

Overview of Marketing Concentration & Potential Career Paths

What is Marketing?

Marketing is the communication about a product or service, with the purpose of encouraging recipients of the communication to purchase or use the product or service. Marketing is also the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to satisfy customers. It involves discovering what customers want, then setting out to meet their needs. Marketing is everywhere and in everything. The field exists to determine and satisfy needs of others, whether it's the client, company, or customer. The goal in the business marketing industry is to meet and satisfy the needs of the customer/client/company by best understanding the market and doing it better than the competition for the long term. How to meet these needs is where the different areas of marketing come into play.

Foundations of Marketing

Customer Behavior and Market Research are the two most important underlying foundations of marketing. In all areas of marketing, understanding the behavior of customers and their needs is essential and to achieve this, research is required.

Marketing Careers

- *Industry Options*
 - In-House: Working for a company in their marketing department, focus of needs of that company and their customer's only.
 - Out-of-House: Work for an industry firm or in consulting. Companies or clients hire a firm, agency or consultant for specific marketing campaigns, customer research or another specific need at that time.
- *Sales vs. Marketing*
 - Sales is marketing, but marketing is not only sales.
 - Sales positions are typically entry level and a way to 'get into' the company.
- *Types of Jobs*
 - Events
 - Public Relations
 - Sales
 - Advertising
 - Marketing Manager
 - Market Research – *This is a common / popular career path for business majors at Georgia Tech given the quantitative nature of the degree.*
 - Digital Marketing, Social Media, Mobile Marketing – *These are new and upcoming areas in marketing.*
 - Consulting
 - Product Development

Job Search Strategies - Marketing departments/firms increasingly hire from within, thus internships are crucial to landing a marketing job. Networking through internships and organizations is very important.

Organizations to Join

- American Marketing Association: <http://www.wix.com/georgiatechama/gt>
- Advertising Educational Foundation (Based in New York): Has great resources for students.

Concentration Electives – *Students interested in marketing should take MGT 3300, the introduction to marketing, early in their academic career. Given that consumer behavior and research are two foundational areas in all aspects of marketing, it is highly recommended that all marketing students take these courses as part of their concentration electives.*

- **Group A** – Required to take at least 1 elective
 - MGT 3310: Marketing Research: Design and Analysis (Highly Recommended)
- **Group B** – Required to take at least 3 electives
 - MGT 4331: Consumer Behavior (Highly Recommended)
- **Non-Marketing Management Electives** – No more than 2 electives from this section may be used towards the marketing concentration. (Students are not required to take any courses from this section.)

**Concentration electives are subject to change. Please go to <http://scheller.gatech.edu> for the most update list of electives.

The Reality of Marketing

TV shows, movies, and media display marketing as a glamorous industry. While the field can be fun, it is also a lot of hard work and research. Evidence of creativity and ideas is now a requirement in the field, which is where data and research come into play. Marketing is an art, but not for arts sake.

Characteristics of a Marketing Professional

- People person
- Driven and motivated
- Inquisitive – Always asks ‘why’