

Marketing – Brand Management

Brand management, also known as product management, involves applying strategic marketing techniques to a product, product line, or the overall company brand. Brand managers are responsible for conducting market research, overseeing brand development, and implementing marketing strategies that help position the brand as a preferred choice among consumers. Their goal is to differentiate the brand from competitors and ensure it meets the needs and expectations of the target audience.



In this role, brand managers focus on building strong customer loyalty by crafting a clear, consistent brand image that reflects the values and identity of the organization. They often operate like entrepreneurs within the company—treating their brand as a business, making data-driven decisions, and driving long-term growth. Successful brand management not only increases recognition and trust but also strengthens the emotional connection between the brand and its customers.

Source: Ferguson's Career Guidance Center

Average Salary & Trajectory*

Entry-Level

\$69,000 annually

- Marketing Specialist
- Brand Ambassador
- Brand Strategist
- Public Relations Specialist
- Marketing Assistant

Mid-Level

\$113,000 annually

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

Senior-Level

\$159,000 annually

- Regional Marketing Director
- Head of Brand Marketing
- Chief Marketing Officer
- Director of Communications

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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.

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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
- Search Marketing

Roles

- Marketing Specialist
- Marketing Manager
- Search Marketing Strategists

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 Associations:

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

Professional Associations:

- American Advertising Federation
- American Marketing Association (AMA)
- Association of Product Management and Product Marketing

Campus Resources:

- American Marketing Association (AMA)
- Pi Sigma Epsilon

Industry Research & Tools:

- Marketingjobs.com
- LinkedIn.com
- Fullerton.vault.com – Login with your CSUF email

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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