

## APPENDIXES

- \* Appendix A provides basic information on careers in marketing and describes a number of job possibilities.
- \* Appendix B explains the role of marketing mathematics and presents the profit-and-loss statement, marketing performance ratios, pricing formulas, and methods for determining an optimal marketing mix.
- \* Appendix C describes each of the exercises in the *Computer-Based Marketing Exercises* disk in terms of objectives, key terms/concepts, an explanation, and problem/opportunity assessment.
- \* Appendix D is a complete glossary, containing definitions for each of the key terms (noted in bold print) mentioned in the text.

## APPENDIX A

### Careers in Marketing

#### SPECIFIC TEACHING GOALS

1. To show that careers in marketing are extensive and diversified
2. To demonstrate that marketing offers careers for people with varying educational backgrounds
3. To present detailed listings of job titles in marketing, types of firms employing people in marketing positions, and the outlook for selected marketing careers
4. To describe the growth of marketing positions
5. To present salary ranges for marketing positions
6. To show selected marketing career paths
7. To enumerate the large number of chief executives with marketing backgrounds
8. To cite sources of additional career information

#### TEACHING AIDS

#### SUGGESTED DISCUSSION TOPICS

1. What types of marketing career opportunities typically require an associate's or bachelor's degree? ...an M.B.A. degree?
2. What factors are contributing to the strong demand for marketing personnel?
3. Select a few of the jobs listed in Table 1 and discuss them.
4. Will the role of marketing in determining a company's success or failure increase or decrease over the next decade? Explain your answer.
5. Comment on the compensation ranges for selected marketing careers in Table 3.
6. Discuss each of the career paths shown in Figure 1.
7. Why do so many CEOs come from marketing backgrounds?
8. Discuss some of the career-oriented sources noted in Table 4.

#### CLASS EXERCISE

Invite the director of placement at your school and/or the director of recruitment for a firm in your community to discuss the following with your class:

- The availability of marketing positions.
- Entry-level marketing job functions.
- Marketing career ladders.
- Selection criteria.

## Appendix A: Careers in Marketing

- Job-hunting procedures.

### APPENDIX OUTLINE

- A. Marketing careers are extensive and diverse.
1. Many marketing positions give a lot of responsibility to people early in their careers.
  2. A marketing career is excellent preparation for a path to top management positions in all types of organizations.
  3. Marketing positions are often highly visible. Effective persons can be readily recognized, promoted, and well compensated.
  4. An associate's or bachelor's degree is often needed for management training positions. A master's degree is usually necessary for marketing research, consulting, brand management, marketing management, and industrial sales jobs. Marketing consultants, marketing research directors, and marketing professors commonly have Ph.D. degrees in marketing or related subjects.
  5. A marketing background can also train a person to operate his or her own business.
- B. Table 1 contains a detailed listing of jobs in marketing. Overall, marketing jobs are growing more rapidly than those in other occupational categories.
1. Those who work in U.S. retailing and wholesaling activities represent about one-fifth of total nonfarm employment.
  2. Employment in marketing research, advertising, sales, public relations, and securities and financial-services sales positions will increase faster than average between now and the year 2016.
- C. The strong demand for marketing personnel is based on several factors.
1. More service firms, nonprofit institutions, political candidates, and others are applying marketing principles.
  2. The deregulation of several industries has encouraged firms in these industries to increase their marketing efforts.
  3. Although production can be mechanized and automated, many marketing activities require personal contact.
  4. The rise in foreign competition, the attraction of many international markets, and the maturity of several market segments in the United States are causing more U.S. firms to expand and upgrade their marketing programs.
  5. New technologies are creating marketing opportunities for firms.
  6. The changes in U.S. and foreign societies need to be monitored through marketing research and marketing information systems, and adapted to via careful marketing planning.
- D. Figure 1 shows four potential marketing career paths.

- E. Starting salaries for marketing personnel have the following ranges:
  - 1. \$18,000 to \$33,000 for those with an associate's degree.
  - 2. \$27,000 to \$47,000 for those with a bachelor's degree.
  - 3. \$50,000 to \$90,000+ for those with a master of business administration degree.
  
- F. In addition to salary, some marketing positions provide a company car, bonus, and/or expense account.
  
- G. Worldwide, and especially in the United States, marketing executives often become chief executive officers of major corporations. They typically earn at least several hundred thousand dollars per year plus bonuses.
  
- H. Table 2 shows the types of firms that employ people in marketing positions. Table 3 presents salary ranges for a number of marketing positions. Table 4 gives the Web site addresses of several sources with useful information relating to marketing careers.