



WORKING IN MARKETING CAREERS

Qualities of a Marketer

Not everybody can be a marketer. There are many jobs in this sector but to find marketing employment, you need to have some specific qualities.

1. The very first quality of a marketer is that he should be able to communicate efficiently. He should be well versed in English and should be good in both written and verbal communication. His ideas, thoughts and information should be communicated effectively to the person in front.

2. The second most important quality for a marketing job is to recognize problems, even if they are in the dormant stage and have not yet surfaced. That's right. Do you have the magical gift of overlooking the present and viewing problems that may crop in the future?

If yes, then marketing jobs will be at your feet. This is one of the major qualities required to be a successful marketer and if you have it, no one will be able to stop you.

3. Marketing information is usually in the form of complex data, so if you know how to interpret complex market information, then you can easily get jobs in marketing.

4. Are you an innovator? New ideas are always welcome in the world marketing. So if you have a good imagination and can generate, organize and communicate these ideas effectively, then marketing careers is your forte.

These are the four essential qualities every marketing aspirant should have. There are many career opportunities offered by the marketing career. You can choose one according to your values, style and interest.

How to Gain Experience?

There are many ways in which you can gain experience for your marketing career. Usually people go for internships as they give on-the-job training and experience which is vital for future growth in the field. You can also volunteer for community projects and service learning. The various experiences which will help you are as follows.

- Engaging in Market Research for some Fortune 500 Company.
- Developing displays of Point-of-Purchase to promote products.
- Reviewing service programs and estimating their market research and potential price and cost.
- The using of available data to research the “customer base potential”.
- Designing of a promotional campaign (like an advertisement) for the promotion of new products or services.
- Developing and organizing a marketing plan for some global business. 430

Qualifications

It is not absolutely essential for you have a degree in marketing to enter into the career. All you need is persistence and determination and you can achieve your dreams. Mostly it has been seen that students with a graduate degree in Business Studies have been successful. But if you have a knack for the job, it is better to enroll in some graduate trainee program or join a company at the base position of a general management trainee, print buyer or market research assistant.

Marketing Career can be very exciting so get ready to join in the fun and experience.

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