

# Marketing

## What is Marketing?

The American Marketing Association defines marketing as the “process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives”

Often the career path to top management is through marketing management -- Why? Because marketing products and services is how companies generate revenues

Whatever your particular set of skills, you can find a marketing related position that “fits” with you

Marketing involves the conception, promotion, and physical distribution of goods and services to satisfy the economic needs of society

While it is easy to visualize those employed in wholesale and retail establishments as engaged in marketing, employees of other firms primarily engaged in manufacturing and services also perform marketing functions

Marketing is an important area of activity in financial institutions, public utilities, and insurance and some not-for-profit organizations

Representing more than fifteen percent of all persons employed, marketing plays an ever-increasing role in our economy

Employment opportunities in any phase of marketing--advertising, selling, buying, financing, or merchandising--are varied, attractive, and limitless

An education in marketing is broadening and cultural, as well as specialized

## Preparation

Most employers prefer college graduates

High grades are considered important along with specific courses taken

Extracurricular college activities are often given considerable emphasis, as is part-time or summer employment

Generally, a Masters degree is preferred for marketing research and brand management

Most marketing positions require an outgoing personality, clarity of self-expression, and skill in the area of human relations

Employers stress such qualities as personal motivation, initiative, drive and creativity

A high degree of analytical ability combined with the ability to identify and solve problems is required in marketing research and logistics

## Careers

Marketing is often divided along two lines and your career path could include parts of both:

- Sales -- identify customer needs and help to deliver existing products and services to the customer
- Marketing -- assess customer wants and help to plan and promote products and services to satisfy those wants (often to well-defined groups of customers)
- Sales and marketing both attract professionals who will perform many specialized functions and build expertise in many specialized fields and industries

## Hiring Companies (A sampling of companies who have recruited Marketing majors at Fisher)

Abercrombie & Fitch	Enterprise Rent-A-Car	McKesson	Sony Music Entertainment
Aldi	General Mills	Nestle USA	The Ohio State University
American Greetings	Kraft Foods	Ohio Dept. of Nat. Resources	Time, Inc.
Boeing	Macy's	Procter & Gamble	Total Quality Logistics
Dow Chemical	Marathon Petroleum Company	Sherwin Williams	Verizon Wireless

## Salaries

Fisher College of Business (2011-2012)

Full-time	\$47,177
Intern	\$2,339/month