

Marketing Education

“Business has only two functions – marketing and innovation.”

***Peter Drucker
Management
Consultant and
Author***

Marketing salaries vary by company and position. Beginning salaries usually rank only slightly below those for engineering and chemistry, but equal or exceed those for economics, finance, accounting, general business, and the liberal arts. If you succeed in an entry-level marketing position, you will quickly be promoted to higher levels of responsibility and salary.

***University of
Texas***

The Engine of Commerce

Marketing is frequently called the engine of commerce because it is the force that drives business activity. No new business, new idea, or new invention will ever progress unless marketing makes it happen. You still have to get the right product or service to the customer at the right price, at the right time and in the right form. But the decisions marketing professionals make today are much too complex to summarize that easily. Pricing and logistics can involve complicated statistical modeling. New product innovation and introduction can cost millions of dollars. Marketing research plays a critical role in all aspect of the marketing functions. Students today must be talented problem solvers who know how to get and use data to make marketing decisions.

Marketing Education

Marketing Education programs are designed to provide students with the skills necessary to be a team player in a marketing department in today’s changing environment—an environment based on data, analysis, and strategic marketing implementation. This environment is the focus of the Marketing Education programs in Ohio.

In Marketing Education programs, students are required to master challenging coursework in all the marketing functions—financing, distribution and logistics, product/service management, promotion, selling, and marketing-information management. In addition, students study the foundation areas of economics, communication and interpersonal skills, business administration and management, entrepreneurship and professional development. Students learn demanding academic skills as well. Students involved in mastering this coursework find college marketing classes easier **and** marketing careers easier to establish. From probability and statistics in marketing research to critical writing to marketing and general communication skills, students learn demanding academic skills.

Marketing Education students also have a unique opportunity to participate in DECA, a marketing student association that gives them leadership and teamwork skills and community service opportunities. No other student association provides the wide range of competitive events that require students to work closely with marketing professionals, solve marketing problems, and write comprehensive descriptions of their solutions. Students may develop a promotional or marketing plan that is used by a community business. This is a very unique opportunity to integrate academic and marketing skills in a real-world situation

“Research is a vital part of relationship marketing. If done right, you’ll make better decisions and your customers will thank you for caring enough to understand what they want.”

***Mike Anderson
Marketing Research
The Longaberger Company***

“...career opportunities in marketing are diverse, profitable, and expected to grow significantly during the coming decade.”

Marketing, Lamb, Hair, McDaniel, Seventh Edition, Southwestern Publishing, 2004

Labor Market Data Support

Ohio Labor Market data supports the need for marketing managers and researchers. In the *Ohio Job Outlook Occupational Projects to 2010*, Chart titled, “Occupations with High Employment Prospects in Ohio,” marketing occupations are listed throughout the chart. Identified below is a selected list of the marketing occupations included in this list.

	Sales Managers	Marketing Managers	Customer Service Representatives	Public Relations Specialists	Marketing Research Analysts
2008	11,890	3,960	83,800	6,900	8,780
2018	12,900	4,160	93,860	8,030	10,780
% growth from 2008 to 2018	8.5%	5.1%	12.0%	16.4%	22.8%
Avg wage 2009	\$53.10/hour	\$54.80/hour	\$15.56/hour	\$25.22/hour	\$30.21/hour

Associations

For additional information, refer to the following associations:

Advertising Research Foundation	American Marketing Association
Business Marketing Association	Direct Marketing Association
eMarketing Association	Marketing Research Association
Public Relations Society of America	Sales and Marketing Executives
Society for Marketing Professional Services	

Want More Information About This Exciting Opportunity?

For more information about the tremendous opportunities available in marketing and in the Marketing Education program, please contact your local Marketing Education Coordinator.