

Marketing: Six Types of Job Paths

Brand or Product Manager	Assistant Marketing Manager Digital Category Manager Product Development Specialist Customer Category Analyst Associate Marketing Coordinator	Your team is in charge of a brand, product or product line. You're analyzing the market, innovating, and developing strategy to help your product succeed. It's like running your own business within a company.
Advertising and Media	Media Planner Digital Marketing Specialist Marketing Comm. Analyst Digital Media Analyst Paid Search Strategist	Your team is in charge of advertising and promotions. You're making recommendations on how to spend resources on different media, optimize digital strategy, and create the most effective promotions.
Account Manager	Account Executive Account Manager Sales Executive Sales Account Manager Business Development Coordinator	Your team is in charge of managing business partners. You establish and maintain relationships, help your current and prospective clients understand your products, negotiate contracts, and support your partners.
Retail Management	Associate Buyer Merchandise Planning Analyst Sales Manager District Manager Sales Coordinator	Your team is in charge of which products are sold, where to place them, and how much to charge. This includes controlling the physical store and online store environment, as well as overseeing sales and personnel.
Consulting	Associate Consultant Management Consultant Business Consultant Brand Consultant Consulting Analyst	Your team helps solve problems for other companies. You learn about the company, analyze the situation, and recommend optimal solutions. You might consult on strategy, implementing change, or how to best use human resources.
Analyst	Associate Marketing Analyst Business Analyst Systems Analyst Project Analyst Planning Analyst	Your team is like an "internal consultant" for a company. You analyze the situation, forecast future projections, develop strategic recommendations, and implement decisions.