

Careers Careers

Careers in Marketing

There is a broad range of careers in the field of marketing, requiring a broad range of skills and abilities.

Retail Sales Personnel

Sales personnel are on the frontlines of the marketing process. They work directly with the consumer to sell a range of goods and services to the general public. They work exclusively with finished goods and services, and have an in-depth knowledge of the competition in their specific field. They provide service to the consumer by offering advice and assistance.



This retailer sells music and answers customers' questions.



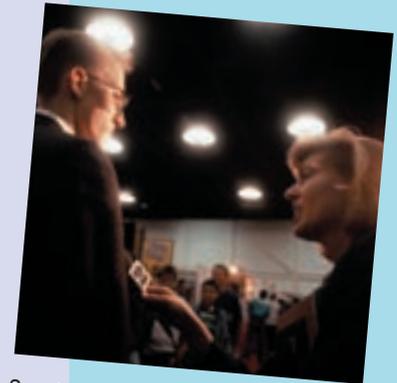
General Manager J. Allard (right) and Director of Marketing John O'Rourke (left) unveil Microsoft's Xbox in San Francisco, September 2000.

Marketing Managers

Marketing managers direct and control the promotion and distribution of goods and services. Depending on the organizational strategy and the product being marketed, their territory can be as large as a continent, or as small as a neighbourhood. Managers oversee product distribution, control the brand, and research the needs of the consumer.

Public Relations Managers

Public relations managers work to promote an identity or a cause. They will create and publicize events, oversee advertising campaigns, and provide the media with information about the company through press releases, bulletins, and interviews.



Speaking to the press is one of a public relations manager's responsibilities.

Questions

Research one of the careers listed and write a report that

- provides a general description of the nature of the work and the responsibilities involved;
- describes the educational background and the length of study required to obtain employment in this field;
- gives examples of programs offered by educational institutions leading to this career;
- forecasts employment trends for this field; and
- describes working conditions and salary.