

Marketing - Digital Marketing

Digital marketing focuses on leveraging online tools to promote brands, products, and services to targeted audiences. It primarily uses the internet and social media platforms to drive sales, increase brand awareness, and communicate with consumers.

Digital marketers employ various strategies to boost online engagement and visibility. This may involve building a strong brand image, launching targeted marketing campaigns, shaping a company's online vision, or redesigning websites for better performance. Common platforms used include YouTube, Facebook, Instagram, Snapchat, and TikTok. To optimize their efforts, digital marketers analyze data, track performance, and make strategic, data-driven decisions.

Source: Ferguson's Career Guidance Center



Average Salary & Trajectory*

Entry-Level

\$70,000 annually

- Marketing Specialist
- Marketing Coordinator
- Social Media Specialist
- Customer Insights Analyst
- Digital Marketing Analyst

Mid-Level

\$80,000 annually

- Digital Marketing Manager
- Search Engine Optimization Manager
- Content Marketing Manager
- Marketing Automation Specialist

Senior-Level

\$150,000 annually

- Chief Marketing Officer
- Director of Growth Marketing
- VP of Digital Marketing
- Head of Content and Communications
- Director of Marketing

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Visit O*Net OnLine to explore the sample roles in private accounting. 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.

01

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
- Digital Marketing
- Social Media Specialist

Roles

- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

Skills/Experience Suggested:

- Familiarity with business intelligence and data analysis software
- Understanding of SEO best practices and on page optimization tactics
- Experience with user interface and query software
- Ability to use creativity when editing photos and videos with Adobe Creative Suite programs, including Photoshop or other editing software
- Knowledge of HTML and CSS with the ability to hand code basic websites outside of software (i.e. Adobe Dreamweaver)
- Strong relationship, communication and presentation skills including the ability to meet and present to senior-level audiences

Advanced Degrees:

- Master of Science in Marketing
- Master of Business Administration

Professional Associations:

- Certified eMarketer (CeM)
- Certified Social Marketing Associate
- Professional Certified Marketer (PCM)
- American Marketing Association (AMA)
- Internet Marketing Association

Campus Resources:

- American Marketing Association (AMA)
- Pi Sigma Epsilon

Industry Research & Tools:

- Fullerton.vault.com – Login with your CSUF email
- SkillCrush
- Start Career - digital-marketing
- Sokanu.com

Job & Internship Search Sites:

- Fullerton.joinhandshake.com
- CSUF Career Center
- MarketingProfs.com
- Marketingjobs.com
- Simplyhired.com
- Indeed.com
- Glassdoor.com

Employers Hiring CSUF Business Graduates:



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