

Marketing - Brand Management

Brand management, or product management, is the application of various marketing techniques to products, product lines, or the company brand. To ensure a brand's success, companies assign a brand manager to oversee market research, development, and various marketing strategies of the brand. In Brand Management, you research unique ways to capture and retain your desired audience by benchmarking against your competitors.



As a brand manager, you want the audience to perceive your company, or your brand, as the preferred provider of a product or service that differentiates you from the competition and satisfies the needs of your customers. One of your main goals is to strategize ways to generate customer loyalty between your company and the consumer by cultivating an image that properly represents the organization or product. Brand managers treat brands like businesses within the company and are essentially small business owners of their brand.

Source: Ferguson's Career Guidance Center

Average Salary & Trajectory*

Entry-Level

\$62,000 annually

- Marketing Coordinator
- Marketing Specialist
- Marketing Communications Specialist
- Associate Brand Marketing Manager

Mid-Level

\$101,000 annually

- Brand Manager
- Marketing Strategy Manager
- Product Development Manager
- Senior Brand Manager
- Field Marketing Manager

Executive-Level

\$213,000 annually

- Director of Marketing
- Senior Brand Manager
- Vice President of Marketing and Brand Strategy
- Chief of Sales and Marketing Officer

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in brand management. 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:

- Brand Marketing
- Brand Management
- Product Management
- Brand Strategy

Roles:

- Marketing Manager
- Product Manager
- Advertising and Promotions 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:

- Knowledge of analytical or scientific software, as well as CRM and ERP software
- Familiarity with managing databases
- Experience with Graphics and Photo Imaging Software
- An understanding of marketing principles and communication tactics including various forms of digital/social, out of home, grassroots, TV/ radio, and alternative marketing
- Ability to problem solve, develop strategies, and interpret and apply research data
- Demonstrated ability to build & maintain cross-functional relationships and work collaboratively in a team environment.

Advanced Degrees:

- MBA in Marketing
- Master of Science in Marketing
- PhD Marketing
- Doctorate in Business Administration, Marketing

Professional Certifications:

- Certified Marketing Analyst
- Brand Management Certificate
- DMA Certified Marketing Professional

Professional Associations:

- American Marketing Association (AMA)
- American Advertising Federation
- Association of Product Management and Product Marketing
- Business Marketing Association

Campus Resources:

- 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:

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

Job & Internship Search Sites:

- Investopedia.com
- MarketingProfs.com
- Marketing-Schools.org
- Monster.com
- Vault.com—accessible through your Student Portal

Employers Hiring Mihaylo Graduates:

