WHAT IS MARKETING, ADVERTISING, RETAILING AND SALES ABOUT?

Where do people buy? How do people buy? When do people buy? How does a business make its products or services stand out in a crowded and increasingly virtual marketplace, peopled by consumers who want instant responses and personalized experiences?

There is a significant focus on seamless interaction for customers, regardless of how the customer connects. New media channels are emerging and redefining traditional ways of doing business. This means that omni-channel approaches are now required.

Integrated shopping experiences extend from the shop floor to Facebook, Twitter, email marketing, texting, television, radio, direct mail, catalogues etc. Shopping experiences are often multifaceted and increasingly interchangeable. Therefore, it is important that those overseeing the market space make sure there is brand presence across platforms and ensure that content is meaningful, relevant, on brand and current.

Businesses need staff who are confident and competent at taking an interactive, omni-channel approach to business solutions and who know how to identify customers and connect with them in meaningful ways.

Are you genuinely curious about how the marketplace operates? Are you keen to work out how and why consumers respond as they do? Are you curious about what drives brand preferences? Are you interested in combining creativity with business success strategies? Are you familiar with the channels in which markets operate? Then study in marketing, advertising, retailing and sales may provide a great career option for you.

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A FUTURE IN MARKETING, ADVERTISING, RETAILING & SALES

USEFUL WEBSITES

Commercial Communications Council
commscouncil.nz

Association of NZ Advertisers Inc (ANZA)
www.anza.co.nz

New Zealand Marketing Association
www.marketing.org.nz

Retail NZ
www.retail.org.nz

Retail World Resourcing
www.rwr.co.nz

Selling Power Magazine/online
www.sellingpower.com

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Because of this omni-channel environment, businesses need to keep tabs on what is driving their consumers so they can anticipate trends and prepare for what is coming next and identify the best opportunities for growth.

Businesses need staff who are confident and competent at taking an interactive, omni-channel approach to business solutions and who know how to identify customers and connect with them in meaningful ways.

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**KEY CONCEPTS AND TRENDS**

**Omni-channel engagement** - Businesses expect to connect with and respond to their customers in real-time using multiple channels. It is becoming critical for businesses to have their knowledge and skills to be best identified to communicate with customers across channels.

**Retail design** - Retailers are trending towards storytelling and giving shoppers a full experience within their store and online environment. This is achieved through in-store design, merchandise selection and the aesthetics of the store.

**Customer is king** - Increasingly the focus is on the customer/buyer. Due to globalisation, the potential marketplace for products and services continue to expand, but so do the products and services on offer. This puts the customer/buyer in the driving seat. If the customer doesn't like what is being offered, there are many other accessible options.

**Emphasising relationships and brand loyalty** – There are many competitions in the market so one of the biggest challenges is to develop a programme that connects fully with shoppers and encourages loyalty and commitment. Significant and valued points of difference connect with and respond to their customers in real-time.

**Relationship management. Analytics and planning scenes in analytical and planning roles or work in hands-on advertising, retailing and sales can work behind the scenes in consumer knowledge or in the store in just one example of growing digital marketing by retailing.**

**Multi skills required** – Content must stay current which means rapid turnaround and regular generation of ideas. Marketers need creative design, creative ideas and digital and photographic skills to in order produce content. How the consumer perceives direction – to an in-house designer. Gone are the days of running an agency and briefing the finished work results.

**Consumer as design consultant** – The consumer is playing an increasingly critical role in determining the look and feel of the products they purchase. Where decisions such as product packaging were once determined by practical factors like cost and how the product is transported, the consumer is now the only people about consumer knowledge and experience and manage expectations around sustainability and user-friendly packaging.

**Visual Merchandiser** – Develops, delivers and communicates visual inspiration and strategy to promote brands, products and services in-store, in marketing brochures and catalogues or online. In some organisations they work in partnership with other departments to create visual strategies and special events in order to communicate brand and digital experiences and grow sales.

**Advertising Agency Planner** – Creates the communication strategy for an advertising campaign, including identifying the right audiences and setting the tone and campaign messages. Develops a brief, combining market data, qualitative research and product knowledge to enable the creative team to produce innovative ideas that will reach consumer.

**Business Development Manager** – Responsible for developing business opportunities by identifying leads, prospects and partnerships opportunities within various markets. An account manager role includes increasing share of market, revenue and market share. Requires an ability to think outside the square and bring fresh, new ideas to the table to suit ever-changing and competitive markets.

**SKILLS AND KNOWLEDGE**

**Expertise in omni-channel retailing, marketing and advertising**

- The ability to analyse patterns and behaviours and to predict what is likely to come next based on analytics.
- Strong communication skills paired with an ability to motivate the creative and the channel to suit the intended audience and to identify what will resonate with them.
- Technologically savvy and interested in and ready to adopt new technologies and to think about how they can be used to better connect with consumers.
- A willingness to think outside the box, solve problems and come up with new ways to meet consumer demands.
- An understanding of the rapidly changing effect social media has on consumer purchasing behaviour and able to be innovative in the use of it.

**PERSONAL QUALITIES**

- **Creativity** – not constrained by the status quo or ‘what things have always been done’, can think up original ways to reach consumers and grow businesses.
- **Strategic Thinker** – able to step back and look at the big picture, develop effective goals and plan the steps to achieve them.
- **Strong organisational skills** – able to prioritise tasks and get things done on time and within budget.
- **Leadership** – able to lead a team, communicate go goals and direction and delegate tasks.
- **Persuasive** – an ability to understand what motivates people or what ‘makes people tick’.

**FURTHER STUDY OPTIONS**

Postgraduate options in marketing, advertising, retailing and sales include: postgraduate certificate and diploma, commerce, business, marketing/retail, business management, and marketing/retail/brand management.

**Work Settings**

Graduates with skills encompassing marketing, advertising, retailing and sales can work behind the scenes in analytical and planning roles or work in hands-on roles such as store design, product buyer or customer relationship management. Analytics and planning roles tend to be office-based positions, but roles involving management and design can require travel and the opportunity to work in retail environments.

**Salary Guide**

- **Advertising executive**
  - $60,000 - $80,000
- **Advertising manager**
  - $80,000 - $100,000
- **Marketing assistant**
  - $55,000 - $65,000
- **Marketing manager**
  - $90,000 - $120,000

**CAREER ROLE EXAMPLES**

**Omni-channel/Marketing Manager**

- Develops, directs and controls the company’s traditional and digital marketing strategies and sales targets.
- This is achieved via a comprehensive knowledge of products, customer behaviour and brand performance.

**CAREER ROLE EXAMPLES**

**Business Development Manager**

- Responsible for developing business opportunities by identifying leads, prospects and partnerships opportunities within various markets.
- An account manager role includes increasing share of market, revenue and market share.
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**Music and Marketing Manager**

- Expertise in omni-channel retailing, marketing and advertising
- The ability to analyse patterns and behaviours and to predict what is likely to come next based on analytics.
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Opportunities to work in retail environments.

Graduates with skills encompassing marketing, communications, digital and photography skills in order to produce creative content in-house or know how to provide creative services.

Offer an ability to lead, think outside the square and bring fresh, new ideas to the table.

 Salary Guide

 Salary’s figures listed are indicative of the early 2016 New Zealand job market and should only be used as a guide.

**FURTHER STUDY OPTIONS**

Postgraduate options in marketing, advertising, retailing and sales include a professional master degree program (available in New Zealand and internationally). The marketing, advertising, retailing and sales major within the Bachelor of Business is the first degree available.

**THE APPROACH**

The marketing, advertising, retailing and sales major within the Bachelor of Business is the first degree available. It is designed to help students to understand marketing.

**EmploYer comment**

"We look for people who are hard working, have capacity to work independently and are capable of taking a marketing role. SKYE met those requirements and her qualification meant she understood marketing.

The growth of digital is making a huge impact on marketing, but you must make sure you don’t become too focussed on it. You can’t lose sight of your core proposition, understanding of your product or service and consistency of personality across all customer touch points.

If you want a career where brand is important on your CV, opportunities are limited to a handful of roles."

DON BARR
Chief Executive, Flooring Xtra

**SKYE TURNER**
Marketing manager, Flooring Xtra
Bachelor of Business in Retail and Marketing

"While studying I worked as a marketing co-ordinator at Flooring Xtra and also did my co-op role here. Since then I’ve been working with media buyers looking at TV placements, developing and implementing digital and photography campaigns.

When a new store comes on board or it’s time for a spruce up, all the skills I’ve learnt can be applied.

I can do a walk through, suggest layout options, as well as light up store fixtures and lighting to use for tasks, ambience, the positioning of displays and visual stimuli.

I can also do a refit of an old, with the knowledge from my degree.

My job has evolved from helping stores with ads in Flooring Xtra and also did my co-op here. Since then my job has evolved from helping stores with ads in Flooring Xtra and also did my co-op here.

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**KEY CONCEPTS AND TRENDS**

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**Retail design** - Retailers are trending towards storytelling and giving shoppers a full experience within store and online environment. This is achieved through in-store design, merchandise selection and the sensory experience that shoppers have.

**WORK SETTINGS**

Customer is king - Increasingly the focus is on the customer. In the 90s, businesses focussed on survival and the key issue was not being fixed on the ‘price’ end of the market. Today, businesses need to connect fully with shoppers and encourage loyalty and repetition. If the shopper doesn’t like what is being offered, there are many other accessible options.

**Emphasising relationships and brand loyalty** - There are many companies in the market so one of the biggest challenges is to develop a programme that connects fully with shoppers and encourages loyalty and repeat business. Significant and valued points of differentiation for customers, such as the exclusivity of a brand, will be used by marketers wanting customers to stay loyal and not be fixed in the ‘price’ or market of the store.

**SKILLS AND KNOWLEDGE**

Creative – not constrained by the status quo or ‘ways things have always been done’, can think up original ways to reach consumers and grow businesses.

Strategic thinker – plans, designs and controls the company’s traditional and digital marketing strategies and activities to achieve sales and profit targets. This is achieved through cross-channel marketing, directs advertising, retailing and sales via high value products, customer behaviour and brand strategy.

Market Insight Manager / Analyst – Interprets and makes your company’s sales and performance data more digestible and makes sense of consumer purchasing patterns. Expert analysis and specialist advice from this role will help the marketing management make decisions about strategic planning, product and store development and planning and activity across marketing, advertising, retailing and sales.

Visual Merchandiser – Develops, delivers and communicates visual content and strategies to promote brands, products and services in-store, in marketing brochures and catalogues or online. An understanding of the rapidly changing effect social media has on consumer purchasing behaviour and able to come up with new ways to meet consumer demands.

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**FURTHER STUDY OPTIONS**

Postgraduate options in marketing, advertising and retailing and sales include postgraduate certificate and diploma, honours, master’s degree and PhD programmes. These may explore topics such as relationship selling, sales behaviour, resource creation, and shopper engagement strategies.

**SALARY GUIDE**

<table>
<thead>
<tr>
<th>Role</th>
<th>Salary per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising executive</td>
<td>$60,000 - $80,000</td>
</tr>
<tr>
<td>Advertising manager</td>
<td>$48,000 - $50,000</td>
</tr>
<tr>
<td>Marketing analyst</td>
<td>$59,000 - $65,000</td>
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*Some salaries are general guidelines and may vary slightly from one employer to another.*

**SKYE TURNER**

Marketing Manager, Flooring Xtra
Bachelor of Business in Retail and Marketing*

“While studying I worked as a marketing co-ordinator at Flooring Xtra and also did my capstone here. Since then I’ve continued to help with story telling, website and creating website content, to design large scale campaigns, along with new websites and planning the brand’s direction.

Nurturing and growing the Flooring Xtra brand in the highest degree of call and engaging with media buyers looking at TV placements, digital marketing and social media. Working through a new store advising agency or participating in a brand management team in planning the company’s direction.

When a new store comes on board or it is time for a roll out of a new brand, with the knowledge from my degree I can do a walk through, develop layout options, identify where top selling spots are, the type of lighting to use for tiles, ambience, the positioning of counters and so on.

I have been employed by the Bachelor of Business in Marketing, Advertising, Retailing & Sales*

**EMPLOYER COMMENT**

“We look for people who are hard working, have capacity to work independently and are capable of working in a marketing role. Skye met those requirements and her qualification meant she understood what marketing was all about.

The growth of digital is making a huge impact on the learning, but you must make sure you don’t become too focussed alphabetically. You can’t lose sight of your core proposition, understanding your customer, your consistency and credibility across all customer touch points.

If you want a career where brand is important on your CV, you are limited to a handful of jobs.”

Dan Bar, Chief Executive, Flooring Xtra

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**CAREER ROLE EXAMPLES**

**Multi skills required** - Content must stay current which requires an understanding of the right audience and setting the tone and campaign messages. Develops a brief, combines market data, qualitative research and product knowledge to enable the creative team to produce innovative ideas that will reach consumers.
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Where do people buy? How do people buy? When do people buy? How does a business make its products or services stand out in a crowded and increasingly virtual marketplace, as people buy what they want, when they want it, at a price they can afford? There is a significant focus on seamless, customer-focused interactions. There are many new channels emerging and revitalising traditional ways of going to market. This means that omni-channel approaches are now required.

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