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### Cashing in Your Future: A Career in Marketing and Sales Management

Files, papers, and portfolios organized and ready. There's a long day ahead of you but no worries. You are in charge and on top of things. While everyone is at his or her desks getting work done, you are busy handling the most important aspects of your financial branch of the company. This is just a taste of a day in the life of a marketing and sales manager. The vocation that I am interested in pursuing is a career in marketing and sales management as I have researched the education required, explored the outlook, and investigated the salary reports for becoming a marketing and sales manager. A marketing and sales manager is in charge of developing sales strategies, plans and goals and reviews marketing and sales information.

To become a marketing and sales manager, one must successfully complete specific educational training. When in high school, most students planning to be a marketing and sales manager take many courses in mathematics because statistics become a very important asset in future education. When students go off to college, they tend to pursue a degree in economics, math, marketing, statistics or business administration for marketing and sales management. Most of these students choose to take business as a degree because it is the degree the most useful to companies. A high percentage of these managers have a master's degree. Although one can have a bachelor's degree, some companies, like a private company, prefer a sale's manager to

have a master's degree: " In college, pursue a degree in economics, math, marketing, statistics or business administration. Most employers require marketing researchers to hold at least a bachelor's degree. Many companies in the private sector prefer workers with master's degrees" (Ferguson 71). Unless one is planning strictly at trying to get a job at a private company, his or she should be just fine with a bachelor's degree.

There are also other skills one can have to prepare for a career in marketing and sales management. One of these is learning a foreign language: "Also, the ability to communicate in a foreign language may open up employment opportunities in many rapidly growing areas around the country, especially cities with large Spanish-speaking populations" ("Advertising, Marketing, Promotions, Public Relations, and Sales Managers" 31). Depending on where the company is based, it is a good idea to learn the language most used in the area to have an advantage in the job market. This is especially important with many Spanish-speaking areas. Computer skills also can be very useful in his or her career when working in an office because most managers will be working on computers throughout the day. Sales managers techniques and mindset can also help students in presentations, demonstrations, or advertisements.

While getting their degree, some students even have experience in other fields. They start in advertising or product management but become a marketing and sales manager. Most of the marketing and sales management jobs are not filled by just marketing and sales managers. Most jobs are filled by sales representatives or some kind of specialist.

A key to becoming a successful marketing or sales manager is to be an effective communicator: "The ability to communicate persuasively; both orally and in writing, with

other managers, staff, and public is vital. These managers also need tact, good judgement, and exceptional ability to establish and maintain effective personal relationships with supervisory and professional staff members and client forms” (Farr 20). Students with very strong oral presentations and that are able to maintain calm under pressure are most likely to get the job. Managers want a strong speaking executive to take charge in important business situations. Also, creativity will come into play. The more creative one is, whether it be in a presentation or whatever the situation may be, it will help in the job.

Finally, there are many additional courses and training. Accounting and finance are some classes that can be useful throughout a career in marketing and sales management. The ability to have leadership is a key to success and getting into a job in a major company. Sometimes certifications and internships are offered at the jobs. Certification is proof of achievement and can be helpful in a job market that is large. According to “Advertising, Marketing, Promotions, Public Relations, and Sale Managers,” certification will help in today’s competitive job market:

Some associations offer certification programs for these managers.

Certification--an indication of competence and achievement--is particularly important in a competitive job market. While relatively few advertising, marketing, promotions, public relations, and sales managers currently are certified, the number of managers who seek certification is expected to grow. Today, there are numerous management certification programs based on education and job performance. In addition, The Public Relations Society of America offers a certification program for public

relations practitioners based on years of experience and performance on an examination. (20)

This certification shows that a candidate for a marketing and sales manager position has achieved the necessary requirements and has proven it, which will give he or she a greater chance at being selected for the job. Certifications are offered for job performance and education. Internships are available while a student is still in school so that he or she gains knowledge into the career: “Additionally, the completion of an internship while the candidate is in school is highly recommended” (“Advertising, Marketing, Promotions, Public Relations, and Sales Managers” 31). An internship ship is recommended, so this probably means one would be smart to get one to have an advantage in getting the job. Therefore, a career as a marketing and sales manager requires a certain amount of education.

Also, a career in marketing and sales management has a great outlook. The job market growth of marketing and sales managers is expected to increase slightly faster than the average for every occupation until 2014: “[...] is expected to increase faster than the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers” (Farr 121). With all this global competition, there will be lots of competition. By the time it will be 2016, the growth will reach about twelve percent. This is about average for all occupations: “Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by 12 percent through 2016--about as fast as the average for all occupations” (“Advertising, Marketing, Promotions, Public Relations, and Sales Managers” 32). The employment of these jobs will be about average by the time

2016 comes. Of course this all can depend on the industry of the company. According to “Advertising, Promotions, Public Relations, and Sales Managers,” all of the industries vary:

“Projected employment growth varies by industry. For example, employment is projected to grow much faster than average in scientific, professional, and related services--such as computer systems design and related services, and advertising and related services--as business increasingly hire contractors for these services instead of additional full time staff. By contrast, a decline in employment is expected in many manufacturing industries. (32)

Professional and scientific services are expected to have more of an increase than most because there is more hiring of contractors than actual full-time staff. The downside to this is that manufacturing is expected to decrease a decent amount over the next few years.

There will be a lot of competition in the market for a marketing and sales manager because of the importance of the position. There are employers who will hire managers for different reasons. Some will want a managers with computer skills to be in charge of all marketing and sales online: “In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet” (Farr 121). Since the internet has become a very valuable, it would be smart for one to gain knowledge to be able to operate it. There is a very high demand for financial professionals in this positions who can create products for the market.

College graduates will have a large portion of the opportunities in all the corporations. Since television, radio, and other sorts of media will affect the company, having creativity can be a plus because of digital media increasing rapidly. Over the last ten years, the openings have been declining which means many qualified candidates for the job will have a great opportunity. The employers will have different reasons to hire specific people. Mutual funds and investment managers are hired by other investment firms.

Many companies look to hire individuals with master's degrees or doctorates in different majors because this would make them more useful. Some employers may even just hire contractors instead of full-time employees. Working in this business for a long time can eventually lead to advancements like becoming the vice president or president of the company. Because of the great outlook on the job, a career in marketing and sales management is a great choice.

In addition, the salary for a career as a marketing and sales manager is quite pleasing. The jobs are distributed in all different types of managers but most are sales managers. Salary has several different aspects to decide it. One thing is area in which the company is based. Depending on the city, salaries can be higher or lower: "Marketing managers of larger financial institutions in metropolitan areas earned higher salaries" (Fitch 49). Managers in metropolitan areas are more likely to make a higher salary because of more business in the very populated area than a manager in a suburb city with a smaller population and less business. It also depends on the level of experience. The levels of responsibility and education really influence the amount of money being made.

The different types of managers were split up widely throughout the market: Marketing mostly takes up one-fourth of the market. Advertising and promotions take up one-fourth and sales takes up about half of the market: "Sales managers held of the jobs; most were employed in wholesale trade, retail trade, manufacturing, and finance and insurance industries" ("Advertising, Marketing, Promotions, Public Relations, and Sales Managers" 32). Since the sales managers take up the majority of the market, one would have a better chance becoming a sales manager. Public relations managers take up a very small part and most are in service-providing industries.

The average starting salary for a marketing and sales manager is between \$31,000 and \$106,000. These earnings are expected to grow a good amount, so it can be expected the salaries will raise. The average salary in 2005 for marketing managers was \$87,640 for sales managers was \$70,000, so this is one of the higher starting salaries as an occupation.

There are also additional ways for these managers to make money. Many managers have bonuses that are around 10% of their salaries. They also receive benefits like paid vacations, insurance and retirement plans for the managers. Some companies even offer stock options for some managers to invest in stocks. With this growing market and rising salaries, a career as a marketing and sales manager is an excellent choice.

In conclusion, after thoroughly researching s career as a marketing and sales management, I believe that this may be a job that I am interested in because this job can provide me with a challenge in life and a suiting paycheck. I predict that in 10 years from now everyone will have success as long as they have a a career in marketing and

sales management. This job is a secure choice and will in the long run be the right decision.



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