Market Research Analysts and Marketing Specialists

What They Do
Research market conditions in local, regional, or national areas, or gather information to determine potential sales of a product or service, or create a marketing campaign. May gather information on competitors, prices, sales, and methods of marketing and distribution.

Is This For You?

Work Interests are described in the following categories (compatible with Holland’s Model). People who tend to succeed in this career are:

Investigative (Thinkers) — Interested in science and logic. They like to analyze, evaluate and solve problems, and enjoy learning and understanding the causes of events.

Enterprising (Persuaders) — Like to influence, persuade or lead people and manage others. They enjoy working on a team toward goals, competition and business-like activities.

Work Values are aspects of work that are satisfying to you. The following work values are generally associated with this career.

Achievement — Results oriented, allow use of strongest abilities and provide feeling of accomplishment.

Working Conditions — Offer job security and good working conditions.

Support — Offer supportive management that stands behind employees.

Abilities reflect a person’s aptitude to acquire skills and knowledge. The following abilities are important for success in the career.

- Inductive Reasoning
- Deductive Reasoning
- Fluency of Ideas
- Oral Comprehension
- Oral Expression
- Written Comprehension
Basic Skills You Need

• Critical Thinking
• Reading Comprehension
• Writing
• Active Listening
• Complex Problem Solving
• Speaking
• Judgment and Decision Making
• Active Learning
• Mathematics

Education & Training

A bachelor’s degree in market research, statistics, math, computer science, business administration, social science or communications is recommended for market research analysts and marketing positions. Top research positions may require a master’s degree.

Recommended Levels* for the National Career Readiness Certificate

Applied Math 4
Workplace Documents 4
Graphic Literacy 4

*Using the median skill level.

Where They Work

The South Dakota industries which employ the largest number of market research analysts and marketing specialists are:

• Professional, Scientific and Technical Services
• Religious, Grantmaking, Civic, Professional, and Similar Organizations
• Management of Companies and Enterprises

South Dakota Employment & Wages

<table>
<thead>
<tr>
<th></th>
<th>2018 Workers</th>
<th>2028 Workers</th>
<th>Numeric Change</th>
<th>Percent Change</th>
<th>Average Annual Demand for Workers</th>
<th>Annual Median Wage</th>
<th>Annual Average Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workers</td>
<td>993</td>
<td>1,200</td>
<td>207</td>
<td>20.9%</td>
<td>133</td>
<td>$52,433</td>
<td>$55,646</td>
</tr>
</tbody>
</table>

Additional References

Labor Market Information Center  
www.dlr.sd.gov/lmic

Career OneStop  
www.careeronestop.org

O*Net Online  
www.onetonline.org

mySkills myFuture  
https://www.myskillsmyfuture.org/

Provided By

Labor Market Information Center  
South Dakota Dept. of Labor and Regulation  
605.626.2314

Visit dlr.sd.gov/hotcareers to obtain the most recent workforce data and trends and more resources, including this document. Also available are explanations of the terms used in this occupational profile.

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