

MANAGERIAL MARKETING Career Possibilities

Click career title for detailed information

Career	Market Research Analyst	Sales Manager	Media Planner	Advertising Manager	Brand Manager
Job Summary	Study market conditions & examine potential sales of products and services	Direct organization's sales teams	Plan and coordinate media interactions for the organization	Plan programs to generate interest in products or service	Plan programs to generate interest in organization's brand
Skills	Critical Thinking Goal-Oriented Team Oriented Dependability Communication Problem Solving Organizational Skills Technology Skills Social Skills	Team-Oriented Detail Oriented Problem Solving Communication Networking Negotiation Social Skills Dependability Accuracy	Critical-thinking Written expression Communication Creativity Goal-Oriented Decision Making Design Skills	Promotion Creativity Individualism Design Communication Networking	Management Problem-solving Written Creativity Active-listening Negotiation
Holland Code	IEC	EC	ECA	EAC	EAS
Education	Bachelors	Bachelors	Bachelors	Bachelors	Bachelors
Potential Industries	Banking Economics Entertainment Fashion Restaurant Retail Sales Travel/Tourism	Automobile Entertainment Fashion Leisure Retail Sales Technology Travel	Energy Government Healthcare Leisure Real Estate Technology Travel	Fashion Food and Beverage Healthcare Hospitality Insurance Restaurant Retail Sales Technology & Software Travel	Fashion Food/Beverage Public Sector Retail Travel/Tourism

* Not an all-inclusive list

Source: Bureau of Labor Statistics, Occupational Outlook Handbook

For more information on Holland Code, please visit <https://www.mynextmove.org/explore/ip>

Updated October 2021