

Marketing – Brand Management

Brand management, or product management, is the application of various marketing techniques to products, product lines, or the company brand. To ensure a brand's success, companies assign a brand manager to oversee market research, development, and various marketing strategies of the brand. In Brand Management, you research unique ways to capture and retain your desired audience by benchmarking against your competitors.

As a brand manager, you want the audience to perceive your company, or your brand, as the preferred provider of a product or service that differentiates you from the competition and satisfies the needs of your customers. One of your main goals is to strategize ways to generate customer loyalty between your company and the consumer by cultivating an image that properly represents the organization or product. Brand managers treat brands like businesses within the company and are essentially small business owners of their brand.



Source: Ferguson's Career Guidance Center

Average Salary & Trajectory*

Entry-Level

\$69,000 annually

- Marketing Specialist
- Brand Ambassador
- Associate Brand Manager
- Public Relations Specialist
- Marketing Assistant

Mid-Level

\$90,000 annually

- Sr. Brand Analyst
- Sr. Marketing Insights Analyst
- Category Management Analyst
- Product Specialist

Senior-Level

\$151,000 annually

- Regional Marketing Manager
- VP Marketing and Brand Strategy
- Marketing Communications Director

Learn More With O*Net

Visit O*Net OnLine to explore the sample roles in brand management. The database provides career exploration tools to the public at no cost and is continually updated by surveying a broad range of workers from each occupation. Learn about the knowledge, skills, tasks, and activities required for each occupation, as well as median wages and employment trends reported by the Bureau of Labor Statistics and other federal agencies.

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Visit O*Net OnLine at www.onetonline.org

02

Refer to the sample job titles listed in the "O*Net Keywords" section below

03

Enter phrase into O*Net's "Occupation Search" to explore sample roles

O*Net Keywords:

- Digital Advertising
- Search Marketing
- Digital Marketing

Roles:

- Marketing Specialist
- Search Marketing Strategists
- Marketing Manager

*Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide, we are providing average starting salaries as determined by the U.S Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.

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Skills/Experience Suggested:

- Familiarity with managing databases
- An understanding of marketing principles and communication tactics, including various forms of digital/social, out of home, grassroots, TV/radio, and alternative marketing
- Ability to problem solve, develop strategies, and interpret and apply research data
- Demonstrated ability to build and maintain cross-functional relationships and work collaboratively in a team environment.
- Strong knowledge of technology, data analysis and psychology
- Strong analytical skills
- Creativity

Advanced Degrees:

- MBA in Marketing
- Master of Science in Marketing
- PhD Marketing
- Doctorate in Business Administration, Marketing

Professional Certifications:

- Certified Marketing Analyst
- Brand Management Certificate
- DMA Certified Marketing Professional

Professional Associations:

- American Advertising Federation
- Association of Product Management and Product Marketing

Campus Resources:

- American Marketing Association (AMA)
- Pi Sigma Epsilon

Industry Research & Tools:

- [Marketingjobs.com](https://www.marketingjobs.com)
- [LinkedIn.com](https://www.linkedin.com)
- [Fullerton.firsthand.co](https://fullerton.firsthand.co) – Login with your CSUF email

Job & Internship Search Sites:

- [Fullerton.joinhandshake.com](https://fullerton.joinhandshake.com)
- [Titan Connection](https://www.titanconnection.com)
- [MarketingProfs.com](https://www.marketingprofs.com)
- [Marketingjobs.com](https://www.marketingjobs.com)
- [Simplyhired.com](https://www.simplyhired.com)
- [Indeed.com](https://www.indeed.com)
- [Glassdoor.com](https://www.glassdoor.com)

Employers Hiring CSUF Business Graduates:

