

Career Exploration Centre

Online



 **SAIT**
YOUNG
ORIGINALS

Marketing Manager

Career Description

Marketing managers plan, organize, direct, control and elevate the activities of companies involved in commercial, industrial, and e-business marketing.

They are employed by:

- Commercial and industrial companies
- Government departments
- Advertising, marketing, and public relations firms
- Consulting businesses

Working conditions:

Marketing managers typically work in office settings. They often work more than the standard 40-hour week, and are sometimes required to work evenings or weekends. The work may also require frequent travel, including internationally.

Skills and abilities:

Marketing managers need to possess:

- problem-solving and decision-making skills
- the ability to find creative solutions
- a creative, outgoing, and upbeat demeanor

Stats:

Average salary in Alberta: \$92,749.00*

Average wage: \$46.90*

Minimum education: 2 years post-secondary

For more Alberta career information and stats:

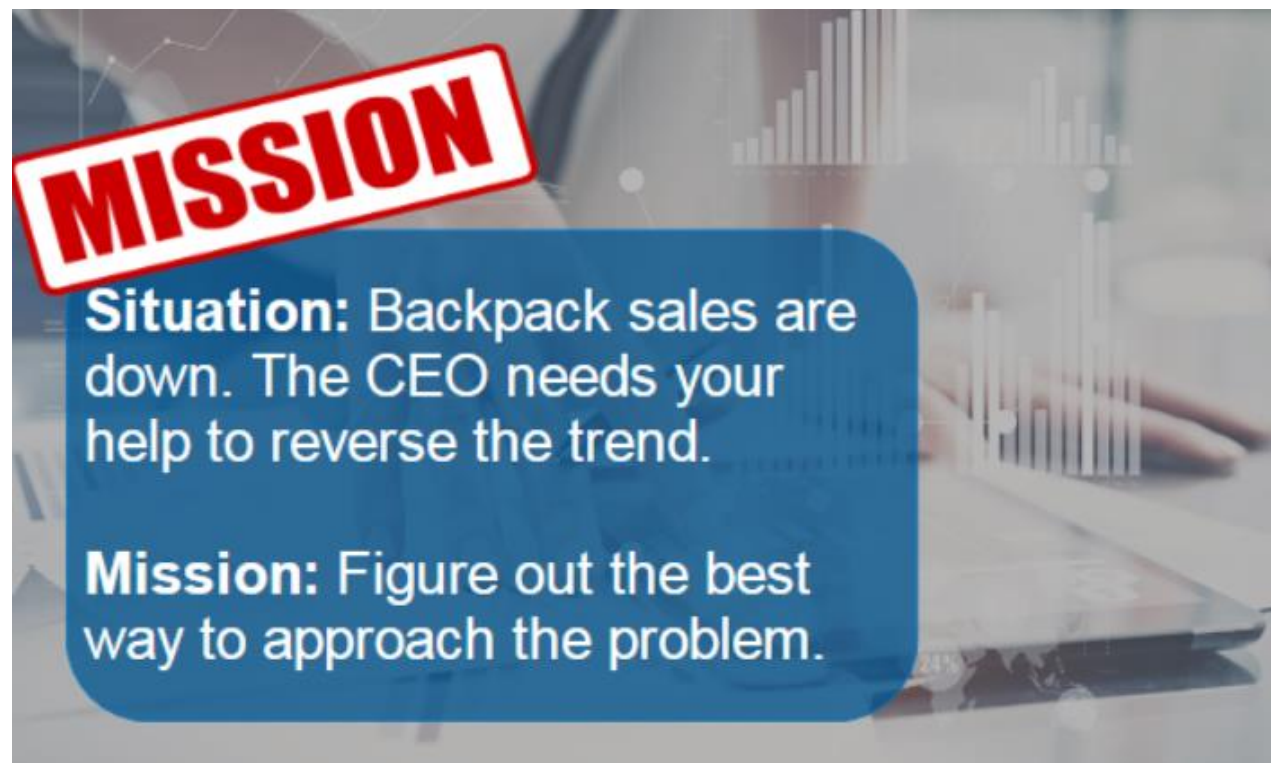
<https://alis.alberta.ca/tools-and-resources/about-alis/search/?s=marketing+manager>

Activity Mission

In this activity, you will complete two tasks typical of a marketing manager:

1. Advise the Chief Executive Officer (CEO)
2. Analyze the market research

Task 1: Advise the CEO



MISSION

Situation: Backpack sales are down. The CEO needs your help to reverse the trend.

Mission: Figure out the best way to approach the problem.





What should Marketing do to help increase sales?

Spend \$300,000 on a flashy advertising campaign directed at your customers.

Spend \$50,000 to hire a market research firm to find out why sales have dropped before deciding how to solve the problem.

Answer is on the next page

ANSWER

Spend \$50,000 to hire a market research firm to find out why sales have dropped before deciding how to solve the problem.

I suppose you're right. We shouldn't spend too much until we know why sales have dropped.





Read the Market Research Report on the next two pages.

Market Research Report: Just Packs

Company History

Just Packs has been in business for over 20 years selling backpacks to youth across Canada. The leadership team at Just Packs has a history of using fresh, innovative backpack designs to appeal to youth. The designs have traditionally focused on utility, not fashion.



Company Challenges

In the last year, Just Packs has seen a drastic drop in sales, and as a result, it doesn't have much money to take on new projects. One of its competitors, Packs for Backs, has seen a large increase in sales.

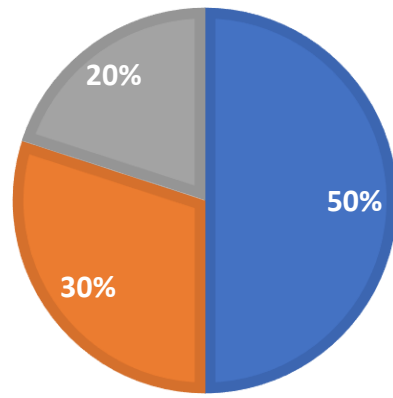
Interviews with youth show that Packs for Backs is being chosen over Just Packs for two reasons: they include a free water bottle with the sale of every backpack, and young people like the emoji design on their backpacks. Trends for next year suggest that youth will be purchasing items that are striped.

Survey of Customers

A backpack's utility, which includes number and types of pockets, how the bag opens, and other practical features, is still the #1 consideration for youth when purchasing a backpack (fashion design was their 2nd consideration).

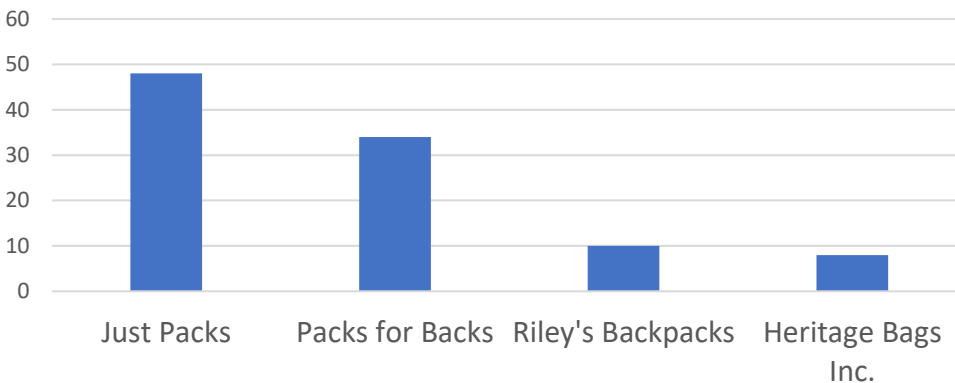
WHAT IS THE MOST IMPORTANT CONSIDERATION WHEN BUYING A BACKPACK?

■ Utility ■ Fashion ■ Durability



In our survey, youth chose Just Packs as the #1 company when it comes to both utility and quality. Some customers have owned Just Packs backpacks for 10 years or more.

WHAT COMPANY MAKES BACKPACKS WITH THE BEST UTILITY & QUALITY?



When asked what features would give a backpack even more utility, youth overwhelmingly chose a kinetic cell phone charger, a technology that charges the phone with movement. This is an ideal technology for a backpack targeted toward youth. Youth move a lot, so the phone battery would always be charged. A partnership with a kinetic charger company may also provide Just Packs with more funds to help kick-start this project.

Task 2: Analyze the Market Research

MISSION

Situation: The market research is complete and the CEO is eager for a full report.

Mission: Complete an analysis of the market research to figure out your next steps.





What does SWOT Stand For?

Strengths

Weaknesses

Opportunities

Threats

What does SWOT Stand For?

Strengths

- Ways the company is doing well.
- Positive opinions the customer has about the company.

What does SWOT Stand For?

Weaknesses

- What is not being done well at the company.
- Disadvantages within the company that make it hard to grow or improve.

What does SWOT Stand For?

- Customer preferences you can predict to improve sales.

Opportunities

What does SWOT Stand For?

- Success of your competing companies.
- Obstacles outside of your company.

Threats

Step 1

- On the next page, find the SWOT analysis cards.
- Each card represents key information from the Market Research Report.
- Each card will fall under one category of the SWOT analysis.



Step 2

- Decide which cards belong to each category
- You will end up with 2 cards in each SWOT category



SWOT Cards

On the next few pages are the SWOT cards. If possible, print and cut out the cards and decide which SWOT letter each card falls under in. Otherwise, use a paper and pen to write your answers down. Check the answers after the cards.

The leadership team at *Just Packs* has a history of using fresh, innovative backpack designs.

Just Packs has seen a drastic drop in sales, and as a result, it doesn't have much money to take on new projects.

SWOT cards continued on next page.

SWOT cards continued

Packs for Backs is offering a free water bottle with the sale of a backpack.

Youth like the emoji design on the *Packs for Backs* backpacks.

Trends for next year suggest that youth will be purchasing items that are striped.

Youth chose *Just Packs* as the #1 company when it comes to both utility and quality.

The designs at *Just Packs* have traditionally focused on utility, not fashion.

A kinetic cell phone charger was selected as a key utility feature by youth.

Check the answers on the next page

Check Your Answers

Strengths

The leadership at Just Packs has a history of using fresh, innovative backpack designs.

Youth chose Just Packs as #1 company when it comes to both utility and quality.

Weaknesses

The designs at Just Packs have traditionally focused on utility, not fashion.

Just Packs has seen a drastic drop in sales, and as a result, it doesn't have much money to take on new projects.

Opportunities

Trends for next year suggest that youth will be purchasing items that are striped.

A kinetic cell phone charger was selected as a key utility feature by youth.

Threats

Packs for Backs is offering a free water bottle with the sale of a backpack.

Youth like the emoji design on the Packs for Backs backpacks.

For information on a SAIT program connected to this activity, please visit:

<https://www.sait.ca/programs-and-courses/full-time-studies/diplomas/business-administration>