



Marketing Managers

**NEXT
STEPS**
IDAHO

What Is It?

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. Oversee product development or monitor trends that indicate the need for new products and services.

What Do They Typically Do?

- Communicating with Supervisors, Peers, or Subordinates
- Establishing and Maintaining Interpersonal Relationships
- Working with Computers

Annual Income:

- Entry Level: \$63,330
- Typical: \$114,040
- Experienced: \$167,030

Major Employers:

Wholesale Trade, Information, Finance and Insurance

What do I do next?

Learn about the job culture:

- Schedule at least one informational interview
- Conduct a job shadow, if possible
- Research available volunteer or intern opportunities

Prepare for training:

- Visit and call trade schools or colleges that offer a related program
- Research regional job openings at: idahoworks.gov

Explore all pathways to certification:

labor.idaho.gov/jobscape

Talk to your school counselor or advisor for more information

Get started today!

Ask about the career & technical programs at your school or nearby technical college.

Check out Idaho Digital Learning Academy for online opportunities: idahodigitallearning.org

For tips, tools, and resources to learn how your skills and interests can translate to a rewarding career, visit the Next Steps Idaho website.

www.NextSteps.Idaho.gov



Data provided by O*NET National Resource Center, onetcenter.org and Idaho Department of Labor

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