

Marketing - Market Research

Do you enjoy gathering information on current and potential customers or competitors? Does analyzing data on market conditions appeal to you? A career in market research may be a good fit for you! Market research involves learning what people value in products or services they purchase and what keeps them coming back. This includes conducting investigations into product successes and failures in the market, and regarding market trends, characteristics, purchasing habits, and business needs. Through quantitative and qualitative research methods, a market researcher also obtains customer opinions, then evaluates and interprets the data to provide recommendations for their company's success.



An individual in market research must be comfortable with conducting detailed research, generating reports and statistical charts, and presenting their findings. Successful market researchers have keen deductive and inductive reasoning skills, as well as strong written and oral communication.

Source: Ferguson's Career Guidance Center

Average Salary & Trajectory*

Entry-Level

\$71,000 annually

- Market Research Analyst
- Social Media Communications Specialist
- Consumer Insights Analyst

Mid-Level

\$110,000 annually

- Market Research Manager
- Consumer Insights Manager
- Sr. Marketing Analyst
- Sr. Business Development Associate

Senior-Level

\$152,000 annually

- Director of Market Research
- Sr. Category Management Analyst
- Marketing Director

Learn More With O*Net

Visit O*Net Online to explore the sample roles in market research. 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:

- Market Research
- Marketing Specialist

Roles:

- Market Research Analyst
- Director of Marketing
- Research and Development 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:

- Analytical or scientific software
- Customer Relationship Management software
- Database User Interface and Query Software
- Enterprise Resource Planning Software
- Web Platform Development Software
- Judgment and decision making
- Critical thinking
- Written and oral communication

Advanced Degrees:

- MBA in Marketing
- Master of Science in Market Research

Professional Certifications:

- Certified Marketing Analyst
- DMA Certified Marketing Professional
- Chartered Market Analyst
- Certified Product Marketing Manager

Professional Associations:

- Insights Association
- American Marketing Association (AMA)
- Qualitative Research Consultants Association

Campus Resources:

- Pi Sigma Epsilon
- American Marketing Association (AMA) Student Organization

Industry Research & Tools:

- Fullerton.firsthand.co – Login with your CSUF email
- Collegegrad.com/careers/market-research-analysts

Job & Internship Search Sites:

- Fullerton.joinhandshake.com
- Titan Connection
- Fullerton.firsthand.co
- Marketingjobs.com
- Linkedin.com
- Glassdoor.com

Employers Hiring CSUF Business Graduates:



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