

About Marketing

Want to learn how to win friends and influence people? That is what Marketing is all about, influencing behavior, attitudes and perceptions of people through various forms of communication. As a result every day we are often the target of a variety of marketing communications that aim at changing our perceptions or altering our attitudes in order, in most cases, to make us buy a product or service.

Marketing is obviously an essential role in all public and commercial organizations. Organizations manage their marketing activities to create customer satisfaction by building value relationships. Marketing Management identifies customer needs and wants, determines which target markets the organization can best serve, and develops and manages the appropriate products, services and strategies to satisfy that market.

Your study of Marketing will provide you with an understanding of marketing theory through practical applications of the marketing exchange processes using Product Development and Planning, Pricing Strategies, Integrated Marketing Communications and Distribution Channel Management.

What can you do with a Marketing degree?

Having a solid background in commerce, particularly if you have chosen to combine your marketing degree with another major, makes you very employable. The following are just some of the professions you could consider:

- Convention Services Manager;
- Hotel Sales/Marketing Director;
- Public Relations Manager;
- Media Planner;
- Media Buyer;
- Market Research Analyst;
- Advertising Manager;
- Promotions Manager;
- Sales Manager;
- Marketing Manager

Professions	What they do
Convention Services Manager	Convention Services Managers coordinate the activities of various departments in larger hotels to accommodate meetings, conventions, and special events. They meet with representatives of groups or organizations to plan the number of rooms to reserve, the desired configuration of the meeting space, and banquet services. During the meeting or event, they resolve unexpected problems and monitor activities to ensure that hotel operations conform to the expectations of the group.
Hotel Sales / Marketing Director / Hotel Public Relations Director	Sales or Marketing Directors and Public Relations Directors oversee the advertising and promotion of hotel operations and functions, including lodging and dining specials and special events, such as holiday or seasonal specials. They direct the efforts of their staff to purchase advertising and market their property to organizations or groups seeking a venue for conferences, conventions, business meetings, trade shows, and special events. They also coordinate media relations and answer questions from the press.
Public Relations	Public Relations Specialists draft press releases and contact

Specialist	<p>people in the media who might print or broadcast their material. Many radio or television special reports, newspaper stories, and magazine articles start at the desks of Public Relations Specialists. Sometimes the subject is an organization and its policies toward its employees or its role in the community. Often the subject is a public issue, such as health, energy, or the environment, and what an organization does to advance that issue. They also arrange and conduct programs to keep up contact between organization representatives and the public. For example, they set up speaking engagements and often prepare speeches for company officials.</p>
Public Relations Manager	<p>Public Relations Managers supervise public relations specialists. These managers direct publicity programs to a targeted audience. They often specialize in a specific area, such as crisis management, or in a specific industry, such as health care. They use every available communication medium to maintain the support of the specific group upon whom their organization's success depends, such as consumers, stockholders, or the general public. For example, they may clarify or justify the firm's point of view on health or environmental issues to community or special-interest groups. They observe social, economic, and political trends that might ultimately affect the firm, and make recommendations to enhance the firm's image on the basis of those trends.</p>
Media Planner	<p>Media Planners gather information on the public's viewing and reading habits, and evaluate editorial content and programming to determine the potential use of media such as newspapers, magazines, radio, television, or the Internet. The media staff calculates the numbers and types of people reached by different media, and how often they are reached.</p>
Media Buyer	<p>Media Buyers track the media space and times available for purchase, negotiate and purchase time and space for ads, and make sure ads appear exactly as scheduled. Additionally, they calculate rates, usage, and budgets.</p>