

BioCareer Pathway for Marketing Manager

Recent Graduates

- Degree in marketing, public relations, business, communications, psychology +
- Degree in science-related field such as chemistry, biochemistry, engineering, agriculture, health, medicine, nursing, pharmacy, nutrition

Entry-level

Marketing Assistant
Marketing Coordinator

3-5 Years

Marketing Analyst/Researcher

5-10 Years

Marketing Manager

10 Years+

Director of Marketing
(usually requires graduate degree in business administration with a background in science)

Career Change

Sales and business development with a scientific background

Job Functions

(You may be responsible for more than one)

- Market Research
- Advertising and Promotion
- Sales Support (Sales collateral, presentations, Web content)
- Public Relations

Actual job titles may vary slightly between organizations. The BioCareer Pathways are meant as a guide for potential career paths. They have been developed through secondary research.