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

### Job Functions
(You may be responsible for more than one)
- Market Research
- Advertising and Promotion
- Sales Support (Sales collateral, presentations, Web content)
- Public Relations

### Career Change
Sales and business development with a scientific background

### 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)

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.