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Market research manager

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A work description for a manager includes many tasks such as planning, coordination and direct activities within a specific indourse or a specific department. For this reason, many people find that marketing managers and marketing directors have the same work responsibilities. In fact, managers and marketing directors have entirely different jobs and associated responsibilities. The marketing manager usually manages advertising and marketing departments, since many corporations often combine both in a single function. The marketing manager leads a staff of staff responsible for the development of plans and strategies for launching successful products and market penetration. In corporations that hire marketing and external advertising agencies to launch and create strategies, the marketing manager hires agency and oversees his progress. The marketing manager also takes budgetary decisions and has a relationship with the sales department. He must have at least one bachelor's degree in marketing or a related field. His marketing and advertising, combined with his education and experience, allows him to work to the position of the marketing manager, according to estadouniversity.com. The marketing director determines and maintains a company's marketing strategy. The Marketing Director focuses on the market segments; That are groups of consumers placed in categories by location, age or other common features. She works to find out what segment is most suitable for the product of your company, based on where the product will sell the maximum for the longest time. The duties of the Marketing Director vary, depending on the company's size and policist. For some directors, their functions stop in segmentment and determine the best potential market. Other directors also carry out additional surveys and work to implement a product launching in the specific choice segment. In any case, sales managers report to the Marketing Director so that it can accompany the company's sales numbers. With these sales figures, it decides if the strategy is successful. She must have a master's degree in business or a related field and should climb the corporate ladder to get her position, according to estadouniversity.com. The marketing manager focuses on few projects at a time. It works on launching and strategies only of products during a certain period of time. The marketing director, however, focuses on the marketing strategy for the entire company, all the time. This is the main difference between the two works; The director works on a larger scale. In addition, the manager has interaction with the sales department, but only to secure the two departments - marketing and sales - are on the same page. Sales managers report to the director, and the Marketing Director works with sales numbers. The director also has more control, a larger scope and more decision-making power. The marketing manager must have at least one bachelor's degree. A master's degree is usually necessary for a marketing director. As of 2011, a median salary of a marketing manager is about \$ 73,000 per year, according to estadouniversity.com. A median marketing director salary is more than \$ 130,000 per year. Marketing is the act of promoting a product, service or business to attract customers and buyers with the aim of increasing profits and sales. A marketing department can use several strategies to achieve the target public, which will be willing to invest in the products and support the business. However, effective marketing should include strategic planning and effective management. The term "Strategic Marketing" is used to describe the approach that a It uses to market a business or product that gives them a competitive advantage over competitors. For example, a company can use a spokesperson for a product line that gives the business a clear advantage over the direct competitors that are trying to market a similar product or product line. Strategic Marketing Lamb 4.0 use or exploitation of available resources to increase competitive advantage over competitors. Marketing strategies differ from strategic marketing, as marketing strategies refers to the strategies or methods commercial uses for the market a chosen item. For example, printing campaigns, online marketing, television commercials, transmission spots, and hosting events are all marketing strategies. Each marketing strategy can be used in a strategic marketing plan, as discussed in the previous section. A strategic marketing plan is often written as a report for the marketing manager can approve it with the executive advice. The Strategic Marketing Plan should include a summary of the strategic plan and provide a situational analysis that includes marketing benefits and opportunities for business, a list of marketing strategies or approaches to pass the message and a marketing budget for the plan. The plan may have to be revised several times before being approved. Marketing management refers to the group of professionals who are responsible to

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