

Is A Marketing Career For You?

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Various Marketing Specialties:

Consulting: *Marketing Plans, Marketing Budgets, Feasibility Studies, Campaigns & Promotions*

You must be: Organized, Coordinate timelines, Like to do research, Write Goals, Plan events

Creative Designer: Ad copy, place media buys, design brochures, logos, taglines, web sites, write video and radio scripts

You must enjoy: Design work, have an eye and writing style for what catches attention, like to “think outside the box”

Internet Marketing: E-news, Web site content, search engine optimization, blogging, social site networking and many more future career opportunities

You must like: Research, writing, learning about the ever changing rules of the net

Sales & Membership Marketing: Outside sales and social/business group networking

You must look forward to: Working and conversing with people in various networking groups to find out how you can help their business.

Public Relations: Writing stories, taking photos. Includes local, national and international specialties

You must have a flare for: Writing and taking photos, researching media contacts for your target market