

Careers in Marketing



A CAREER IN MARKETING

The industry in a nutshell

Marketing is the discipline of changing attitudes and behaviors of individuals / organizations to meet a company's objectives and goals. It can cover a range of disciplines including research & insight, planning, strategy, execution, and evaluation.

It is not possible to study for a specific Marketing degree in Mongolia but Business Administration generally includes Marketing as a discipline. A Business Administration degree requires 4 years of study. Approximately 8,000 students graduate from Business Administration

The practice of marketing may include the management of product, pricing, promotions, placement, and packaging.

The key tool of any marketer is their brand. A brand is the total impression created in the mind of the consumer / customer through a combination of tangible and intangible factors which, if properly managed, will drive profitability and growth.

What kind of work can I do?

There are a range of careers available within marketing, ranging from marketing and brand strategy through to marketing implementation and execution.

Most people start their career in marketing either as a Marketing Assistant in a company or as an assistant in a Creative Agency.

In most markets the brand / marketing strategy is set within the company, the ideas and media channels are defined within the company, and Creative Agencies are only involved in the execution, leaving the client free to judge the work impartially. In some cases the relationship with the agency is much closer and they are involved earlier in the process. In other cases, agencies are not used at all and execution is delivered in house.

The primary focus for Creative Agencies is advertising, although increasingly they're looking at 360 degree communications (events, promotions, social media, public relations, and any other touchpoints with a consumer or customer).

The intention of all marketing activity is to:

- Attract new customers to the brand or company.
- Drive greater loyalty within the existing consumer base in order to encourage existing consumers to try new products / services, to increase their frequency of purchase, and/or to upgrade to more expensive products / services.

A CAREER IN MARKETING

The key ways to achieve this are through increasing:

- **Reach:** driving greater awareness of the brand or product benefits and attributes.
- Or **engagement:** driving greater affinity and loyalty with the brand or product.

Some of the key channels / activities to drive **Reach** are:

- **Advertising** – the mass communication of selected information in order to impact attitudes and behaviors. This includes television commercials, billboard advertising, digital advertising, and others. The primary benefit of advertising is awareness. Depending on the specific media choices this can be more or less targeted. Some digital and print advertising in particular is moving closer to achieving deeper engagement.
- **Public Relations** – creating third party coverage to drive brand equity. The key benefit of successful PR activities is third party advocacy. When conducted correctly you can achieve reach and awareness while also achieving greater depth with your target audience. The challenge is that you have to surrender a degree of control of the messaging.
- **Direct Marketing** – mass distribution of marketing messages most commonly delivered directly to email addresses or via SMS. Generally these might involve a more direct message or call to action. One of the attractions to marketers is fact that results can be measured directly but it can be seen as a highly interruptive form of marketing.
- **Sales promotions:** these activities can be used for various purposes but the primary is to drive purchase / trial of a product or service. These activities occur very close to the point of sale and the intention is to have an immediate impact on product sales.

Some of the key channels / activities to drive **Engagement** are:

- **Social Media** – there are a number of critical channels in social media, the foremost of which is Facebook but others include prominent sites like Twitter. Social media creates an opportunity to engage with consumers in their own space, allowing for deeper levels of engagement but also necessitating lower control over messaging and content.
- **Events** – event management includes the creation and development of festivals, events, and conferences. This offers a way for brands and companies to deliver value back to fans / customers in ways that are meaningful to them, thereby deepening the relationship and driving engagement through shared interests.

What's it like working in this sector?

This industry is exciting, varied, and can be highly creative but it can also be stressful when having to meet tight deadlines under pressure. As well as a creative side to the industry there is also a strong analytical and organizational requirement in general.

A CAREER IN MARKETING

Salaries vary considerably, depending on the specialism, level of experience and geographical location. However, in general salaries in Mongolia remain relatively low in this sector. However, as the market evolves marketing is likely to gain recognition and salaries are likely to increase.

The national average starting salaries, as per the 2012 PwC Salary Survey, for a Marketing Specialist are 830,000 MNT gross per month, although with bonuses included this can increase to 1.2m MNT gross per month for strong performers. As a Brand Manager the average salary would be around 850,000 MNT gross per month, although language skills can increase this and there is some variation by industry.

Working hours can be long and irregular.

What skills do I need?

The mix of skills required will vary by role / product, but general requirements include:

- Creativity and / or Creative Judgment
- Ability to perform under pressure and hit tight deadlines
- Strategic, organizational, and analytical capabilities
- Excellent communication and interpersonal skills
- Teamwork and negotiation skills

How can my career develop?

Marketing as a function is increasingly been recognized as critical in Mongolian corporations. As the market continues to develop and competition increases this trend will continue as companies need to improve marketing activity to retain or win share. Therefore the potential for future roles is extremely strong in our opinion.

The typical progression for someone who joins a company in the marketing function would be to progress ultimately to Marketing Director level or to a Director position within a creative / marketing agency. However, the skills that you build in marketing are valuable in many functions.

Where can I work?

Professionals with marketing experience have a range of options. There are a number of small agencies operating but the primary demand is coming from companies who represent local or global brands.

A CAREER IN MARKETING

Some of the companies with a strong portfolio of internationally recognised brands include:

MSM: Johnson & Johnson, SC Johnson, Kimberly Clark, Henkel, Daimler AG, Chrysler, Jeep, Dodge Webasto and Mercedes-Benz

Tavan Bogn: Volkswagen, Hitachi Construction Machinery, Yokohama, Bridgestone, Total, Colgate & Palmolive, Unicharm, Avon, l'Occitane, LG Household & Health Care, XEROX, FujiFilm, Nestle, Heinz, Advans Agro, Toto, Lotte8, and Microsoft

Naran Group: Esprit, Gino, WMF, Crystal'Darcues, Luminarc, Victorinox, Adidas Omega, Rado. Tissot, CK, Tag Heuer, Longines, Swatch, Seiko, Swarovski, Delsey, Samsonite

MCS: Coca cola , Coke Light, Coke Zero, Fanta (four sub-brands), Sprite, and Schweppes

Wagner Asia: Landrover, Ford, and Caterpillar

Global Bridge: Unilever, L'Oreal , Schwarzkopf

If you have ideas on how we can improve this document, or are willing to provide a case study of what it means to work in this sector, please contact Info@MongoliaTalentNetwork.com or call +976 77 11 80 50 or +976 77 11 80 51.

With your help we can keep improving the advice that is available and bring greater clarity to important career choices.