

# Marketing

## **Job Description:**

- Conduct market research about consumer habits and trends
- Brainstorm and develop creative marketing strategies and campaigns
- Create and edit content for web sites, social media pages and posts, videos, graphics and webinars
- Create print, television, radio and digital advertisements
- Assist in enhancing relationships with customers
- Promote and assist at events
- Public relations
- Review results of marketing efforts

## **Education Needed/Other Requirements:**

- Bachelor's degree (4 years), with major or concentration in Marketing or Communications, with minor in graphic design
- Master's degree for upper-level management jobs
- Internship(s)
- Certification(s)

## **Skills/Personality Traits:**

- Communication
- Team player
- Creativity
- Organized; attention to detail
- Planning
- Writing
- Research

## **Technical Skills:**

- Social media
- Product management
- Project management
- Digital marketing
- Sales

## **Helpful Links:**

- A career guide for marketing majors, <https://www.investopedia.com/articles/financialcareers/11/marketing-careers.asp>
- Why choose a career in marketing, <https://www.skillsportal.co.za/content/why-choose-career-marketing>
- You Want a Career in Marketing?, <https://www.forbes.com/sites/shamahyder/2019/04/18/so-you-want-a-career-in-marketing/?sh=23ad279f19d6>