A FUTURE IN MARKETING, ADVERTISING, RETAILING & SALES
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 Facebook, Twitter, email marketing, texting, television, radio, direct mail, catalogues etc. 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 market place 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.

WHAT IS MARKETING, ADVERTISING, RETAILING AND SALES ABOUT?
**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 tend to be office-based positions, but roles involving management and design can require travel and the opportunity to work in retail environments.

**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 hire people with the knowledge and skills to best identify ways 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 efforts of salespeople.

**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 develop a programme that connects fully with shoppers and encourages 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.

**Online sales** – The opportunities to sell 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. Gone are the days of giving an agency a brief and receiving the finished result weeks later.

**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.

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, advertising, retailing and sales 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. This is achieved via a comprehensive omni-channel marketing strategy that services both the online and retail side of the business involving a high level knowledge of products, customer behaviour and brand strengths.

**Market Insight Manager/Analyst** – Interprets and makes use of data and insights in developing and managing consumer relationships. Expert analysis and specialist advice from this role will help the organisation make decisions about strategic planning, product and store development and planning and activity across marketing, advertising, retail and sales.
Visual Merchandiser – Develops, delivers and communicates visual concepts and strategies to promote brands, products and services in-store, in marketing brochures and catalogues or online. In some organisations the role involves collaboration with other departments to create visual strategies and special events in order to connect with target markets and grow sales.

Advertising Agency Planner – Creates the communication strategy for an advertising campaign, including identifying the right audience 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 consumers.

Business Development Manager – Responsible for developing business opportunities by identifying leads, prospects and partnership opportunities within various market sectors. Tasks include 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.

SKILLS AND KNOWLEDGE

- Expertise in omni-channelling retailing, marketing and advertising.
- 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

<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>$80,000-$120,000</td>
</tr>
<tr>
<td>Marketing assistant</td>
<td>$45,000 – $60,000</td>
</tr>
<tr>
<td>Marketing manager</td>
<td>$90,000 - $120,000</td>
</tr>
<tr>
<td>Omni-channel marketing manager</td>
<td>$70,000 – $120,000</td>
</tr>
<tr>
<td>Campaign analyst</td>
<td>$65,000 - $90,000</td>
</tr>
<tr>
<td>Brand manager</td>
<td>$80,000 - $120,000</td>
</tr>
<tr>
<td>Social media manager</td>
<td>$75,000 – 100,000</td>
</tr>
<tr>
<td>Store manager</td>
<td>$30,000 - $60,000 + incentives*</td>
</tr>
</tbody>
</table>

* Some companies offer profit share and other incentives meaning in some cases a store manager can earn over $150,000 per annum.

Salary ranges listed are indicative of the early 2016 New Zealand job market and should only be used as a guideline.

THE AUT APPROACH

The marketing, advertising, retailing and sales major within the Bachelor of Business is the first degree worldwide to integrate marketing, advertising, retailing and sales in a fully immersive, omni-educational way. Throughout the 2nd and 3rd year of the degree students work regularly in teams on real project briefs.

All marketing, advertising, retail and sales students take part in a co-operative education placement 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, advertising, retailing and sales 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, advertising, retailing and sales include postgraduate certificate and diploma, honours, masters and PhD programmes. Research areas include relationship selling, sales behaviours, resource creation, and shopper engagement strategies.
EMPLOYER COMMENT

"We look for people who are hard working, have capacity to work independently and are capable of growing in 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 tactically absorbed. You can't lose sight of your brand proposition, understanding brands and consistency of personality across all customer touchpoints.

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

Don Barry
Chief Executive, Flooring Xtra

SKYE TURNER
Marketing Manager at 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 here. Since then my job has evolved from helping stores with ads and creating website content, to designing large scale campaigns, building new websites and planning the brand’s direction.

Nurturing and growing the Flooring Xtra brand is at the heart of my role. A typical day I could be working with media buyers looking at TV placements, designing catalogue campaigns, walking through a new store advising layout or participating in a board meeting and the planning of the company's direction for the next 10 years.

When a new store comes on board or it is time for a refit of an old, with the knowledge from my degree I can do a walk through, suggest layout options, identify where top selling spots are, the type of lighting to use for tasks, ambience, the positioning of counters and so on."

* Have been replaced by the Bachelor of Business in Marketing, Advertising, Retailing & Sales.
USEFUL WEBSITES

Commercial Communications Council
www.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
www.sellingpower.com

FURTHER INFORMATION

For further information about marketing, advertising, retailing and sales or the Bachelor of Business, please visit our website at: www.aut.ac.nz/mars

FUTURE STUDENTS
Contact the Future Student Advisory team for more information: www.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)
www.aut.ac.nz/enquire
studenthub@aut.ac.nz
@AUTEmployabilityandCareers

EMPLOYABILITY & CAREERS
For other Future Career Sheets visit:
www.aut.ac.nz/careersheets
For employability and career support, AUT students can book an appointment through https://elab.aut.ac.nz/

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The information contained in this career sheet is correct at time of printing, August 2019.