



Take a Stand: Applying Your Lenses to the Marketing Manager Career

Read each statement below about systems software development careers and then indicate on the continuum how important the statement is to you by selecting the preferable spot on the line.

For example, if you LOVE being detail oriented, you would select a spot close to the “Very important” end of the line. Think of it as a 0-100 space where you can fill in all of the quantities in between.

SELF

1. Being strategic and analytical and trying to predict things before they happen are part of being a marketing manager.

I like being strategic and analytical and trying to predict things before they happen.



2. Marketing managers often have to balance company objectives and customer satisfaction.

I work well with all sorts of people.



SECURITY

3. Marketing managers can work for companies anywhere there is a market.

I like having the ability to work all over the world.

Not important

Very important

4. The median pay for a marketing manager is \$132,230.

A median pay of \$132,230 would offer me the lifestyle I want.

Not important

Very important

5. Fifty-six percent of marketing managers have a 4-year degree and another 24% have their master's degree. Only 11% have a professional degree.

I would like to attend at least 2 but likely 4 years of college after high school and possibly even more.

Not important

Very important

SOCIETY

6. Marketing managers promote positive messages and public awareness of products and services.

I like promoting positive messages about my organization and increasing public awareness about what my company does.

Not important

Very important