



# Careers in Marketing: The Comprehensive Guide to Traditional and Digital Marketing Careers

*By Eric Siebert*

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## **Careers in Marketing: The Comprehensive Guide to Traditional and Digital Marketing Careers** By Eric Siebert

Are you considering a career in marketing but not quite sure what marketers do? Well you're not alone. Read the new book 'Careers in Marketing' for an insider look at digital and traditional marketing career opportunities.

The field of marketing covers a vast landscape and without proper guidance it's not an easy one to navigate. Technology and the Internet have also radically transformed the profession making it even more difficult for job seekers to understand 'what career options exist and which are best for me?'

I've worked in marketing for over 30 years and wrote the book Careers in Marketing to serve as this guide. Careers in Marketing is the only comprehensive and contemporary guide to clearly understand the many interesting, growing and well paying marketing career opportunities.

This book is intended to help those considering a job change as well as those beginning their careers to better point their 'career compass' and make smarter choices about their future.

'Careers in Marketing' is divided into four sections based on the key activities of marketing: Marketing Insights, Marketing Planning, Marketing Execution and Marketing Optimization. The most relevant digital and traditional marketing roles are described across each of these activities. Each role includes detailed descriptions of both traditional and digital marketing roles including key job responsibilities and an 'insider view' of the day to day realities of the job. The pros and cons of each role is also described along with key success criteria, salary information, a typical career path as well as guidance on how to land one's first job.

The traditional marketing roles detailed in the book include marketing research management, brand management, product management, advertising and media management, shopper marketing, demand generation, lead generation, customer relationship marketing, consumer promotion, trade promotion, direct marketing,

event marketing, marketing analytics and marketing operations management.

Digital marketing career options discussed include e-commerce, search engine marketing, web communications management, digital marketing communications, social media marketing, inbound marketing and digital analytics.

Consider 'Careers in Marketing' your personal guide for navigating today's complex world of marketing. The book that will help you make smarter choices about that career path that's best for you.

The author of 'Careers in Marketing' has worked for over thirty years in marketing in some of the world's largest and most successful companies including Samsung Electronics, IBM Corporation, Unilever and Boston Scientific. The author has worked for fifteen years in traditional brand marketing roles as well as fifteen years in digital marketing across consumer goods, technology, media & entertainment and healthcare industries.

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### **Editorial Review**

#### **About the Author**

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Often the book Careers in Marketing: The Comprehensive Guide to Traditional and Digital Marketing Careers has a lot info on it. So when you make sure to read this book you can get a lot of profit. The book was authored by the very famous author. Mcdougal makes some research just before write this book. This particular book very easy to read you may get the point easily after reading this article book.

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