

MARKETING – THE TASKS AT A GLANCE

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Annotation: *Work in marketing and sales involves numerous interesting tasks as the field is particularly varied. There will therefore never be a lack of variety in the marketing industry and each day will bring new and interesting challenges. But what's marketing actually about? Companies need to draw attention to their products and services. To sell them, the interests and needs of customers must be considered. In short, marketing encompasses all activities and tasks that cause a company to sell products and services. For this, marketers closely monitor the market, identify the interests of their customers and increase awareness of the company's products and brands. For example, they develop and implement online or offline campaigns, or advertise via PR work.*

Key words: *Market, marketing, PR, Product, Price, Promotion*

Are you interested in a career in marketing? In this article you'll find out which marketing tasks you'll encounter and the requirements you'll need to meet. Tasks of Marketing - What is marketing? When we think of marketing and sales, we mostly firstly think of advertising. But that's just one part of it! Marketing is a long-term project that requires precise planning and the development of suitable strategies. This is the only way to achieve the goals of making companies and their services and products better known in the long term and increasing profits. Even the best product can only be sold if consumers are aware of it! You'll encounter the following tasks in marketing:

- Analysis of the market, customer interests and competition
- External and internal communication to market products and services
- Planning, presentation and launch of products and services
- Maintenance and optimization of products and prices

With a marketing job, you'll have the opportunity to specialize in different fields. Popular marketing fields include, for example, work in direct marketing, digital marketing jobs, public relations (PR) or market research. Marketing objectives In order to successfully market services and products, a marketing concept is created. Different tools can be used for this. We also talk about the marketing mix and the four "P's" in this context: **Product** (product policy), **Price** (pricing policy), **Place** (distribution policy) and **Promotion** (communication policy).

Marketing aims to achieve the following objectives:

- Establish the company's products and services on the market.
- Increase sales.

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- Increase brand awareness and market shares.
- Improve customer loyalty and increase customer satisfaction. Initial experience in marketing. An internship in a marketing department allows you to gain initial experience and increases your chances of subsequently gaining a foothold in the marketing industry. You can also get a taste of this alongside your studies, such as in an advertising agency. Comparison of marketing managers, brand managers and digital marketing managers. There are many options for work in the field of marketing. Good qualifications for entering the industry are a university degree in economics or communication sciences. Ideally, you will have already completed a degree in business administration specializing in marketing. Business management studies with further training in marketing can also be a great introduction to marketing.

If you are still unsure whether marketing management is right for you, an overview of the following three professions and their marketing tasks is provided below:

Tasks Marketing Manager	Tasks Brand Manager	Tasks Digital Marketing Manager
<p>Marketing managers have a key position in the company. They are responsible for the planning and implementation of marketing and communication strategies in the digital and print sectors.</p> <p>Possible tasks of marketing managers:</p> <ul style="list-style-type: none"> • Researching and observing the market and trends • Creation, optimization and maintenance of campaigns and PR activities • Management of media channels • Email and newsletter marketing. <p>Product design and layout are often also part of their area of responsibility.</p> <p>The starting salary of marketing managers is on average around £26,000</p>	<p>Brand managers ensure that the company has a unique image. Customers should associate a good feeling with the company and its brands. Brand managers are the voice of the company.</p> <p>Their tasks include:</p> <ul style="list-style-type: none"> • Developing strategies for brand positioning and brand management • Market, competition and consumer analysis • Collecting data about the behaviour and interests of target groups <p>Brand managers must be experienced in dealing with marketing tools and have the ability to assert themselves.</p> <p>Creativity, flexibility and good organizational skills are other necessary qualities.</p> <p>The average starting salary of brand managers is around £37,000</p>	<p>Digital marketing managers are responsible for digital marketing in the company. They ensure professional positioning and visibility of the company in digital media. Sometimes they also work as content managers and social media managers.</p> <p>Their most important tasks include:</p> <ul style="list-style-type: none"> • Search engine advertising and optimization • Social media and affiliate marketing <ul style="list-style-type: none"> • Email and newsletter marketing • Monitoring trends in digital marketing <ul style="list-style-type: none"> • Preparation of competitor analyses <p>Their tasks also include monitoring the success of measures taken and</p>

35,000 per year	per year.	analysing online behaviour. The average starting salary of digital marketing managers is around £32,000 per year.
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Employees in marketing management can work in multiple industries and are needed in almost all companies, for example in tourism, management consulting or in the IT industry. What qualifications should you have for a job in marketing? Work in marketing is very varied, it includes many tasks and topics. A high level of flexibility and good personal organization are therefore particularly important. Creativity and team spirit are also needed, and candidates should also be open to trends. Also important are:

- High stress tolerance
- Good verbal skills and
- The ability to think in a networked way.

Presentations to clients or management shouldn't be a problem for the right candidate. Intercultural expertise and foreign language skills are also important. Experience abroad is given high priority in applications. It is therefore an advantage if you can show that you have studied for one or more semesters abroad. In addition to the relevant degree, sound computer skills, the ability to use web tools and graphics skills are important to get into the marketing industry.

Work in marketing is forward-looking. Due to the ever-increasing competition, capable marketing experts are of great importance. In marketing, it's vital to always be up-to-date with the latest technology and times. The tasks in marketing are also constantly evolving as a result of progress made. Marketing professionals must therefore constantly develop their skills. Depending on qualifications, experience and area of responsibility, candidates can definitely earn £26,000.00 to £79,000.00 a year in marketing. In Conclusion, Working in marketing offers an exciting and varied range of tasks for creative minds. Marketers analyse the market and the interests of customers. They develop marketing concepts, increase brand awareness and, through the use of marketing measures, also sales. Good prerequisites for gaining a foothold in the marketing industry are a degree in economics or communication sciences.

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