

# Industry 101

# MARKETING

Marketing is the business of promoting and selling products or services. It is a broad term that includes market research, advertising, brand management, public relations, and sales. Marketers seek to get the attention of consumers by using slogans, packaging design, celebrity endorsements and general media exposure. The four components of marketing are product, price, promotion and place. Marketing takes a product with specific features and benefits, creates pricing and promotional strategies, and oversees the methods that will be used to bring it to market. Marketing exists in all industries and plays in an important role in our daily lives.



## TRENDS & INDUSTRY INFO

According to the American Marketing Association, companies are investing in their marketing functions. Many noted a steady, or increase in the volume of hiring. Particular growth areas within the industry include the areas of digital and content marketing. Data-driven marketers are also becoming more essential.

According to Forbes, growth is a result of:

- Rise of augmented reality
- Live video streaming across all social media platforms
- The need for data visualization
- Native advertising
- Immersive experience
- Dense content
- Influencer marketing



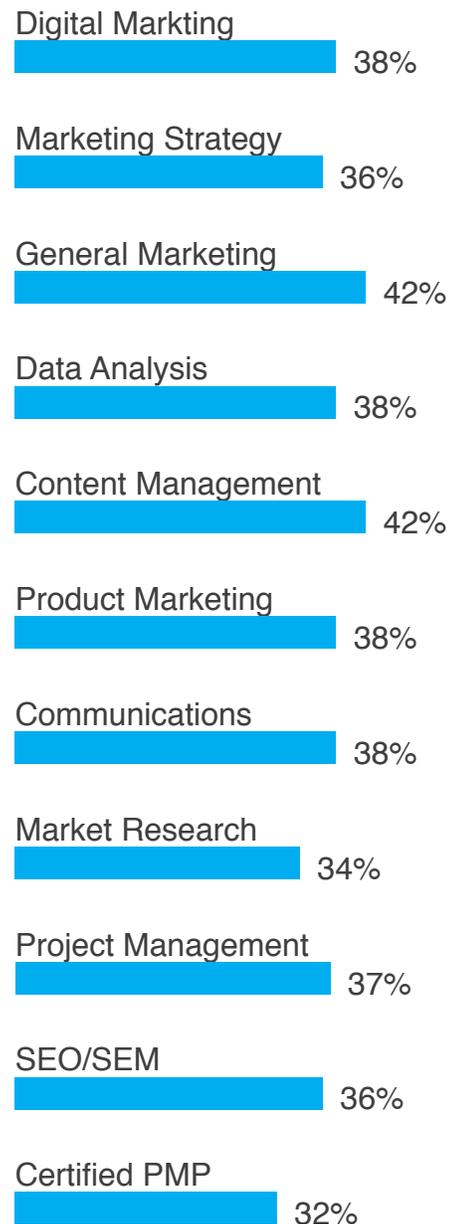
## WORK ENVIRONMENT

Because the work of advertising, promotions, and marketing managers directly affects a firm's revenue, people in these occupations typically work closely with top executives.

The jobs of advertising, promotions, and marketing managers are usually stressful, particularly near deadlines. They may travel to meet with clients or media representatives. Most advertising, promotions, and marketing managers work full time. About 2 in 5 advertising and promotions managers worked more than 40 hours per week in 2014.

## FACTS & STATS

2016 Hires per segment:



# What can you do in MARKETING?

## RESUME & SKILLS NEEDED

### Resume

First, determine whether to use a traditional format or implement something more creative. (Check out [losttype.com](http://losttype.com) for fonts that are professional but have a creative edge). Use numbers to quantify and details to qualify any accomplishments described. Showcase your digital skill set and personal brand - list website, social media accounts. Include campus or professional involvement in the industry.

### Experience

Internship experience is critical. Create a marketing campaign on social media and/or feature on your website. This will be a strong tool to use in your interview. Highlight any experiences working in a team, showcasing your persuasion skills, or improving a process or service using data.

No formal internships? Include class projects that are relevant.

### Skills Required

- Creativity
- Analytical and comfort with numbers
- Communication
- Professionalism
- Interest in business and consumer behavior
- Team-oriented
- Understanding of marketing analytics such as SEO, Google Adwords, Facebook Insights
- Command of social media platforms such as Hootsuite, Buffer and Cision

## ON CAMPUS RESOURCES

- [Terp American Marketing Association](#) (TerpAMA)
- [Public Relations Student Society of America](#) (PRSSA)
- [Lambda Pi Eta](#)
- [Digital media program at Shady Grove](#)
- [Graphic design minor](#)

## OTHER RESOURCES

- [Twitter Analytics](#)
- [Building your personal brand](#)
- [MarketingEdge](#)
- [American Marketing Association](#)

## WHERE ARE ALUMS?



**NEW HOME SALES & MARKETING**