Marketing

Marketing is the business function that involves exchanging something of value (usually money) for products and services. Marketing includes such activities as determining the wants and needs of consumers, developing products to satisfy customer demands, establishing the optimum price for them, promoting products through advertising and personal selling and other communications methods, and delivering products and services to customers in a timely manner.

While we generally think of marketing as a "business" activity and thus, employed by business organizations, it is also used extensively by non-profit organizations, including service, civic, and arts organizations, research and charitable organizations, animal and human rights organizations, and environmental organizations.

Marketing incorporates a host of specialist disciplines including market research, product development, marketing planning and control, pricing, distribution, promotion (including advertising, direct marketing, sales promotion and public relations), selling and after sales service.

The employment outlook for the marketing professions varies by industry, with some of the best opportunities in the technical and computer-based industries, and average or slower than average growth in certain manufacturing sectors. Nevertheless, even as industries decline, they will need marketing specialists to support and maximize their sales and outreach potentials.

Some career possibilities for Marketing minors:

- Account Executive (Advertising)
- Advertising Manager
- Association Executive
- Business Agent
- Business Manager
- Chamber of Commerce President
- Club/Resort Manager
- Creative Officer
- Development Officer
- Entrepreneur
- Event Planner
- Fundraiser
- Hotel/Motel Manager
- Housekeeping Manager
- Lobbyist
- Management Consultant
- Market Research Analyst
- Marketing Manager
- Outreach Coordinator
- Product Manager
- Political Consultant
- Project Manager
- Promotions Specialist
- Purchaser/Purchasing Agent
- Public Relations Specialist
- Publicist
- Purchasing Agent
- Retail Store Manager
- Sales Engineer
- Sales Manager
- Services Sales Representative
- Store Manager
- Systems Analyst
- Venture Capitalist
- Wedding Consultant

Possible employers of Marketing minors:

- Advertising Firms
- Advocacy Organizations
- Airports
- Businesses & Corporations
- City/County Agencies
- Civic Organizations
- Consulting Firms
- Hospitals
- Insurance Companies
- Labor Unions
- Local, State, Federal & Tribal Government
- Manufactures
- Newspapers & Publishers
- Non-profit Organizations
- Political Parties & Candidates
- Real Estate Agencies
- Research Foundations
- Retail Stores
- Schools, Colleges & Universities
- Stock Brokerage Firms
- Tourism Agencies & Resorts

Professional Organizations & Additional Information:

The Advertising Council
261 Madison Ave, 11th Fl
New York, NY 10016
www.adcouncil.org

Association of Fundraising Professionals
1101 King Street, Suite 700
Alexandria, VA 22314
www.afpnet.org

American Association for Public Opinion Research
PO Box 14263
Lenexa, KS 66285-4263
www.aapor.org

Marketing Research Association
1344 Silas Deane Hwy, Suite 306
Rocky Hill, CT 06067
www.mra-net.org

Public Relations Society of America
33 Maiden Lane, 11th Flr
New York, NY 10038
www.prsa.org

Small Business Notes
www.smallbusinessnotes.com/education/profassociations.html

National Retail Federation
325 7th St NW, Suite 1000
Washington, DC 20004
http://www.nrf.com/

Hospitality Net
www.hospitalitynet.org

http://online.onetcenter.org