Marketing

About this area of study

Marketing officers promote a company's or client's sales of products or services. This can involve marketing existing products, developing new products to cater for consumer demand, or developing markets for new products or services.

Marketing officers may perform the following tasks: identify and analyse an organisation's strengths and weaknesses, and respond to opportunities and threats in the marketing environment, set goals for market share and growth, develop and implement appropriate strategies by selecting, segmenting and targeting markets, and promoting products and services to those markets, make decisions regarding products, such as choosing labels or packaging, work on developing new products, work out an approach to pricing and set prices for products and services, manage distribution channels such as shops and wholesalers, make decisions regarding the distribution of products (such as taking orders, warehousing, stock control and transport), manage store image or undertake direct marketing, develop plans for advertising, sales promotion, public relations, personal selling and sales management, undertake marketing audits to monitor sales performance.

Key skills that Marketing graduates demonstrate include

- analysis of information
- vision and drive
- very good communication skills
- organisational skills
- team work skills
- creativity
- ability to understand processes and systems

Courses offered by Deakin University include

- Bachelor of Commerce (Marketing major)
- Bachelor of Management (Marketing major)
- Bachelor of Business Information Systems (Marketing major)

Labour market information

Grads online has information regarding graduate salaries and where graduates go after completing their course www.gradsonline.com.au

Job Outlook has information about the labour market outlook http://joboutlook.gov.au

Related occupations

- Advertising account executive
- Events coordinator
- Interviewer
- Project support officer
- Public relations officer
- Sales representative
- Technical sales representative
- Internet marketing specialist
- Marketing, publicity or in-house copywriting
- Communication advisor

An industry career profile, salary and other employment information can be obtained from the My Future website www.myfuture.edu.au

Descriptions of occupations can be found at The Job Guide www.jobguide.thegoodguides.com.au

Employers

Global Trenz Marketing www.globaltrendz.com.au

Taurus Marketing www.taurusmarketing.com.au

JMG Marketing (Aust) Pty Ltd www.jmg.com.au

Marketing Mechanics www.marketingmechanics.com.au

MJH Group www.marketinganswers.com.au

Eventcorp www.eventcorp.com.au

National Foods www.natfoods.com.au

Lion Nathan www.lion-nathan.com.au

Coca-Cola Amatil http://ccamatil.com

ANZ www.anz.com.au

Telstra www.telstra.com.au

GlaxoSmithKline www.gsk.com.au

Salvation Army www.salvos.org.au

Red Cross www.redcross.org.au

Australia Public Service www.aps.gov.au

For specific employment opportunities visit the following sites

Deakin University Jobshop www.deakin.edu.au/jobshop

Graduate Opportunities www.graduateopportunities.com

Uni Grad www.unigrad.com.au

Seek www.seek.com.au

My Career www.mycareer.com.au

Career One www.careerone.com.au

Professional associations

Australian Market and Social Research Society www.amsrs.com.au

Australian Marketing Institute www.ami.org.au