

## Is A Marketing Career For You?

Provided by: Kathy Kane  
Market Insights, LLC

### *Various Marketing Specialties:*

**Consulting:** *Marketing Plans, Marketing Budgets, Feasibility Studies, Campaigns & Promotions*  
*You must be:* Organized, Coordinate timelines, Like to do research, Write Goals, Plan events

**Creative Designer:** Ad copy, place media buys, design brochures, logos, taglines, web sites, write video and radio scripts  
*You must enjoy:* Design work, have an eye and writing style for what catches attention, like to “think outside the box”

**Internet Marketing:** E-news, Web site content, search engine optimization, blogging, social site networking and many more future career opportunities  
*You must like:* Research, writing, learning about the ever changing rules of the net

**Sales & Membership Marketing:** Outside sales and social/business group networking  
*You must look forward to:* Working and conversing with people in various networking groups to find out how you can help their business.

**Public Relations:** Writing stories, taking photos. Includes local, national and international specialties  
*You must have a flare for:* Writing and taking photos, researching media contacts for your target market