WHERE MARKETING FITS IN THE WORLD
The product or service fits. A guiding purpose of marketing is to identify the specific goals and needs of customers and to guide the creation of products or services to fulfill them. And sells itself.

Marketing planning helps you develop products and services in your business that meet the needs of your target market. Good marketing helps your customers understand why your product or service is better than, or different from, the competition.

Develops lasting relationships with your audience. Improves brand awareness and recognition. Creates loyalty and trust, with both your current customers and prospects. Helps you build authority and credibility.

Companies from different countries attempt to draw customers by advertising their products and services on the same platform. To enhance free trade at global level and attempt to bring all the countries together for the purpose of trading. To increase globalization by integrating the economies of different countries.

TECHNICAL SKILLS:
- Creativity
- Attention to Detail
- Engaging personality
- Problem solving
- Tableau
- Digital marketing
- Design
- Social media
- Critical thinking
- Analytical skills

POSSIBLE INDUSTRIES
- Energy
- Manufacturing
- Healthcare
- Agriculture
- Retail
- Transportation
- Technology
- Tribal Nations
- Non-profit
- Sports and Athletics

DAY IN THE LIFE/TYPES OF WORK
Outside Sales will include working in the field and may involve interacting with potential or existing customers. They are often busy telling customers about their new and updated products. Their responsibility is heavily about establishing and maintaining relationships that they make in the field.

Digital Marketing is a great tool in any industry. This type of work is directed at driving online traffic to company websites, developing marketing campaigns, managing and redesigning web content, and may include tracking conversion rates to improve websites. This kind of job has a lot of responsibility in being on the forefront of new developments that will increase company likability and recognition.

Marketing Analytics have the responsibility of monitoring and forecasting marketing and sales trends. This type of work will measure the effects of marketing strategies and develop surveys and polls that will collect data that can then be analyzed on how to drive the company and what to focus on for specific target markets.
POTENTIAL EMPLOYER SAMPLE

ABInBev
Academy Sports Outdoors
Advance Research Chemicals
Airgas
Allergan
Ally Financial
Amazon
Annabelle Harron
Ansira
AppDynamics
Arthur J. Gallagher
Ascend Leadership Program
Asset Campus Housing
Baptist Collegiate Ministry
Bell’s Invito
Bisco Industries
Blaine Stone Lodge Venue
Blue Spring
Bradford Commercial Real Estate Services
Bradford J Stephens MD
Bridgestone
Broaker International
Camtronics, LLC
Capital Distributing LLC
Catalyst
Central National Bank Center
Cerner
CH Robinson
Cincinnati Reds
Cintas
Comgraphx
Computer-RX
ConocoPhillips
Create the Movement
Cust-O-Fab Dell, Inc
Demuth Lawn Service
DexMedia
Dialexa
Dillard’s
Dupre Sports and Screenprinting
E&J Gallo Winery
EbenGroup
Enseo
Enterprise Holdings
Enterprises Rent-a-Car
Ernst & Young
Ferguson Enterprises
Frisco-RoughRiders
Goosehead Insurance Agency
Grapevine Lincoln
Greystar
Griffin Communications
Group 1 Automotive
Harley-Davidson of Dallas
Healthcare Revenue Consultation
Hilli
Hiwatt Creative
Hoboken Coffee Roasters
IIB
IMGP
Inced
Iron Cross Automotive
JHS Packaging
John A Marshall
Juvenile Diabetes Research Foundation
K&D’s Wood Refinishing
Korean Broadcasting System
L3 Communications
Lakeside Golf Course
Law Offices of Nick Nemerth, PLLC
Lee Glass and Window
Les Pierce Contract Pummping
LevelTen Interactive
LLR Concepts Inc.
Louis Bloch Insurance
Lowes Home Improvement
Mac-6 Machining LLC
Marriott International
Melton
MIT Center
Microsoft
MidFirst Bank
Modern Luxury
Modern Woodmen Financial
NBC Oklahoma
Next Level Gym
O&M Restaurant Group
OAA - The Total Solution
Oklahoma State University
ONEOK
ORS Nasco
Peace Corps
PennWell
PepsiCo
PF Chang’s China Bistro
PFFiweb
Prosperity Bank
Quattrics
Radiant Events Management
Red Bull
Red Rock Bakery & Deli
Schatz Strategy Group
SeneGence International
Sherwin-Williams
Sierra Hamilton
Skeeter Boats
SONIC Drive-In
Spencer-Ogden
St. Anthony Shawnee Hospital
Starbucks
Streetlaine Homes
Strive Logistics
Strengths Insurance Inc
Student Mobilization
Texas Christian University
Texas Motor Speedway
Textron Aviation
The First Tee
Totaly Tickets
Travelers
TrueAero, LLC
Tulsa Drillers Baseball
TUPPS Brewery
UnFirst Corporation
United Rentals
USA Softball
Waran Clinic
Wild stallion vineyards
Youth Fitness Zone
ZaOmega
Zepeda Trucking
Zion Media USA

CAREER RESOURCES

PROFESSIONAL ORGANIZATIONS
American Marketing Association
https://www.ama.org/Pages/default.aspx
Association of National Advertisers
https://www.ana.net/membership
Association of Network Marketing Professionals
https://www.anmp.com/accounts/signup/

Organizations found at:
https://jobstars.com/marketing-professional-associations-organizations/

STUDENT/OKLAHOMA STATE UNIVERSITY ORGANIZATIONS
American Marketing Association at OSU
https://campuslink.okstate.edu/organization/marketing-club
Professional Sales Club

JOB RESOURCES
Marketing Jobs
marketingjobs.com
Marketing/Sales Jobs
nationjob.com/media
Jobs in Retail
ihireretail.com
Sports Jobs
teamworkonline.com
Flex Jobs
flexjobs.com
Simply Hired
simplyhired.com

CAREER RESOURCES FOR MARKETING
Job Search Key Terms:
Digital Marketing
Sales Representative
Branding
Product Management
Marketing Research
Market Development
Target Marketing
Outside Sales
Inside Sales

The Bureau of Labor Statistics estimates positions as market research analysts to grow from 495,500 to 587,800, or a 19% increase, between now and 2024.