsa.org

South Carolina DECA
www.southcarolinadeca.org

SC Public Relations Society of America
www.scprsa.org

MILITARY

Army Ed Space
www.armyedspace.com

Peace Corps
www.peacecorps.gov

Today's Military
www.todaysmilitary.com

US Air Force
www.airforce.com

US Air Force Reserve
www.afreserve.com

US Army
www.goarmy.com

US Army National Guard
www.nationalguard.com

US Army Reserve
www.goarmy.com/reserve

US Coast Guard
www.uscg.mil

US Coast Guard Reserve
www.uscg.mil/reserve

US Marines Corps Reserve
www.marines.com/eligibility/service-options/reserve

US Marines Corps
www.marines.com

US Navy
www.navy.com

US Navy Reserve
www.navyreserve.com



BLUE AVENUE

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