

What do Market Research Analysts and Marketing Specialists do?

Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.



Work Content

Prepare reports of findings, illustrating data graphically and translating complex findings into written text.

Seek and provide information to help companies determine their position in the marketplace.

Gather data on competitors and analyze their prices, sales, and method of marketing and distribution.

Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.

Monitor industry statistics and follow trends in trade literature.

Measure the effectiveness of marketing, advertising, and communications programs and strategies.

Forecast and track marketing and sales trends, analyzing collected data.

Places to work

Wholesale Trade

Computer Systems Design and Related Services

Other Professional, Scientific, and Technical Services

Management, Scientific, and Technical Consulting Services

Median annual wage *

\$63,456

Projected employment **

3,157

Annual openings (Jobs)

337

Career Cluster



marketing, sales,
and service

* Wage estimates based on surveys conducted from November 2019 to May 2021

** Projected Occupational Employment in 2030

How do you become a Market Research Analyst or Marketing Specialist?

Market research analysts and marketing specialists need at least a four-year college degree, and many have a Master's degree in marketing or a related field, such as business administration (MBA). While neither experience nor on-the-job training are necessary, internships or work in a related field can be beneficial and improve employment prospects.

Interests (Holland Codes)



Investigative — Investigative occupations frequently involve working with ideas, and require an extensive amount of thinking. These occupations can involve searching for facts and figuring out problems mentally.

Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

Work environment

Market research analysts and marketing specialists work in nearly every industry. They may work with the public to gather information and data, but they generally work at a computer, collecting and analyzing marketing data and preparing reports. Although most work full time during regular business hours, some may work long hours to meet deadlines.

Explore more: ***

Insights Association, www.insightsassociation.org/

*** Inclusion of this information is intended to provide a convenient resource for exploration, but does not constitute an endorsement for any organization, nor is the list all-inclusive.

Source:

New Hampshire Employment Projections, base year 2020 to projected year 2030
New Hampshire Occupational Employment and Wages, May 2021
Occupational Outlook Handbook, Bureau of Labor Statistics

