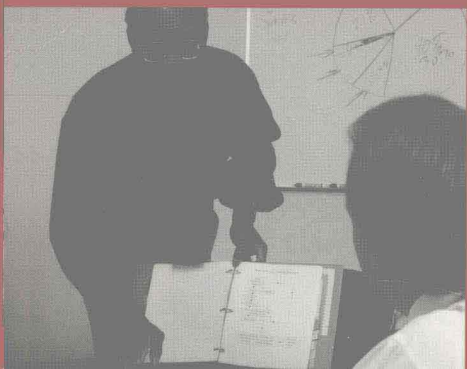
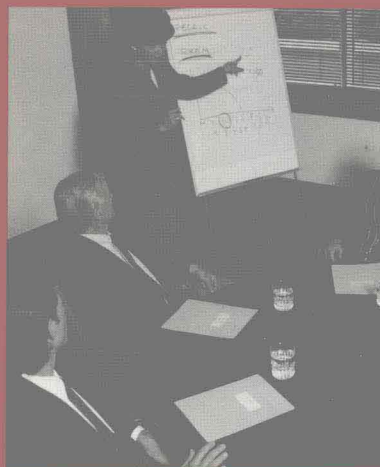
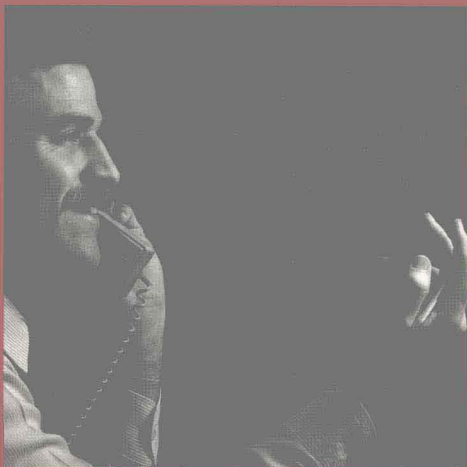


Opportunities in
Marketing Careers
Margery Steinberg



VGM Opportunities Series

OPPORTUNITIES IN MARKETING CAREERS

Margery Steinberg, Ph.D.

University of Hartford

Foreword by
Philip Kotler
Northwestern University



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In memory of Roz

ABOUT THE AUTHOR

Margery Steinberg received her Ph.D. from the University of Connecticut and is currently a full-time faculty member in the marketing department at the University of Hartford, where she teaches marketing and consumer behavior at both the graduate and undergraduate levels. Dr. Steinberg actively applies her marketing expertise to assist local not-for-profit organizations. She is president of the Hartford Symphony Orchestra and a member of the Board of Directors of the Greater Hartford Arts Council. Involved in the regional business scene through participation in several organizations and committees, Steinberg also lends her marketing expertise to many prominent local and national businesses as a consultant.

FOREWORD

Among the many careers in business—accounting, finance, manufacturing, purchasing, personnel, and so on—marketing is one of the most exciting and rewarding. “There is never a dull moment” applies to this field. Talk to people in sales, advertising, product planning, sales promotion, and marketing research, and they will tell you that each day brings new challenges and calls for new solutions.

Marketing people get involved in one of two tasks. One task is to identify unsatisfied consumer needs and wants that might provide promising new business opportunities. Thus the Ford marketing people discovered many years ago that many young people would like to buy an affordable sports car—and they launched the Mustang. Identifying new opportunities involves market researchers, product developers, pricing experts, and market planners.

The second task is to attract new customers to existing products, services, and brands. This calls for identifying the groups of people who would benefit most from an offer, preparing advertising to communicate the offer’s benefits, mak-

ing sales calls on prospects, designing sales promotions to stimulate purchase, negotiating, and several other skills.

Marketing is not only a challenge to business firms that produce products and services but also to government agencies and nonprofit organizations as well. Thus the U.S. Post Office is now competing with many private carriers of the mail such as Federal Express for mail business. And theater groups, social service agencies, colleges, and hospitals have turned to marketing to attract customers and raise more donor money.

I have worked in the marketing field for more than thirty years—as teacher, writer, consultant, and trainer—and find continuous challenge in the new problems and issues that arise—whether it is the Chrysler Corporation trying to figure out how to compete more effectively, Apple Computer considering whether to launch a new computer model, or McDonald's deciding whether to introduce a new food product. You will gain the same enthusiasm for marketing as you read Margery Steinberg's excellent discussion on careers in marketing.

Philip Kotler
Northwestern University

PREFACE

Everything is moving so fast now. We're dealing with the notion of speed, of how quickly we can get to market with certain products, services or opportunities to address very quickly changing consumer needs on a global level, the whole notion of how you develop a long-term relationship with those people now in a wired or connected world.*

How would you like to become part of one of the fastest growing, most in demand, increasingly important areas of career opportunity? Do you want to prepare for a job that is challenging, creative, and holds the promise of high personal and professional growth? If so read on, for no matter what career you choose, what business you select, or what company you work for, marketing will play a more and more prominent role in your life. Not only has the field grown enormously in the last few years owing to new developments in understanding of the process, but organizations have

*American Marketing Association Special Report on Trends and Forces Shaping the Future of Marketing (1998).

placed a greater emphasis on the marketing function in response to our highly competitive environment. The field of marketing offers a dynamic, challenging, creative, and stimulating career. It also has its share of frustration and routine, but the energy level is such that the excitement usually wins out.

I hope to be able to convey some of that excitement to you as you read this book. Leaf through and glance at the career areas that interest you most, then look at some of the others for comparison. The chapter on education is focused primarily on the undergraduate level, but I have included information on advanced degrees as well.

Whether you are in high school and contemplating your future for the first time, employed and considering a career change, or already in the field and seeking advancement, I want you to gain some insight into a profession that is one of the fastest-growing today.

You, the reader, will have to accept an active role in the planning and execution of your career, from the moment you first consider the prospect, through college or other preparation, and throughout every position you hold until retirement. A career is an ongoing, real job. Because you will spend most of your adult life involved in your career, it is to your benefit to take the time now to learn not only the basic skills needed but also to find out what type of work suits you best and what fields offer the greatest opportunities for self-fulfillment. Not only will you be happier in a career that you like, but people who like their work tend to do better in their

jobs and thus are more likely to advance, increasing personal and professional growth, not to mention the financial rewards involved.

Give careful thought to your abilities—are you a people person or a lone ranger? While organizations require that certain skills be developed, such as the ability to work with others and be a team player, it is important to understand what your strengths are and how to use them to help you perform to the best of your ability.

It is not the purpose of this book to provide a rigid step-by-step program on how to become a marketer, but rather to present information about the field in a concise, useful manner to help you weigh the pros and cons against your own abilities and aspirations to reach a carefully considered career direction. Use this book as a tool, a source, a springboard for your individual research. Take the information presented here and apply it to yourself, your goals, and your dreams. You, and only you, can decide whether marketing is the right field for you. The best I can do is inform, which I attempt to do in the most complete and understandable way possible.

It is my hope that I can persuade some of you to join us in this dynamic field and accept the challenge marketing has to offer. Perhaps you will become a major force and make further contributions to the field. I hope so and would like to think this book will play a role in that decision.

ACKNOWLEDGMENTS

Writing a book is not an easy task. Many minds and experiences contribute to an author's knowledge of the subject matter and understanding of the readers' needs and interests.

I hereby acknowledge those who contributed to this author's endeavor in writing this book: my colleagues at the University of Hartford who have both challenged and supported me; my students who have given me direction for my work through their curiosity about the field and their career interests; my research assistant Sandor Erdei, who spent tireless hours in the library researching the most current and informative materials for this book; former assistants Linda Plank and Roopa Majithia, who contributed greatly to the first edition of this book; and our department secretary, Helmi Cotter, who helped pull together the loose ends.

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CHAPTER 1

WHAT IS MARKETING ALL ABOUT?

MARKETING IS A DYNAMIC AND EXCITING FIELD

Did you know that now you can buy a T-shirt in a can at your local movie theater? Have you seen the new colorful tattoo bandages featuring printed designs of spiders, eyeballs, and scorpions? Both of these are examples of the result of good marketing.

Contrary to popular myths, marketers do not manipulate buyers, sell shoddy products, or make us buy things we don't need or want. Throughout this book you will learn about real marketing and, I hope, shed some of the popular misconceptions about the field.

A primary function of marketing is to educate customers about products and services. Persuading people to make informed purchase decisions is how marketing actually works.

To begin with, marketing in and of itself is nothing more than a powerful tool, and like any tool it can be misused in the wrong hands. It is a means the marketing professional

uses to analyze the market, understand the customers, and present a product or service to the potential benefit of both buyer and seller. In other words, marketing is the bridge between product and customer. By itself, marketing cannot force people to purchase an item they do not need or want (although some less scrupulous persons might wish it could). What customers often see as the end result may be a reflection of society as it is or as we would like it to be. Don't forget that customers are the ones who ultimately decide, by voting with their purchase dollars, which products or services they want on the market.

The American Marketing Association (AMA), the international organization of marketing professionals, offers the following definition of marketing:

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

The author likes to expand this definition by noting that marketing is also “responding to the changing environment”—that is, meeting the changing needs of customers.

In other words, marketing exists within the dynamic context of our social trends and cultural forces, and whatever is happening at the moment—domestic and global. Understanding these activities and their effects—their impact on customers—is one of the goals of the marketing professional.

A marketer of the author's acquaintance likes to think there is really no magic to marketing, just that the practice of “applied common sense” works its own marvels.

Although marketing is thought of primarily in terms of promotional activity, this is but one of the “four P’s” of marketing: Product, Price, Place, and Promotion. These four building blocks, as identified by Philip Kotler, one of the foremost authors in the field, describe the basic functions of the marketing process. Not only is marketing more than selling and advertising, so are the careers in the field, such as research director, product manager, project supervisor, assistant buyer, and a whole host of others, which we will discuss later in the book.

As Ralph Waldo Emerson said: “...Build a better mouse-trap and the world will beat a path to your door....” Product development and management are important pieces of marketing and its ongoing process based on listening to customers and responding to their needs.

How does the marketer learn what customers want? Marketing research is another major area of marketing, and surveys, questionnaires, and correspondence are statistically analyzed to yield customers’ and potential customers’ preferences and indicate trends. These and other areas of marketing will be discussed in detail in Chapter 3 of this book.

ENCOUNTERING MARKETING ON A DAY-TO-DAY BASIS

Most people are more comfortable with the familiar—and marketing is really nothing exotic. See how marketing intertwines with your everyday life from the following examples:

- *Yourself*: From interviewing at a college or for a job to presentations in class, understanding the customer—the recipient of your message—will be vital to the success of your endeavor.
- *Your environment*: Political and social causes rely heavily on marketing techniques to ensure their message reaches and involves the greatest number of people who are potential supporters.
- *Your purchases (goods and services)*: Every item you use is touched in some way by the four P's: the product itself and its development from concept to concrete, its price and how it was determined, any promotional activity including word of mouth, and finally the place where it is sold and the distribution system that gets it there. Each time you call on a specialist in any field, whether plumber, physician, or pizza parlor, the marketing principle of the right product in the right place at the right time with the right price and the right promotion is employed. Think about it, and you'll see how it all works together for you, the customer.

MARKETING CAREERS

The following are brief descriptions of some of the basic types of jobs that marketers perform.