



A FUTURE IN
MARKETING



WHAT IS MARKETING?

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 market place, peopled by consumers who want instant responses and personalised experiences?

There is a significant focus on seamless interaction for customers, regardless of how the customer connects.

New media channels are emerging and rivalling traditional ways of going to market. This means that omni-channel approaches are now required. Integrated shopping experiences extend from the shop floor to various social media platforms like Facebook, Instagram, X, and TikTok. Shopping experiences are often simultaneous 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.

Because of this omni-channel environment, businesses need to keep tabs on what is driving their consumers so they can anticipate trends to 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.

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 studying marketing may provide a great career option for you.

KEY CONCEPTS AND TRENDS

Social media dominance – Social media platforms are increasingly dominating the marketing sphere. Brands are leveraging the power of social media platforms to engage with their target audience in real-time, build brand awareness and drive sales. Businesses are capitalising on the immense potential of these platforms to expand their reach, enhance customer engagement and drive business growth.

Increasing use of marketing analytics – Marketing analytics plays an increasingly pivotal role in understanding consumer preferences. By harnessing the power of data, businesses can gain valuable insights into consumer behaviour, preferences and trends. These insights also help businesses enhance customer satisfaction, drive customer loyalty and achieve a competitive advantage in the market.

Customer is king – Increasingly the focus is on the customer/buyer. Due to globalisation, the potential markets 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 competitors in the market so one of the biggest challenges is to connect fully with shoppers and encourage loyalty and commitment. Significant and valued points of difference for customers, such as the exclusivity of a brand, will be critical for marketers

wanting customers to stay brand loyal and not be fixed in the 'price' end of the market.

Internet marketing – The opportunities to market online are growing exponentially as consumers browse on smartphones throughout the day. To stay relevant retailers have to deliver online as well as in-store and elsewhere. The development of devices that send tailored information to customers near or in the store is just one example of growing digital marketing by retailers.

Multi skills required – Content must stay current which means rapid turnaround and regular generation of ideas. Marketers need to have creative design, creative ideas and digital and photography skills in order to produce content in-house or know how to provide creative direction to an in-house designer. Marketers also need to be able to identify the best ways to communicate with customers across multiple channels.

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 would fit on the shelf, companies now think about consumer needs and experiences and manage expectations around sustainability and user-friendly packaging.

WORK SETTINGS

Graduates with skills encompassing marketing 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 tend to be office-based positions, but roles involving management and design can require travel and the opportunity to work in retail environments.

It is recommended that graduates look for roles that offer substance and career opportunities, rather than jump onto the latest fad brand that may disappear as quickly as it appeared. Versatile graduates with a multiple skill set across marketing are highly valuable to organisations.

CAREER ROLE EXAMPLES

Omni-channel Marketing Manager* – Develops, directs and controls the company's traditional and digital marketing strategies and activities to achieve sales and profit targets via a comprehensive omni-channel marketing strategy. Services both the online and retail side of the business and requires a high-level knowledge of products, customer behaviour and brand strengths.

Digital Marketing Manager/Specialist – Develops and executes digital marketing campaigns across various online channels. Creates content and manages social media presence, implements search engine optimisation strategies and enhances brand visibility through managing website traffic.



Brand Manager* – Manages and enhances the brand image and reputation of a company. Oversees brand performance across different marketing channels and collaborates with cross-functional teams to align marketing efforts with the company's brand positioning and strategies.

Market Research Manager/Analyst – Gathers and analyses data to understand consumer behaviour, market trends and competitive landscapes. Conducts primary and secondary research and generates marketing research reports and marketing insights to support marketing decision-making.

Business Development Manager* – Responsible for developing business opportunities by identifying leads, prospects and partnership opportunities within various market sectors. Includes increasing client numbers, 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.

*Manager roles usually require several years' experience, depending on company circumstances and individual competence.

SKILLS AND KNOWLEDGE

- Expertise in social media and mobile marketing, promotion, consumer behaviour, managing marketing relationships and marketing research.
- The ability to analyse patterns and behaviours and to predict what is likely to come next based on this analysis.
- Strong communication skills paired with an ability to tailor the message 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 connect with consumers.
- A willingness to think outside the box, problem solve 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

- **Creative** – not constrained by the status quo or 'the way 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 on budget.
- **Leadership** – able to lead a team, communicate goals and direction and delegate tasks.
- **Perceptive** – an ability to understand what motivates people or 'what makes people tick'.

SALARY GUIDE

Salaries vary across each sector, depending on the size and location of the employer.

	Salary (per year)
Marketing graduates' starting salary range	\$55,000-\$65,000
Senior roles (depending on role and experience required)	\$115,000-\$170,000+

This information was accurate at time of publication (December 2023), and should only be used as a guideline.

Keep up to date with salary data by visiting these websites:

Prosple Graduate Salary Guide

nz.prosple.com/on-the-job/whats-the-average-graduate-salary-in-new-zealand

careers.govt.nz

careers.govt.nz/searchresults?q=Marketing+manager

Hays Salary Guide

hays.com.au/documents/276732/1102429/Salary+Guide+2023.pdf

Seek (marketing analyst example)

seek.co.nz/career-advice/role/marketing-analyst/salary

Robert Half Talent Solutions

roberthalf.co.nz/salary-guide

THE AUT APPROACH

The Bachelor of Business in Marketing offers a unique and innovative approach that integrates the latest marketing theories with contemporary marketing practices in a fully immersive and omni-educational way. Throughout the second and third year of the degree students work regularly in teams on real project briefs.

All marketing students undertake workplace experience in their final year. This is a supervised work placement and involves employment in a real-world business, not-for profit organisation, entrepreneurial venture or an applied project. This can be done in New Zealand or overseas.

Marketing graduates end up with an individual portfolio of work, including written reports, virtual presentations and blogs that demonstrate relevant, industry-partnered work experience.

FURTHER STUDY OPTIONS

Postgraduate options in marketing include postgraduate certificate and diploma, honours, masters and PhD programmes. Research areas include relationship selling, sales behaviours, resource creation, and shopper engagement strategies.



KIANA DANBY

Marketing and Events Coordinator for Hanlon Plumbing Ltd
Bachelor of Business in Marketing, Advertising,
Retailing and Sales*

EMPLOYER COMMENT

"We wanted a recent graduate with skills of adaptability (ability to integrate with our business), flexibility (from a digital and marketing perspective), ability to easily build relationships and rapport (especially with our infield team and clients), ownership and accountability, planning, creativity and storytelling.

We required someone to own this space in our organisation and assist us taking the business and team on a journey into our digital space, and demonstrate the importance behind it!

Kiana fits these requirements perfectly! Our increased followers on LinkedIn, Instagram & Facebook prove the strategy is working across our two audiences. Kiana's energy and creativity is infectious and great for the business."

Mark Page

General Manager of Hanlon Plumbing Ltd

"I've worked at Hanlon Plumbing for two years – my first job out of university! I wanted a people focused and creative career in business. Safe to say, marketing was perfect for me.

A typical day for me involves strategy building, content ideation, planning and execution of our digital marketing space, as well as copywriting for blogs, internal collateral and reports. I'm always checking our marketing analytics and KPIs to ensure we maintain specific KPIs and targets based on our goals.

I enjoy how dynamic and autonomous my role is! In marketing you almost instantaneously see your work results because your campaigns and platforms provide you with live data and analytics. We have a great ability to adapt and change our strategy quickly and develop longer goals based on that.

Constant change is the big challenge. You need to be actively reading and learning to stay aware of all the technological advancements and change happening in the business world (especially post-COVID).

Studying got me into the habit of talking to industry people, actively pursuing further study and reading across various platforms, blogs, outlets etc to ensure I'm still pivoting with the rest of the marketing world.

I advise graduates not to feel pressured into working for large corporations/agencies. This can come later. If you get offered a role in a smaller-medium company with great values and a commitment to your growth and autonomy, take it! You'll learn a lot, forge your pathway and create success the way you want to create it."

*This major has since been renamed Marketing

USEFUL WEBSITES

Commercial Communications Council
commscouncil.nz

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

NZ Marketing Association
marketing.org.nz

Retail Association NZ
<https://retail.kiwi>

Selling Power
sellingpower.com

FURTHER INFORMATION

For further information about marketing or the Bachelor of Business visit aut.ac.nz/marketing

For other Future Career Sheets visit:
aut.ac.nz/careersheets

EMPLOYABILITY & CAREERS

For employability and career support, AUT students can book an appointment through <https://elab.aut.ac.nz/>

 @AUTEmployabilityandCareers

FUTURE STUDENTS

Contact the Future Student Advisory team for more information: aut.ac.nz/enquire
futurestudents@aut.ac.nz

 @AUTFutureStudents

CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information: 0800 AUT UNI (0800 288 864)
aut.ac.nz/enquire | studenthub@aut.ac.nz

CITY CAMPUS

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