

# A CAREER IN MARKETING CAN TAKE YOU TO...

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- Brand Management & Innovation
- Marketing Research & Analytics
- Multi-Cross & Omnichannel Retail Management
- Service Marketing
- Marketing Communication & Advertising
- Digital & Social Media Advertising
- Professional Selling & Sales Management










**WHICH PATH WILL  
YOU CHOOSE?**

**RADFORD UNIVERSITY**

Department of Marketing

# Career Tracks:A Guide for Selecting Careers in Marketing

	Target Audience	Rationale	Typical Entry Level Job Titles/Fields	Typical Career Paths/Fields	Value Proposition
<b>MARKETING RESEARCH &amp; ANALYTICS</b> 	You have investigative interests, like to work with activities that have to do with ideas and thinking, and enjoy searching for facts and figuring out solutions to problems.	The demand for marketing research and analytics is projected to grow 18% from 2019 to 2029, a higher rate than the average for all occupations, according to the Bureau of Labor Statistics	Consumer Insights Analyst Market Research Analyst CRM Analyst Analytics Developer Marketing Analytics Assistant	Consumer Insights Manager Marketing Researcher Senior Analytics Professional Research Consultant	A customer-focus that demonstrates a company's knowledge about the customer's experience or challenge, and the company's specific offer to address it, underscored by what differentiates their offer from any other.
<b>MARKETING COMMUNICATION &amp; ADVERTISING</b> 	You have excellent written and verbal skills, the ability to multitask, a focus on detail and accuracy, and excellent organizational and planning skills.	Marketing communications, or MarCom as it is called, is the new face of advertising -- the promotion of products and the building of brand awareness and loyalty.	Asst. Media Planner Asst. Account Executive Marketing Comm. Assistant Marketing Coordinator	PR Account Executive Account Director Creative Director Manager, Strategic Growth	Integrating psychology and communication to tell prospects why they should do business with you rather than your competitors, and makes the benefits of your products or services crystal clear from the outset.
<b>PROFESSIONAL SELLING &amp; SALES MANAGEMENT</b> 	You have an outgoing personality, self-confidence, adaptability, initiative, optimism, and well-developed social skills.	Skilled sales professionals are continually in steady demand, making a sales career path a solid bet for job seekers looking to make full use of their people and communications skills.	Account Mgr. Sales Associate Inside Sales Representative Sales Representative Sales Team Member	Major Accounts Mgr. Regional Sales Mgr. Business Develop. Mgr. Filed Sales Representative Sales Manager	Success in business starts with selling yourself and creating a powerful messaging tool for communicating the unique value of the solutions you are selling.
<b>MULTI-CROSS &amp; OMNICHANNEL RETAIL MANAGEMENT</b> 	You are a quick learner, empathetic, honest, patient, friendly, multitasker, detail-oriented, instructive, confident, and enjoy making others happy.	The retail industry accounts for 1 of every 4 jobs (high growth in fashion and digital retailing)	Asst. Retail Buyer Merchandise Mgr. Asst. Social Media Mgr. Assistant Store Manager Retail Visual Associate	Sr. Retail Buyer Visual Merchandiser Social Media Mgr. Digital Marketing Mgr. Customer Engagement Mgr. Supply Chain Manager Store Manager	Creating attractive shopping environments, choosing the right product and portfolio mix to engage customers and satisfy their needs using and adapting innovative technologies across multiple channels.
<b>BRAND MANAGEMENT &amp; INNOVATION</b> 	You have excellent written and verbal skills, strong research and analytics skills, a willingness to listen, and an ability to think creatively and innovatively.	Innovation is the driver of business growth and brands drive company and product differentiation	Brand Ambassador Asst. Brand Mgr. Asst. New Products Associate Brand Mgmt Customer & Innov. Analyst	Director Brand Mgmt. Brand Manager Director Innovation Management New Product Mgr. Direct. Brand Partnerships	Creates a functional, emotional, and self-expressive benefits delivered brand that provides value to the customer by satisfying their needs and desires in a unique way.
<b>DIGITAL &amp; SOCIAL MEDIA MARKETING</b> 	You have excellent written and oral skills, creatively and innovatively oriented, strong research and analytics skills, understand trends, flexible, and interested in a fast-paced career.	There are now 4.2 billion social media users around the world growing by 490 million in the past 12 months. The number of social media users is now equivalent to more than 53% of the world's total population	Digital Marketing Coord Social Media Associate Social Media Specialist Digital Marketing Assoc SEO Specialist Social Media Sales Spec.	Senior Manager, Social Media Digital Marketing Manager Digital Platforms Manager Mgr. Integrative Media Director Interactive Media	Provides two-way access to the collective stream of knowledge, wisdom and consciousness, empowering humans to engage as sources of truth, collaboration and creativity and adding value to their lives.
<b>SERVICES MARKETING</b> 	You have persuasive speaking skills, empathy, adaptability, written and oral communication skills, self-confidence, patience, and take responsibility.	The global managed services market is expected to grow at a compound annual growth rate of 12.7% from 2021 to 2028 to reach 552.35 USD billion by 2028.	Sports Marketing Assoc Entertainment Specialist Event Planning Assistant Marketing Coordinator Customer Service Rep.	Sports Marketing Mgr. Entertain. and Events Manager Customer Services Manager Director, Event Planning	Identifying the audience, defining what drives them, and then creating the reasons why someone will decide to use choose your organization's services.