

12.12: What Do Marketers Do?

Using the same list of marketing associations above, contact the one that interests you the most and ask if it is possible to speak with a member. Explain that you are a student and you would like to interview someone in the field. Before the interview, consider what information you would like to leave the interview with. Below is a list to get you started, but be sure to add anything else that the list does not contain and be prepared to ask follow-up questions for clarity.

1. Tell me about yourself. What is your education, how long have you held this position, and how did you get here?
 2. Can you outline your current job?
 3. What does your typical day look like?
 4. What do you like best and least?
 5. What is the biggest challenge of this position?
 6. What does a career path look like from where you are now?
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