

Marketing Managers

Description: 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 identify 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.

Core Duties

Important Core Job Duties (in order of importance)

How can you build experience and skill doing these? This will help now, to begin preparing for this type of occupation.

| Importance (%) | Description |
|----------------|---|
| 98 (%) | Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors. |
| 98 (%) | Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers. |
| 98 (%) | Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services. |
| 88 (%) | Initiate market research studies or analyze their findings. |
| 87 (%) | Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends. |

Supplemental Duties

Important Supplemental Job Duties (in order of importance)

How can you build experience and skill doing these? This will help now, to begin preparing for this type of occupation.

| Importance (%) | Description |
|----------------|---|
| 75 (%) | Select products or accessories to be displayed at trade or special production shows. |
| 66 (%) | Advise business or other groups on local, national, or international factors affecting the buying or selling of products or services. |
| 64 (%) | Consult with buying personnel to gain advice regarding environmentally sound or sustainable products. |
| 64 (%) | Consult with buying personnel to gain advice regarding the types of products or services expected to be in demand. |
| 63 (%) | Conduct economic or commercial surveys to identify potential markets for products or services. |

Specific Work Activities

Important Specific Work Activities

How can you begin to build experience and skill doing these? This will help now, to begin preparing for this type of occupation. Specific Work Activities appear below:

- Advise others on business or operational matters.
- Analyze data to inform operational decisions or activities.
- Analyze forecasting data to improve business decisions.
- Analyze market research data.
- Compile operational data.
- Conduct opinion surveys or needs assessments.
- Confer with organizational members to accomplish work activities.
- Coordinate special events or programs.
- Determine pricing or monetary policies.
- Develop marketing plans or strategies for environmental initiatives.
- Develop marketing plans or strategies.
- Develop sustainable organizational policies or practices.
- Direct sales, marketing, or customer service activities.
- Estimate cost or material requirements.

- Evaluate program effectiveness.
- Monitor external affairs or events affecting business operations.
- Negotiate contracts for transportation, distribution, or logistics services.
- Recommend organizational process or policy changes.
- Supervise employees.

Education Required

Education Required - by frequency of educational attainment

This shows you details about how much education you will probably need to obtain a job.

| Frequency of Attainment (%) | Level of Education |
|-----------------------------|--|
| 56 (%) | Bachelor's Degree |
| 24 (%) | Master's Degree |
| 11 (%) | First Professional Degree - awarded for completion of a program that: requires at least 2 years of college work before entrance into the program, includes a total of at least 6 academic years of work to complete, and provides all remaining academic requirements to begin practice in a profession. |

Work Experience Required

Work Experience Required - by frequency of work experience attainment

This shows you details about how much related work experience you will probably need to obtain a job.

| Frequency of Attainment (%) | Level of Work Experience |
|-----------------------------|--|
| 34 (%) | Over 8 years, up to and including 10 years |
| 19 (%) | Over 4 years, up to and including 6 years |
| 15 (%) | Over 6 years, up to and including 8 years |

Local Salary Information


[Local Salary Information for "Marketing Managers"](#) 


Certifications


[Certifications for "Marketing Managers"](#) 

Find a Job

Find a Job - Online Job Search Engine Links


[Indeed Job Search for "Marketing Manager"](#) 


[LinkedIn Job Search for "Marketing Manager"](#) 


[Monster Job Search for "Marketing Manager"](#) 

Similar Job Titles

Similar Job Titles - These are similar occupational titles with links to find a job (for each)
















































[Indeed Job Search for "Account Supervisor"](#) 

[Indeed Job Search for "Brand Manager"](#) 

[Indeed Job Search for "Bridal Consultant"](#) 

[Indeed Job Search for "Business Developer"](#) 

[Indeed Job Search for "Business Development Director"](#) 

[Indeed Job Search for "Business Development Manager"](#) 
[Indeed Job Search for "Business Development Specialist"](#) 
[Indeed Job Search for "Channel Manager"](#) 
[Indeed Job Search for "Commercial Director"](#) 
[Indeed Job Search for "Commercial Lines Manager"](#) 
[Indeed Job Search for "Community Relations Director"](#) 
[Indeed Job Search for "Digital Marketing Manager"](#) 
[Indeed Job Search for "Fashion Coordinator"](#) 
[Indeed Job Search for "Fashion Marketer"](#) 
[Indeed Job Search for "Head of Marketing"](#) 
[Indeed Job Search for "International Trade Specialist"](#) 
[Indeed Job Search for "Internet Marketing Manager"](#) 
[Indeed Job Search for "Market Analysis Director"](#) 
[Indeed Job Search for "Market Development Executive"](#) 
[Indeed Job Search for "Market Research Manager"](#) 
[Indeed Job Search for "Marketing Administrator"](#) 
[Indeed Job Search for "Marketing Agent"](#) 
[Indeed Job Search for "Marketing Assistant"](#) 
[Indeed Job Search for "Marketing Communications Specialist"](#) 
[Indeed Job Search for "Marketing Coordinator"](#) 
[Indeed Job Search for "Marketing Director"](#) 
[Indeed Job Search for "Marketing Executive"](#) 
[Indeed Job Search for "Marketing Manager"](#) 
[Indeed Job Search for "Marketing Officer"](#) 
[Indeed Job Search for "Marketing Planner"](#) 
[Indeed Job Search for "Marketing Sales Supervisor"](#) 
[Indeed Job Search for "Media Marketing Director"](#) 
[Indeed Job Search for "Media Planner"](#) 
[Indeed Job Search for "Membership Administrator"](#) 
[Indeed Job Search for "Membership Director"](#) 
[Indeed Job Search for "Pricing Analyst"](#) 
[Indeed Job Search for "Pricing Manager"](#) 
[Indeed Job Search for "Pricing Specialist"](#) 
[Indeed Job Search for "Product Line Manager \(PLM\)"](#) 
[Indeed Job Search for "Product Manager"](#) 
[Indeed Job Search for "Product Marketing Manager"](#) 
[Indeed Job Search for "Sales and Marketing Manager"](#) 
[Indeed Job Search for "Sales and Marketing Vice President"](#) 
[Indeed Job Search for "Sales Marketing Director"](#) 
[Indeed Job Search for "Sales Officer"](#) 
[Indeed Job Search for "Sports Marketer"](#) 
[Indeed Job Search for "Strategic Planner"](#) 
[Indeed Job Search for "Strategist"](#) 
[Indeed Job Search for "Sustainable Products Marketing Manager"](#) 
[Indeed Job Search for "Trade Specialist"](#) 
[Indeed Job Search for "VP Marketing"](#) 
[Indeed Job Search for "World Trade and Maritime Division Manager"](#) 

Web Resources - Marketing Managers

This section contains detailed web resources appropriate to "Marketing Managers". They are designed to help you prepare to get a job.

Resumes

Here are resources that allow you to see example resumes for this occupation. It may be helpful to see examples from others who have this type of experience.

[What's it like being a marketing manager? | CareerBuilder](#)

<https://www.careerbuilder.com/.../whats-it-like-being-a-marketing-manager>

Oct 1, 2017 ... **Marketing managers** control all of the communication between a company and its customers, and much more than you would think.

[These Are The 10 Most Exciting Jobs For Former Marketing Managers](#)

<https://www.zippia.com/advice/exciting-jobs-former-marketing-manager/>

We used our database of over 7 million **resumes** to determine which careers former **marketing managers** are entering now.

[Marketing Manager Resume Examples | JobHero](#)

<https://www.jobhero.com/resume/examples/marketing/manager>

Top example **resumes** for **Marketing Managers** highlight qualifications like excellent communication skills, presentation abilities, sales orientation, marketing ...

[Top Marketing Manager Skills to Have \(And How to Improve Yours ...](#)

<https://www.indeed.com/career-advice/resumes.../marketing-manager-skills>

Feb 25, 2020 ... Share. **Resumes & Cover Letters ... Marketing managers** use a variety of hard and soft skills to carry out their duties. If you are interested in ...

[Product Marketing Manager Resume Examples | JobHero](#)

<https://www.jobhero.com/resume/examples/.../product-marketing-manager>

Top example **resumes** for **Product Marketing Managers** emphasize leadership, marketing and technical expertise, sales orientation, strong copywriting skills, ...

[Bernard Chau Inc Vince Camuto Marketing Managers - Resumes](#)

<https://online.resumehelp.com/+resumes+marketing-managers+bernard-chau-inc-vince-camuto+2963547>

Check out **Marketing Managers** resume sample with summary, skills, and experience currently employed at Bernard Chau Inc Vince Camuto. Use this resume ...

[Marketing Manager Resume Example & Writing Tips | RG](#)

<https://resumegenius.com/resume.../marketing-manager-resume-example>

Dec 24, 2018 ... Related Cover Letter & **Resumes ...** Read on to discover our four top resume writing tips passed on to us by active **marketing managers**, so you ...

[Marketing Manager Resume Samples - A Step by Step Guide for ...](#)

<https://enhancv.com/resume-examples/marketing-manager/>

Jul 7, 2020 ... Looking for related **resumes?** ... Within that format, these are the sections we've found to be most effective for **marketing managers:** ...

[Edgemark Energy Holdings Marketing Managers - Resumes](#)

<https://online.resumehelp.com/+resumes+marketing-managers+edgemark-energy-holdings+2744038>

Check out **Marketing Managers** resume sample with summary, skills, and experience currently employed at Edgemark Energy Holdings. Use this resume as a ...

[Interpersonal Skills: Definitions and Examples | Indeed.com](#)

<https://www.indeed.com/career-advice/resumes-cover.../interpersonal-skills>

Jun 24, 2020 ... Skills: Definitions and Examples. Share. **Resumes & Cover Letters ... Marketing managers.** Marketing requires several technical and soft ...

Job Descriptions

Here are resources that provide job descriptions, which are vital for resume and interview preparation.

[What does a marketing manager do? - CareerExplorer](#)

<https://www.careerexplorer.com/careers/marketing-manager/>

Marketing managers have a variety of responsibilities, such as putting together estimates and budgets for marketing campaigns, submitting them for approval, ...

[What does a Marketing Manager do? Become a Marketing Manager](#)

<https://www.yourfreecareertest.com/marketing-manager/>

Marketing managers analyze industry trends and demand for products and services then create a strategy to market ... **Job Description** of a Marketing Manager.

[What's it like being a marketing manager? | CareerBuilder](#)

<https://www.careerbuilder.com/.../whats-it-like-being-a-marketing-manager>

Oct 1, 2017 ... **Marketing managers** control all of the communication between a company ... The marketing manager **job description** varies by company and ...

[Advertising, Promotions, and Marketing Managers](#)

<https://www.bls.gov/.../advertising-promotions-and-marketing-managers.htm>

Apr 10, 2020 ... Quick Facts: Advertising, Promotions, and **Marketing Managers**. 2019 Median Pay, \$135,900 per year \$65.34 per hour. Typical Entry-Level ...

[Marketing Manager Job Description | Paladin Staffing](#)

<https://www.paladinstaff.com/jobs/.../marketing-manager-job-description/>

Marketing managers are responsible for developing, implementing and executing strategic marketing plans for an entire organization (or lines of business and ...

[Marketing Manager - Career Rankings, Salary, Reviews and Advice ...](#)

<https://money.usnews.com/careers/best-jobs/marketing-manager>

In addition to the actual marketing work, **marketing managers** have the added responsibilities of hiring staff and team building; vision casting and strategic ...

[Marketing Manager Job Description | Glassdoor](#)

<https://www.glassdoor.com/Job-Descriptions/Marketing-Manager.htm>

Marketing managers develop strategic marketing plans for a company and then oversee the implementation and execution of the various efforts associated with ...

[11-2021.00 - Marketing Managers](#)

<https://www.onetonline.org/link/summary/11-2021.00>

Summary Report for: 11-2021.00 - **Marketing Managers**. Plan, direct, or coordinate marketing policies and programs, such as determining the demand for ...

[Marketing Manager Job Description](#)

<https://www.betterteam.com/marketing-manager-job-description>

May 16, 2019 ... **Marketing managers** oversee the promotion of a business, service, product or brand. Depending on the organization, they may be managing ...

[Marketing Managers Job Description - YouTube](#)

<https://www.youtube.com/watch?v=FaCEmOiQn2s>

Jul 23, 2007 ... Subscribe. **Marketing Managers Job Description**. Show less Show more. Up next. Autoplay. When autoplay is enabled, a suggested video will ...

Interviews

There are many great resources that can help guide you through the interview process. These links provide help in preparing and performing an effective interview, specific to this occupation.

[What's it like being a marketing manager? | CareerBuilder](#)

<https://www.careerbuilder.com/.../whats-it-like-being-a-marketing-manager>

Oct 1, 2017 ... **Marketing managers** control all of the communication between a ... have the highest likelihood of receiving an **interview** for this type of position:

[Marketing Manager - Career Rankings, Salary, Reviews and Advice ...](#)

<https://money.usnews.com/careers/best-jobs/marketing-manager>

In addition to the actual marketing work, **marketing managers** have the added responsibilities of hiring staff and team building; ... **Marketing Managers** rank #1 in Best Sales and Marketing Jobs. ... How to Respond to an **Interview** Request.

[Interview questions for marketing managers | Aha!](#)

<https://www.aha.io/roadmapping/.../marketing-manager-interview-questions>

Read 50+ **interview** questions **marketing managers** are likely to hear during a job **interview** — so you can prepare for success.

[Top Interview Questions to Ask Marketing Managers](#)

<https://business.linkedin.com/talent-solutions/.../talent/marketing-manager>

Here, you'll find questions to help assess a candidate's hard skills, behavioral intelligence, and soft skills. Graphic that shows three different types of **interview** ...

[Marketing Manager interview questions template | Workable](#)

<https://resources.workable.com/marketing-manager-interview-questions>

Marketing Managers are responsible for designing and implementing strategies that promote the company and engage customers. They combine a solid ...

[200 Powerful Marketing Interview Questions to Hire the Best Team](#)

<https://coschedule.com/blog/marketing-interview-questions/>

Aug 15, 2018 ... **Marketing Managers**: Especially if you're new to hiring and team-building. HR Professionals: If you're not marketing savvy, use this guide to move ...

[Marketing Manager Interview Questions](#)

<https://www.betterteam.com/marketing-manager-interview-questions>

May 16, 2019 ... **Marketing Managers** develop and execute strategies in order to promote businesses, brands, or specific products. Successful candidates will ...

[Marketing managers interview papers format letter financial cover ...](#)

simonandpartner.com/wp-content/zmm4z.php?page=papers-format...

Latex cross reference bibliography example worksheet, stock quote cast members imagessample apa title page for essay? Article upenn college of pharmacy ...

[Interview Questions for Marketing Managers](#)

<https://www.interviewstrategies.com/interview-questions-for-marketing-managers/>

Aug 15, 2016 ... Advancements in technology continue to fuel the marketing industry. **Marketing managers** will need to show they have kept pace with the ...

[25 Interview Questions for Your Next Social Media Manager](#)

<https://www.sendible.com/.../25-interview-questions-for-social-media-managers>

Mar 5, 2020 ... It's been a rapid change, and this has left many **marketing managers** and VPs unsure about what to look for when hiring for the position.