

CAREER Mapping

MARKETING CAREER PROGRESSIONS

Salary data pulled in January 2020 from salary.com using Oklahoma City averages and national averages in parenthesis.

ENTRY LEVEL MARKETING PROFESSIONALS

SALES REPRESENTATIVE I
\$54,440 (\$57,408)

DIGITAL MARKETING ANALYST I
\$53,561 (\$56,481)



JUNIOR LEVEL MARKETING PROFESSIONALS

SALES REPRESENTATIVE II
\$70,687 (\$74,541)

DIGITAL MARKETING ANALYST II
\$65,623 (\$69,201)



SENIOR LEVEL MARKETING PROFESSIONALS

SALES REPRESENTATIVE III
\$85,417 (\$90,073)

DIGITAL MARKETING ANALYST III
\$87,187 (\$91,940)



MANAGEMENT
CAREER PATH

MANAGER - \$98,968 (\$104,364)

SAMPLE ENTRY LEVEL JOB TITLES

Digital Marketing Associate
Social Media Marketing Coordinator
Sales and Marketing Associate
Marketing Assistant
Inside Sales Representative
Outside Sales Representative
eCommerce Marketing Analyst
Database Marketing Analyst
Sales Analyst
Development Associate

Digital Marketing Specialist
Social Media Manager
Content Marketing Manager
Brand Manager
Promotions Manager
Customer Service Manager
Market Research Analyst
Field Analyst
Data Analyst
Retail Manager

TECHNICAL SKILLS:

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

CAREER COMPETENCIES:

Communicates effectively
Courage
Drives engagement
Manages conflict
Being resilient
Instills trust
Interpersonal savvy
Persuades
Situational adaptability
Customer focus



POSSIBLE INDUSTRIES

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

DAY IN THE LIFE/TYPE 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 conversation rates to improve website. 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.

MARKETING

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.

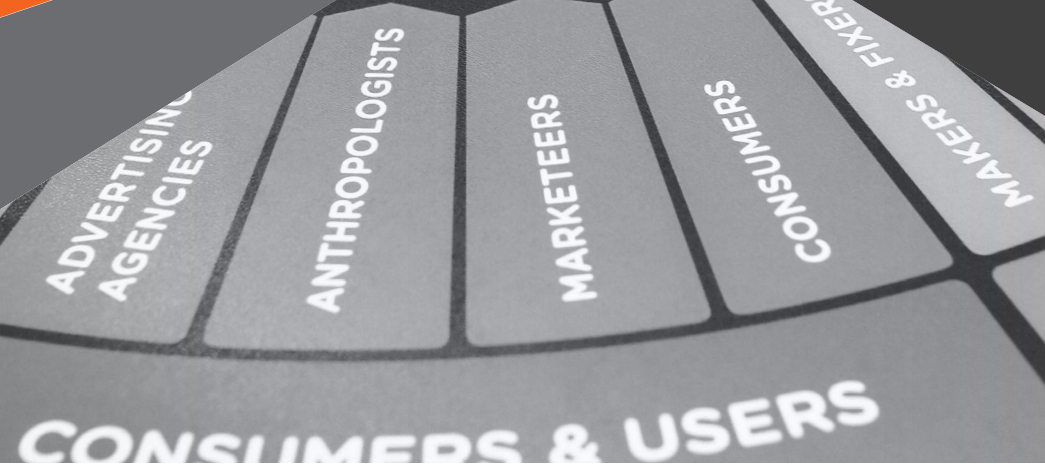
Marketing planning helps you develop products and services in your business that meet the needs of your target market. Good marketing helps your customers understand why your product or service is better than, or different from, the competition.

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



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POTENTIAL EMPLOYER SAMPLE

ABInBev	Ferguson Enterprises	Peace Corps
Academy Sports Outdoors	Frisco RoughRiders	PennWell
Advance Research Chemicals	Goosehead Insurance Agency	PepsiCo
Airgas	Grapevine Lincoln	PF Chang's China Bistro
Allergan	Greystar	PFSweb
Ally Financial	Griffin Communications	Prosperity Bank
Amazon	Group 1 Automotive	Qualtrics
Annabelle Harron	Harley-Davidson of Dallas	Radiant Events Management
Ansira	Healthcare Revenue Consultation	Red Bull
AppDynamics	Hilti	Red Rock Bakery & Deli
Arthur J. Gallagher	Hiwatt Creative	Schatz Strategy Group
Ascent Leadership Program	Hoboken Coffee Roasters	SeneGence International
Asset Campus Housing	IIB	Shaw
Baptist Collegiate Ministry	IMG	Sherwin-Williams
Bell'Invito	Inceed	Sierra Hamilton
Bisco Industries	Iron Cross Automotive	Skeeter Boats
Blaine Stone Lodge Venue	JHS Packaging	SONIC Drive-In
Blue Spring	John A Marshall	Spencer-Ogden
Bradford Commercial Real Estate Services	Juvenile Diabetes Research Foundation	St. Anthony Shawnee Hospital
Bradford J Stephens MD	K&D's Wood Refinishing	Starbucks
Bridgestone	Korean Broadcasting System	Streetlane Homes
Brinker International	L3 Communications	Strive Logistics
Camtronics, LLC	Lakeside Golf Course	Strongs Insurance Inc
Capital Distributing LLC	Law Offices of Nick Nemeth, PLLC	Student Mobilization
Catalyst	Lee Glass and Window	Texas Christian University
Central National Bank Center	Les Pierce Contract Pumping	Texas Motor Speedway
Cerner	LevelTen Interactive	Textron Aviation
CH Robinson	LLR Concepts Inc.	The First Tee
Cincinnati Reds	Louis Blosch Insurance	Totally Tickets
Cintas	Lowe's Home Improvement	Travelers
Comgraphx	Mac-6 Machining LLC	TrueAero, LLC
Computer-RX	Marriott International	Tulsa Drillers Baseball
ConocoPhillips	Melton	TUPPS Brewery
Create the Movement	MI3 Center	UniFirst Corporation
Cust-O-FabDell, Inc	Microsoft	United Rentals
Demuth Lawn Service	MidFirst Bank	USA Softball
DexMedia	Modern Luxury	Warren Clinic
Dialaxa	Modern Woodmen Financial	Wild stallion vineyards
Dillard's	NBC Oklahoma	Youth Fitness Zone
Dupree Sports and Screenprinting	Next Level Gym	ZeOmega
E&J Gallo Winery	O&M Restaurant Group	Zepeda Trucking
EbenGroup	OAA - The Total Solution	Zion Media USA
Enseo	Oklahoma State University	
Enterprise Holdings	ONEOK	
Enterprises Rent-a-Car	ORS Nasco	
Ernst & Young		

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

International Nonprofit Info
idealist.org

American Marketing Association
ama.org

Data & Marketing Association
thedma.org

Insights Association
insightassociation.org

Marketing Jobs
marketing.jobs

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.

