

Marketers create, manage, and enhance brands. A brand can be thought of as the way consumers perceive a particular company or its products and how a company reinforces or enhances those perceptions through its overall communications—its logo, advertising, packaging, and so on. Marketers want the consumer to ask: "Which brand helps me look and feel my best? Which brand can I trust?" Their goal is to make the brand they represent the obvious and uncontested answer to those questions in the consumer's mind.

The objective of any firm is to market its products or services profitably. In large firms, which may offer numerous products and services, there are many people involved in advertising, promotions, marketing, sales, and public relations policies. **Market Researchers** use surveys, studies, and focus groups to collect data on a brand's target. Some companies have their own market-research divisions. **Account Planners** focus on consumers, conducting research on the target demographic to get to know what motivates its behavior in the marketplace. In the media department, planners decide where to place ads, based on that demographic data, and buyers buy the ad space.

Once the research is complete, **Brand Managers** analyze the data that's been collected and develop a marketing strategy—a short-term business plan for the brand or a brand family. Brand Managers then ensure that other functions (promotions, market research, research and development, and manufacturing) are working in concert to implement the strategy they've articulated. Companies in which marketing is a particularly strong function may have a dedicated **Promotions Staff** to create programs that unite advertising to purchasing incentives such as coupons, special discounts, samples, gifts, rebates or sweepstakes. And finally, **Public Relations Personnel** manage communications with the media, consumers, employees, investors, or the general public.

Salary Information:

- Marketing, Associate in Applied Science
\$22,880 Median Salary (Follow-up Study, Monroe Community College Graduates, 2005)
- Market Research Assistant, Public Relations Specialist
\$33,830 Entry Salary (Finger Lakes Region, NYS Department of Labor, 2007)
[*Salary varies based on education/advanced degree, work-experience & setting/location.]

Additional Information:

- Careers in Marketing: www.careers-in-marketing.com
- Sales and Marketing Executives International: www.smei.org
- American Advertising Federation: www.aaf.org

