

Marketing - Market Research

Do you enjoy gathering information on current and potential customers or competitors? Does analyzing data on market conditions appeal to you? A career in market research may be a good fit for you! Market research involves figuring out what makes people buy things. This includes conducting investigations into product successes and failures in the market, as well as market trends, characteristics, purchasing habits, and business needs. Through quantitative and qualitative research methods, a market researcher also obtains customer opinions, then evaluates and interprets the data to provide recommendations for their company's success.

An individual in market research must be comfortable with conducting detailed research, generating reports and statistical charts, and presenting their findings. Successful market researchers have keen deductive and inductive reasoning skills, as well as strong written and oral communication.



Source: *Ferguson's Career Guidance Center*

Average Salary & Trajectory*

Entry-Level

\$55,000 annually

- Market Research Analyst
- Research and Development Associate
- Business Development Associate
- Marketing Specialist
- Marketing Analyst
- Project Researcher

Mid-Level

\$103,000 annually

- Market Research Manager
- Research and Development Manager
- Senior Research and Development Associate
- Senior Business Development Associate

Executive-Level

\$146,000 annually

- Market Research Director
- Research and Development Director
- Director of Marketing
- Vice President of Marketing and Brand Strategy

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in market research. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

01 Visit O*Net OnLine at www.onetonline.org

02 Refer to the sample job titles listed in the "O*Net Keywords" section below

03 Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Market Research
- Marketing Specialist
- Data Analysis
- Survey Research

Roles:

- Marketing Research Analyst
- Director of Marketing
- Research and Development Manager

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide we are providing average starting salaries as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

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Skills/Experience Suggested:

- Understanding of analytical or scientific software
- Usage of CRM software
- Experience with SQL or other database user interface and query software
- Knowledge of ERP software
- Familiarity with web platform development software
- Basic understanding of data analysis concepts, such as multiple regression, logistic regression, and conjoint analysis
- Ability to create descriptive reports and present results.
- Good communications skills to effectively collaborate and communicate with internal and external contacts.

Advanced Degrees:

- MBA in Marketing
- Master of Science in Market Research

Professional Certifications:

- Certified Marketing Analyst
- DMA Certified Marketing Professional
- Chartered Market Analyst
- Certified Product Marketing Manager

Professional Associations:

- Marketing Research Association
- American Marketing Association (AMA)
- Qualitative Research Consultants Association

Campus Organizations:

- American Marketing Association (AMA)
- Pi Sigma Epsilon

Don't forget to check out the list of career path advisors
business.fullerton.edu/Programs/Undergraduate/#career-path-advisors

Industry Research & Tools:

- MarketStrategies.com
- Careers-In-Marketing.com
- Investopedia.com
- MarketingResearch.org
- Vault.com—accessible through your Student Portal

Job & Internship Search Sites:

- MarketingHire.com
- MarketResearchCareers.com
- LinkedIn.com
- LookSharp.com
- Indeed.com
- Vault.com—accessible through your Student Portal

Employers Hiring Mihaylo Graduates:



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