

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

\$70,000 annually

- Market Research Analyst
- Search Marketing Strategist
- Management Analyst
- Business Intelligent Analyst
- Research Assistant

Mid-Level

\$125,000 annually

- Market Research Manager
- Quantitative Research Analyst
- Qualitative Research Analyst
- Customer Insights Manager
- Senior Market Analyst

Senior-Level

\$160,000 annually

- Director of Market Research
- Marketing Director
- Global Insights Director
- Senior Category Management Analyst

Learn More With O*Net

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

- Market Research
- Marketing Specialist

Roles

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

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
- Market trend analysis
- Consumer behavior understanding
- Data interpretation and storytelling
- Project management
- Collaboration and teamwork
- Presentation and public speaking
- Adaptability and attention to detail

Advanced Degrees:

- MBA in Marketing
- Master of Science in Market Research

Professional Associations:

- Insights Association (IA)
- American Marketing Association (AMA)
- ESOMAR (European Society for Opinion and Marketing Research)
- Digital Analytics Association (DAA)
- QRCA (Qualitative Research Consultants Association)
- AAPOR (American Association for Public Opinion Research)
- Certified Marketing Analyst (CMA)
- DMA Certified Marketing Professional
- Chartered Market Analyst
- Certified Product Marketing Manager (CPMM)

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:

- [SkillCrush](#)
- [Start Career - digital-marketing](#)
- [Sokanu.com](#)
- What Can I Do with This Major– accessible through Titan Connect – Login with your CSUF email
- [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](#)

The

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Employers Hiring CSUF Business Graduates:

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