

Marketing Communications

Marketing communications employees plan, coordinate and implement marketing strategies, advertising promotion and public relations activities

- Advertising and Promotions Managers
- Advertising Sales Agents
- Communication Directors
- Demonstrators and Product Promoters
- Public Relations Specialists

Marketing Management

Formulating policies and directing the operations of businesses and corporations, nonprofit institutions and other organizations.

- Customer Service Representatives
- Marketing Development Managers
- Marketing Managers
- Sales Managers
- Search Marketing Strategists

Marketing Research

Employees in marketing research are concerned with understanding people and organizations. They collect and analyze many different types of information to design new products, to predict future sales and to position their own company's strategies against those of its competitors.

- Database Administrators
- Knowledge Management Specialists
- Marketing Forecasters
- Market Research Analysts
- Research Specialists

Merchandising

Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

- Cashiers
- Customer Service Representatives
- Merchandise Displayers and Window Trimmers
- Procurement Clerks
- Stock Clerks, Sales Floor

Professional Sales

These workers are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers.

- Demonstrators and Product Promoters
- Real Estate Brokers
- Retail Salespersons
- Telemarketers
- Wholesale and Retail Buyers, Except Farm Products



- What education do I need for this occupation?
- Where can I get the necessary education?
- What are the future employment opportunities?
- What wages are typical?

Visit www.RUReady.ND.gov to learn more about these and other occupations.