

| Description of Marketing Research Jobs   | Level of Education | Level of Experience  | Range of Compensation   |
|--|--------------------|--|---|
| <p><b>Market Research Analyst :</b><br/>Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales</p>   | Bachelor's degree  | Entry-level:<br>0-2 yrs;<br><br>Senior Analyst:<br>6-8 yrs | Entry-level:<br>\$40,000-\$60,000<br><br>Senior Analyst:<br>\$77,000-\$98,000 |
| <p><b>Market Research Manager:</b><br/>Manages activities in the market research department. Oversees a staff of analysts who ensures appropriate use of analytic techniques to determine demand for products and services. Interprets and predicts consumer trends, formulates research and development proposals, and monitors research projects</p> | Bachelor's degree  | 7 yrs  | \$75,000-\$100,000  |
| <p><b>Competitive Pricing Analyst:</b><br/>Responsible for pricing of goods and services in order to stay competitive in the market. Conducts market research and makes recommendations regarding pricing policies. Maintains historical pricing data on the organization and its competitors.</p>   | Bachelor's degree  | 2-4 yrs  | \$42,000-\$58,000   |
| <p><b>CRM Business Data Analyst:</b> Analyzes Customer Relationship Management (CRM) system data in response to channel marketing initiatives. Studies marketing data such as customer information, call patterns, and demographics</p>  | Bachelor's degree  | 6 yrs  | \$74,000-\$97,000   |
| <p><b>Database Marketing Analyst:</b> Designs and implements marketing databases. Develops strategy for targeted marketing campaigns and is responsible for data extraction, list or lead generation, or evaluating effectiveness of marketing campaigns</p>   | Bachelor's degree  | 2-5 yrs  | \$43,000-\$70,000   |
| <p><b>Database Marketing Manager:</b> Manages a staff of analysts responsible for the maintenance of the organization's marketing database.</p>  | Bachelor's degree  | 7 yrs  | \$70,000-\$97,000   |

|   |                          |                |                            |
|---|--------------------------|----------------|----------------------------|
| <p><b>E-Commerce Marketing Analyst:</b><br/> Collects and analyzes data to evaluate existing and potential online markets. Uses traffic tracking applications to recognize user patterns and trends to help formulate effective marketing techniques</p>  | <p>Bachelor's degree</p> | <p>2-4 yrs</p> | <p>\$58,000-\$76,000</p>   |
| <p><b>Product Marketing Senior Analyst:</b><br/> Prepares marketing strategies and programs for a product or product line. Evaluates product performance to help develop and update company goals and objectives. Advises sales team on any relevant product concerns. Recommends changes to current product development procedures based on market research and new trends</p> | <p>Bachelor's degree</p> | <p>10 yrs</p>  | <p>\$95,000-\$115,000</p>  |
| <p><b>Chief Market Research Executive:</b><br/> Directs and oversees an organization's market research function. Evaluates current sales and predicts future trends. Ensures that marketing efforts are focused on markets with high potential</p>  | <p>Bachelor's degree</p> | <p>10 yrs</p>  | <p>\$120,000-\$185,000</p> |

**Additional marketing research opportunities:**

|   |                   |           |                     |
|---|-------------------|-----------|---------------------|
| <p><b>Library Researcher:</b><br/>Carries out research activities in a library. Processes requests for research information and compiles information on related topics. Works under immediate supervision</p>   | Bachelor's degree | 0-2 yrs   | \$18,000-\$28,000   |
| <p><b>Full-time Interviewer:</b><br/>The interviewer conducts personal interviews and works under direct supervision of the field work director. Few companies employ full-time interviewers.</p>   | Some high school  | 0-1 years | \$18,000 - \$22,000 |
| <p><b>Tabulating and Clerical Help:</b><br/>These people perform the routine, day-to-day work of the department.</p>  | Some high school  | 0-1 years | \$18,000 - \$22,000 |
| <p><b>Field Work Director:</b><br/>Usually only larger departments have a field work director, who hires, trains and supervises field interviewers.</p>   | High school       | 3-5 years | \$30,000 - \$40,000 |
| <p><b>Clerical Supervisor:</b><br/>In large departments, the central handling and processing of statistical data are the responsibilities of one or more clerical supervisors. Duties include work scheduling, and responsibility for accuracy.</p>             | Vocational degree | 2-4 years | \$20,000 - \$25,000 |
| <p><b>Statistician/Data Processing Specialist:</b><br/>Duties are usually those of an expert consultant on theory and application of statistical techniques to specific research problems. Usually responsible for experimental design and data processing.</p> | Graduate degree   | 2+ years  | \$40,000 - \$60,000 |

Source: Compiled from salary.com and other sources.