

MARKETING

WHAT IS MARKETING?

Advertisements in the newspaper, TV commercials, jingles on the radio, grocery store posters, bumper stickers, e-mail ads and Web sites are created as part of marketing campaigns to entice consumers to buy products. Marketing is the link between an organization and its target audience, which

includes customers, clients, investors and partners. Marketers create, manage, enhance and sell products and services so that they reflect well on the company's brand. A key part of a marketer's job is to understand the needs, preferences and constraints that define the targeted consumers corresponding to the brand. This career pathway is a good fit for people who are creative or number-minded statisticians with the ability to communicate persuasively, to "think on their feet," to use tact, to employ good judgment and to establish and maintain effective relationships with people at all levels within and outside the company.

ABOUT MARKETING



A 'DAY IN THE LIFE'



MENTOR-FOR-A-MINUTE



Scan the QR code to open the Marketing Pathway page on our website to find more resources.

