

Market Research: the Entry-Level Job You Should Take

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By ADMIN

Marketing is an exciting field with many well-paying jobs, such as brand strategist, content specialist and SEO manager. Only occasionally, though, is market research aspired to or sought after. Part of the reason is that the Internet of Things, SEO and search engine marketing have diffused traditional market research roles throughout organizations and renamed them as they relate to digital marketing or the customer/user experience, for example.

Marketing research jobs have always carried a bit of a stigma as number-crunching, dead-end staff positions that do not afford a path to profit/loss experience and the vaunted corner office. The time has come to dispel that stereotype.

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