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ISM

Ratliff 2A

Research Assessment #1

The central goal of the ISM curriculum is to establish connections in a field of study you want to enter, post graduating high school. After learning about my strengths and genuine passions, I might want to study and eventually work as a Marketing Consultant.

One of the main reasons I've found a deep interest in this career path is the research I've done on daily responsibilities. Last year, I took a class called Dollars and Sense, otherwise known as DAS. For our final project, we completed a career path analysis, comparing and contrasting three different industry jobs and living off the average income. I had chosen to be an accountant, contract teacher/tutor, and marketing consultant. Through this, I accidentally found a career path that checked off 90% of the things on my list for future jobs. I will list the daily tasks I have found below, in no particular order:

- "Identify marketing campaigns that effectively and efficiently reach the targeted audiences."
- Partner with clients and conduct background analysis and interviews to learn and understand their needs
- Reside over a team of marketing professionals and together implement and accomplish goals
- Create and implement innovative communication strategies and devices
- Develop short and long-term marketing objectives for the team
- Work alongside marketing strategists to best understand the current advertising attempts and where we can improve them
- Constantly update and reevaluate current goals, strategies, etc., according to rising trends

Although I have a good understanding of daily tasks, I found all this information on the internet, so I am curious to see if it transfers to day-to-day life.

The education, certifications, and training required to excel in the field have been quite different from company to company. Almost all require a bachelor, Bachelor of Science in Marketing, or Ba/Bs in related areas, such as business and communications. However, a master's in any category mentioned would also be a great way to stand out against other applying persons. Furthermore, I would also need knowledge of how to proficiently use different forms of marketing software and further analytic understanding. Aside from the information above, this job requires much more soft skills than intricate knowledge. For instance, I must communicate effectively verbally and in writing, alongside being comfortable giving presentations. I must also be able to write brief and coherent analytical reports and proposals. Furthermore, I need to be good at problem-solving and willing to learn from criticism and mistakes. Continuing on the previous skills mentioned, I plan to actively strengthen and evolve them through my participation in ISM and DECA.

The beautiful thing about being a marketing consultant is that I can fit into any business, regardless of its sales or services. It is possible to be a consultant for all; however, only some experienced professionals recommend it. Therefore, I must figure out my niche to gain market expertise and provide better knowledge and services to my customers.

In my brief research, I have found a few marketing organizations offered to high school students. One of them is DECA, a group in which I actively participate. My involvement in this organization has helped me gain real-world experience. Alongside DECA, I have found the Internet Marketing Association (IMA), Youth Marketing Club (YMC), and American Marketing Association (AMA). I stumbled upon Refuel Agency which has piqued my interest for potential interviews.

Regarding salary, most of the information I have found has unfortunately said that the first few years working are likely to be lower pay. The average salary is almost \$80,000 in Texas and around \$70,000 in the United States. However, one must consider a lower wage due to less experience. A good, well-paid marketing consultant has years of experience in the field and can quickly and effectively help clients. So, it makes sense that I will be of less use and won't make nearly as much as in the future. However, the good news is that experts in this field can get paid hundreds of thousands of dollars a year. It also depends on whether or not the person chooses to work under a company that will contract them out, work in the marketing branch of one company, or starts their own and works for themselves. If a person works for themselves or is under a contract, they may earn an hourly rate. Companies may pay the average pro marketing consultant between \$150-\$300 hourly.

This assignment taught me a lot about the basic information, prerequisites, and my future for my path in the marketing industry. I am excited to delve deeper into topical skills, like learning about different software and market data analysis. Along with furthering my soft skills and building a network of individuals in the field. Below is an annotated article I used for my source of information alongside a link to a second article (I could not copy it due to protection laws) I used.

Marketing Consultant job description

Marketing Consultants are professionals who help companies understand their customers. They identify effective marketing campaigns that will reach targeted audiences effectively and efficiently. In addition, they offer guidance on how best to communicate with these potential clients, which can be both online and offline.

Commented [1]: Job Description

Marketing Consultant responsibilities include:

- Studying company profile and operations to understand its marketing needs
- Conducting marketing research to identify industry trends and commercial opportunities
- Developing and implementing a marketing strategy according to objectives and budget



Job brief

We are looking for a passionate Marketing Consultant who'll provide strategic and practical advice to boost our company's marketing efforts. You'll organize our activities and marketing strategy.

The ideal candidate will be a strategic thinker and knowledgeable in everyday marketing activities. We want to see excellent communicators, with lots of enthusiasm, who're ready to make a difference. Knowledge of our industry matters too.

Commented [2]: Be enthusiastic to learn and professional when communicating

The goal is to ensure that our marketing operations will engage our customers and outperform our competition.

Responsibilities

- Study company profile and operations to understand its marketing needs
- Conduct marketing research to identify industry trends and commercial opportunities
- Develop and implement a marketing strategy according to objectives and budget
- Prepare detailed proposals and marketing plans
- Advise on branding, positioning, communications, and other marketing issues
- Give direction to marketing efforts with the most effective methods and tools
- Liaise with the marketing department and external vendors
- Monitor marketing projects and analyze results
- Write reports with suggestions for improvements and new ideas

Commented [3]: What field of study (healthcare, automotive, etc) do I want to work in?

Commented [4]: The consulting part

Commented [5]: Watching over the marketing department and making sure things are getting done well and on time

Requirements and skills

- Knowledge of data analysis and market research
- In-depth knowledge of marketing principles and best practices
- Proficient in MS Office/Working knowledge of IT and marketing software (e.g. CRM)
- Ability to think strategically and analytically
- Apt in writing proposals and reports
- Communication (oral and written) and presentation skills
- Outstanding organizational abilities
- Aptitude in problem-solving
- BSc/BA in marketing, communications, business or relevant field; MSc/MA will be a plus

Commented [6]: How do I obtain this knowledge?

Commented [7]: Possibly need to learn how to efficiently use the software

Commented [8]: One of my strong suits, use to my advantage, and further presentational skills

Frequently asked questions

What does a Marketing Consultant do?

A Marketing Consultant assists companies in creating and implementing the best possible strategies to reach their target audience. These experts can advise on everything from communicating with your customers to articulating what message they should hear based on their needs or wants. They can even help to figure out when and where these messages need distribution through advertising channels like TV commercials.

What are the duties and responsibilities of a Marketing Consultant?

A Marketing Consultant studies company profiles and operations to understand their market needs. They also research industry trends and commercial opportunities. They use this information with other data points to determine what people want or what makes them gravitate toward a product.

Commented [9]: Must keep up to date with global trends

What makes a Good Marketing Consultant?

The ideal Marketing Consultant would be someone who possesses strong writing skills and good communication abilities. These qualities are essential because they must clearly explain complex topics so that clients can make informed decisions about their business goals.

Commented [10]: Important soft skills!

Who does a Marketing Consultant work with?

Marketing Consultants work with Marketing Strategists. These professionals assist each other in identifying trends and potential opportunities in a company's marketing campaigns. They each work to plan proper methods of advertisement. Their joint efforts benefit the company and help them gain new customers.

Commented [11]: Must have basic, or further, knowledge of different methods of advertisement, and what situations best to apply them in

Access Link

<https://totempool.com/blog/marketing-consultant/>

Citations

Bika, Nikoletta. "Marketing Consultant Job Description." Recruiting Resources: How to Recruit and Hire Better, 25 Apr. 2022, <https://resources.workable.com/marketing-consultant-job-description#:~:text=A%20Marketing%20Consultant%20assists%20companies,on%20their%20needs%20or%20wants.>

Totempool, . "What's a Marketing Consultant. All You Need to Know." What's a Marketing Consultant. All You Need To Know, 31 July 2022, <https://totempool.com/blog/marketing-consultant/>.