

MARKETING Career Possibilities

Click career title for detailed information

Career	Admissions Rep.	Brand and Product Manager	Fundraising Manager	Marketing Assistant	Marketing Research Analyst	Media Planner	Public Relations Rep.	Sales Rep.	Social Media Manager	Event Planner
Job Summary	Select & market students for higher education	Plan, direct, and coordinate marketing practices	Direct the creation of materials that enhance the image of their employer	Assistant marketing managers directly	Study market trends and analyze them	Plan and coordinate media interactions for the organization	Create and maintain and favorable public image for the organization they represent	Conduct sales through marketing platforms and markets	Marketing professionals who specialize in marketing over social media platforms	Plan, organize & market events for an organization
Skills	Speaking Service orientation Social Perception Active-listening Dependability	Critical-thinking Persuasion Coordination Decision-making Time Mngt Leadership	Dependability Critical-thinking Creativity Goal-oriented	Active-learning Listening Service orientation Time Mngt Problem-solving	Sales Monitoring Judgement & Decision-making Reading Comp. Operation & System analysis	Creativity Critical-thinking Resource Mngt. Time Mngt. Social Skills Online Media knowledge Computer	Social Skills Speaking Perceptiveness	Persuasion Speaking Active-listening Negotiation Social Perception	Creativity Writing Critical-thinking Written Expression	Dependability Creativity Attention to Detail Cooperation Adaptability Social
Holland Code	ESC	EC	EAS	EC	IEC	ECA	EAS	EC	ECA	ECS
Education	Bachelors	Bachelors	Bachelors	Bachelors	Bachelors Or Masters	Bachelors	Bachelors Or Masters	Bachelors	Bachelors	Bachelors
Potential Industries	Education Institutions Colleges Trade Schools	Production Industries Manufacturing Merchandising Wholesale Fashion	Nonprofit For-Profit	Television Social Media Commercial	Wholesale Trade Enterprising	Television Social Media Web Advertising	Technology Energy Consumer Products Software Environmental	Sales Energy Customer Products Service	Social Media Television Commercial	Sports Music Wedding NonProfit Entertainment

* Not an all-inclusive list

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

Source: Bureau of Labor Statistics, Occupational Outlook Handbook

Updated October 2021