

Module 1

Career Opportunities in Marketing

- **Marketing research.** Personnel in marketing research are responsible for studying markets and customers in order to understand what strategies or tactics might work best for firms.
- **Merchandising.** In retailing, merchandisers are responsible for developing strategies regarding what products wholesalers should carry to sell to retailers such as Target and Walmart.
- **Sales.** Salespeople meet with customers, determine their needs, propose offerings, and make sure that the customer is satisfied. Sales departments can also include sales support teams who work on creating the offering.
- **Advertising.** Whether it's for an advertising agency or inside a company, some marketing personnel work on advertising. Television commercials and print ads are only part of the advertising mix. Many people who work in advertising spend all their time creating advertising for electronic media, such as Web sites and their pop-up ads, podcasts, and the like.
- **Product development.** People in product development are responsible for identifying and creating features that meet the needs of a firm's customers. They often work with engineers or other technical personnel to ensure that value is created.
- **Direct marketing.** Professionals in direct marketing communicate directly with customers about a company's product offerings via channels such as e-mail, chat lines, telephone, or direct mail.
- **Digital media.** Digital media professionals combine advertising, direct marketing, and other areas of marketing to communicate directly with customers via social media, the Web, and mobile media (including texts). They also work with statisticians in order to determine which consumers receive which message and with IT professionals to create the right look and feel of digital media.
- **Event marketing.** Some marketing personnel plan special events, orchestrating face-to-face conversations with potential and current customers in a special setting.
- **Nonprofit marketing.** Nonprofit marketers often don't get to do everything listed previously as nonprofits typically have smaller budgets. But their work is always very important as they try to change behaviors without having a product to sell.

Module 2:

Gauging the Credibility of Secondary Data: Questions to Ask

- Who gathered this information?
- For what purpose?
- What does the person or organization that gathered the information have to gain by doing so?
- Was the information gathered and reported in a systematic manner?
- Is the source of the information accepted as an authority by other experts in the field?
- Does the article provide objective evidence to support the position presented?

The Basic Steps of Conducting a Focus Group

1. Establish the objectives of the focus group. What is its purpose?
2. Identify the people who will participate in the focus group. What makes them qualified to participate? How many of them will you need and what they will be paid?
3. Obtain contact information for the participants and send out invitations (usually e-mails are most efficient).
4. Develop a list of questions.
5. Choose a facilitator.
6. Choose a location in which to hold the focus group and the method by which it will be recorded.
7. Conduct the focus group. If the focus group is not conducted electronically, include name tags for the participants, pens and notepads, any materials the participants need to see, and refreshments. Record participants' responses.
8. Summarize the notes from the focus group and write a report for management.

Course References

Bernard Simon, "Alternative Routes For Survival," *Financial Times*, April 23, 2009, 8.

"Niche Marketing," *BusinessDictionary.com*,
<http://www.businessdictionary.com/definition/niche-marketing.html> (accessed December 2, 2009).

Consumer Behavior, 10th ed. (Upper Saddle River, NJ: Prentice Hall, 2010), 80. Clearly, microtargeting has ethical implications and privacy issues.

Jonathan Wheatley, "Business of Beauty Is Turning Heads in Brazil," *Financial Times*, January 20, 2010, 5.

Daniel, McGinn, "Cheap, Cheap, Cheap," *Newsweek*, February 2010, 10.

Hallie Mummert, "Sitting Chickens," *Target Marketing* 31, no. 4 (April 2008): 11.

David Benady, "Working with the Enemy," *Marketing Week*, September 11, 2008, 18.

Kate Maddox, "Bottom-Line Pressure Forcing CMO Turnover," *B2B* 92, no. 17 (December 10, 2007): 3-4

Michael E. Porter, *Competitive Strategy* (New York: The Free Press, 1980), 3-33.