

# Marketing

## Possible Career Paths

**Marketing Managers** Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied.

**Green Marketers** Create and implement methods to market green products and services.

### Market Research Analysts and Marketing Specialists

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign.

**Public Relations Specialists** Engage in promoting or creating an intended public image for individuals, groups, or organizations.

## Do you like...

- \* being creative?
- \* designing ads?
- \* working with people?
- \* create a public image?



## Jobs in the Military

### Public Affairs and Media Relations Officers

The services have public affairs and media relations officers to keep the public informed about the military. These officers answer questions from the news media, members of Congress, private citizens, and service personnel. They also prepare reports and news releases about activities on military bases and service policies and operations.



## Colleges for Marketing

Arkansas State University-Main Campus, Central Baptist College, Harding University, John Brown University, Strayer University-Arkansas, University of Arkansas, University of Arkansas at Little Rock, University of Central Arkansas, University of the Ozarks



Discover who you can be...

Ask your counselor about taking the

# ASVAB CEP