

# All About O\*Net

<https://www.onetonline.org/>

*A quick guide to some of the resources O\*Net offers for career information and exploration.*

## What is O\*Net?

It is a website dedicated to career information sponsored by the U.S. Department of Labor/Employment and Training Administration.



## O\*Net Home Page

This page directs users to many resources. One resource to point out is an occupational quick search in the top right hand corner and in the middle of the page. Type in the career you are looking for and it will take you to a list of search results for that career.



<https://www.onetonline.org/>

## O\*Net Assessments

There are different assessments that tie into each career so you can see how your skills, values, and interests match for each one.



## Work Importance Locator

This is a paper and pencil self-assessment that takes about 20–30 minutes to complete and help students pinpoint underlying values you may have in finding a good fit for a job.

<https://www.onetcenter.org/WIL.html#paper-pencil>



## Interest Profiler

This computer self-assessment takes about 5–10 minutes and can help you connect your interests to potential careers.

<https://www.mynextmove.org/explore/ip>



## My Next Move

*My Next Move* is designed to help look for careers through a quick search option, browsing different industries, or directing you to the O\*Net Profiler. There is also an option specifically designed for Veterans.

<https://www.mynextmove.org/>



## Skills Search

This self-report computerized skills assessment helps students match current or predicted skills to careers that would be a good fit.

<https://www.onetonline.org/skills/>





Here is a brief overview of the career and sample job titles that could be found when searching for this career.

Make sure to press the "+" to expand all of the displayed items.

The fire symbols mean that this technology is heavily used in this career.

Knowledge is general principles and facts about the job that can apply to a wide range of situations.

These are enduring skills that an individual possesses that may help them in each specific career.

This section includes survey responses that indicate important day-to-day aspects of the job.

Occupation Quick Search:

HelpFind OccupationsAdvanced SearchCrosswalksShareO\*NET Sites

Updated 2021Bright Outlook

## Summary Report for: 11-2021.00 - Marketing Managers

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

**Sample of reported job titles:** Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

View report:

SummaryDetailsCustomEasy ReadVeteransEspañol

Tasks

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Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.

Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.

Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.

Develop pricing strategies, balancing firm objectives and customer satisfaction.

Compile lists describing product or service offerings.

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Technology Skills

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Customer relationship management CRM software — Blackbaud The Raiser's Edge; Oracle Eloqua; QAD Marketing Automation; Salesforce software

Data base management system software — Apache Hive; Elasticsearch; NoSQL; Oracle PL/SQL

Data base user interface and query software — Airtable; Amazon Redshift; Amazon Web Services AWS software; MySQL

Graphics or photo imaging software — Adobe Systems Adobe Creative Cloud; Adobe Systems Adobe Illustrator; JamBoard; SmugMug Flickr

Web platform development software — Cascading Style Sheets CSS; Drupal; Oracle JavaServer Pages JSP; Ruby on Rails

Hot Technology — a technology requirement frequently included in employer job postings.

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Knowledge

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Sales and Marketing — Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.

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Skills

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Active Learning — Understanding the implications of new information for both current and future problem-solving and decision-making.

Active Listening — Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.

Critical Thinking — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.

Reading Comprehension — Understanding written sentences and paragraphs in work related documents.

Social Perceptiveness — Being aware of others' reactions and understanding why they react as they do.

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Abilities

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Oral Comprehension — The ability to listen to and understand information and ideas presented through spoken words and sentences.

Oral Expression — The ability to communicate information and ideas in speaking so others will understand.

Written Comprehension — The ability to read and understand information and ideas presented in writing.

Deductive Reasoning — The ability to apply general rules to specific problems to produce answers that make sense.

Written Expression — The ability to communicate information and ideas in writing so others will understand.

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Work Activities

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Communicating with Supervisors, Peers, or Subordinates — Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

Establishing and Maintaining Interpersonal Relationships — Developing constructive and cooperative working relationships with others, and maintaining them over time.

Interacting With Computers — Using computers and computer systems (including hardware and software) to program, write software, set up functions, enter data, or process information.

Making Decisions and Solving Problems — Analyzing information and evaluating results to choose the best solution and solve problems.

Organizing, Planning, and Prioritizing Work — Developing specific goals and plans to prioritize, organize, and accomplish your work.

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Detailed Work Activities

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Develop marketing plans or strategies.

Evaluate program effectiveness.

Direct sales, marketing, or customer service activities.

Analyze data to inform operational decisions or activities.

Estimate cost or material requirements.

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Work Context

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Electronic Mail — 100% responded "Every day."

Telephone — 92% responded "Every day."

Face-to-Face Discussions — 79% responded "Every day."

Work With Work Group or Team — 70% responded "Extremely important."

Structured versus Unstructured Work — 64% responded "A lot of freedom."

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Step 1. Use the Occupation quick search to type in a career you are interested in exploring. A results page will offer multiple suggestions for your search. When you click on a Job Title you would like to explore more you will be directed to a summary report page.

This sun symbol means that this career has a "bright outlook" so it is predicted to have projected growth in the future.

Here are different ways that you can view this information through My Next Move.

These are specific tasks that may be unique to this career.

These are different types of technologies that may be used in this career. Recognizing and being familiar with them could be beneficial.

## CONNECTED TO ASSESSMENT

Here you can see how your results from the Skills Search assessment match with this career. Check out which skills you already have and if there are any skills you would like to strengthen.

Work Activities offer potential day-to-day tasks that can be expected in a variety of occupations. Detailed Work Activities narrow down to more specific tasks that can be expected in this career.



In O\*Net, different work experience, education, or career preparation are grouped together to indicate the appropriate "job zone" of each specific career.

To learn more about job zones go to: <https://www.onetonline.org/help/online/zones>

**CONNECTED TO AN ASSESSMENT**  
Here you can see how your results to the Interest Profiler match with this career.  
\*\*Just because your interests may not match up does not mean that this would not be a good fit for you, take it all in context!\*\*

**CONNECTED TO AN ASSESSMENT**  
Here you can see how your results to the Work Importance Locator match with this career.  
\*\*AGAIN, just because your results don't match does not mean that this would not be a good fit of a career for you, it is all in context\*\*

The salary option allows you to check trends both national and state specific. It offers salary information by the zip code as well.  
\*\*It is important to remember that different states have different costs of living so make sure to keep this in mind when exploring salaries.\*\*

These links will bring you to websites with more information regarding further career and industry specific information.

Job Zone

Title

Job Zone Four: Considerable Preparation Needed

Education

Most of these occupations require a four-year bachelor’s degree, but some do not.

Related Experience

A considerable amount of work-related skill, knowledge, or experience is needed for these occupations. For example, an accountant must complete four years of college and work for several years in accounting to be considered qualified.

Job Training

Employees in these occupations usually need several years of work-related experience, on-the-job training, and/or vocational training.

Job Zone Examples

Many of these occupations involve coordinating, supervising, managing, or training others. Examples include real estate brokers, sales managers, database administrators, graphic designers, chemists, art directors, and cost estimators.

SVP Range

(7.0 to < 8.0)

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Education

Percentage of Respondents	Education Level Required
56 <div></div>	Bachelor’s degree
24 <div></div>	Master’s degree
11 <div></div>	Professional degree <div></div>

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Credentials

Find Training

Find Certifications

Find Licenses

APPRENTICESHIP.GOV

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Interests

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Interest code: EC    Want to discover your interests? Take the [O\\*NET Interest Profiler](#) at My Next Move.

Enterprising — Enterprising occupations frequently involve starting up and carrying out projects. These occupations can involve leading people and making many decisions. Sometimes they require risk taking and often deal with business.

Conventional — Conventional occupations frequently involve following set procedures and routines. These occupations can include working with data and details more than with ideas. Usually there is a clear line of authority to follow.

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Work Styles

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Initiative — Job requires a willingness to take on responsibilities and challenges.

Dependability — Job requires being reliable, responsible, and dependable, and fulfilling obligations.

Leadership — Job requires a willingness to lead, take charge, and offer opinions and direction.

Achievement/Effort — Job requires establishing and maintaining personally challenging achievement goals and exerting effort toward mastering tasks.

Adaptability/Flexibility — Job requires being open to change (positive or negative) and to considerable variety in the workplace.

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Work Values

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Working Conditions — Occupations that satisfy this work value offer job security and good working conditions. Corresponding needs are Activity, Compensation, Independence, Security, Variety and Working Conditions.

Achievement — Occupations that satisfy this work value are results oriented and allow employees to use their strongest abilities, giving them a feeling of accomplishment. Corresponding needs are Ability Utilization and Achievement.

Independence — Occupations that satisfy this work value allow employees to work on their own and make decisions. Corresponding needs are Creativity, Responsibility and Autonomy.

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Related Occupations

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11-2011.00

[Advertising and Promotions Managers](#)

11-2022.00

[Sales Managers](#)

13-1111.00

[Management Analysts](#)

13-1161.00

[Market Research Analysts and Marketing Specialists](#) **Bright Outlook**

27-3031.00

[Public Relations Specialists](#)

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Wages & Employment Trends

Median wages (2020)

\$68.35 hourly, \$142,170 annual

State wages

Select a State

Go

Local wages

ZIP Code:

Go

Employment (2019)

286,300 employees

Projected growth (2019-2029)

Faster than average (5% to 7%)

Projected job openings (2019-2029)

24,600

State trends

Select a State

Go

Top industries (2019)

[Professional, Scientific, and Technical Services](#)  
[Management of Companies and Enterprises](#)

Source: Bureau of Labor Statistics [2020 wage data](#) and [2019-2029 employment projections](#). "Projected growth" represents the estimated change in total employment over the projections period (2019-2029). "Projected job openings" represent openings due to growth and replacement.

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Job Openings on the Web

Find Jobs

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Sources of Additional Information

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Disclaimer: Sources are listed to provide additional information on related jobs, specialties, and/or industries. Links to non-DOL Internet sites are provided for your convenience and do not constitute an endorsement.

[American Marketing Association](#)

[Association of Sales and Marketing Companies](#)

[Business Marketing Association](#)

[DMN](#)

[Hospitality Sales and Marketing Association International](#)

[Insights Association](#)

[Occupational Outlook Handbook: Advertising, promotions, and marketing managers](#)

[Product Development and Management Association](#)

[Public Relations Society of America](#)

[Sales and Marketing Executives International](#)

Help

Find Occupations

Advanced Search

Crosswalks

O\*NET Sites

Individuals who currently work in this career are surveyed and indicate what education level is typically required for each job position.  
\*Please Note\* Sometimes states differ regarding education requirements, make sure to look further into your desired state's required education level.

This section points out specific personality characteristics that may help indicate how well someone may perform at this job.

Check out related occupations for continued exploration.

This section tells you the current trends and projected job growth available through national and state data..