



**O\*NET OnLine**



**O\*NET OnLine**

# What is O\*NET?

- Occupational Information Network
- Free online database sponsored by the US Government
- The O\*NET program is the nation's primary source of occupational information.
- Updated by surveying a broad range of workers from each occupation – on an annual schedule.



## O\*NET OnLine features

### Introduction

### Occupation Keyword Search

dental assistant

Examples: 25-1011.00, dental assistant

Search O\*NET-SOC occupations

### Find Occupations

[Bright Outlook](#)

[Career Cluster](#)



## More career sites & resources



### "I want to be a..."

Start the career you've dreamed about, or find one you never imagined. Discover your interests with the [O\\*NET Interest Profiler](#) and find more exploration options at [My Next Move](#).

Find your career at My Next Move



### ATTN: VETERANS

Put your military skills and experience to work in civilian life.

Army (MOS)

15W

Go



## What do you want to do for a living?



"I want to be a ..."



**Search careers  
with key words.**

Describe your dream career in a few words:

Examples: doctor, build houses

Search ➡

"I'll know it when I see it."



**Browse careers  
by industry.**

There are over 900 career options for you to look at. Find yours in one of these industries:

Administration & Support Services ▼

Browse ➡

"I'm not really sure."



**Tell us what you  
like to do.**

Answer questions about the type of work you might enjoy. We'll suggest careers that match your interests and training.

Start ➡

**Still not sure?** Check out careers in these groups:

Bright Outlook

Interests

Job Prep

**Are you a veteran looking for work?**

[My Next Move for Veterans](#) helps you find a civilian career similar to your military job.

**¿Habla español?**

[Mi Próximo Paso](#) incluye tareas, aptitudes, información sobre salarios



# O\*NET OnLine

## MY NEXT MOVE



James: Has a couple job titles/keywords in mind  
i.e. Content Marketing, Supply Chain



Barb: Has a general idea of 1 or 2 industries  
i.e. Education, Media & Communications



Anna: Open to ideas.  
“Not sure what they want to be when they grow up.”







# O\*NET OnLine

## MY NEXT MOVE

James: Has a couple job titles/keywords in mind  
i.e. Content Marketing, Supply Chain

- **Keyword search**
  - Also called – giving the client other names to search
  - Job outlook – salary data
    - Local salary information
    - Find jobs



## What do you want to do for a living?



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**Interests**

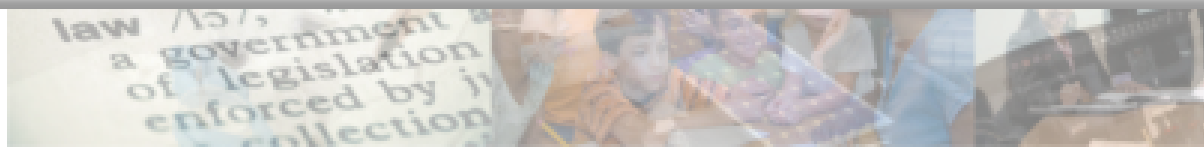
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"I want to be a ..."

"I want to be a ..."



## Search careers with key words.

Describe your dream career in a few words:



Marketing Managers

Market Research Analysts & Marketing Specialists

Search Marketing Strategists

Proofreaders & Copy Markers

## Browse

There are careers at. Find your

Administrative

Age groups:



See all careers



Bright Outlook





## Marketing Managers

Print Share

**Also called:** Brand Manager, Business Development Manager, Marketing Director, M

### What they do:

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that

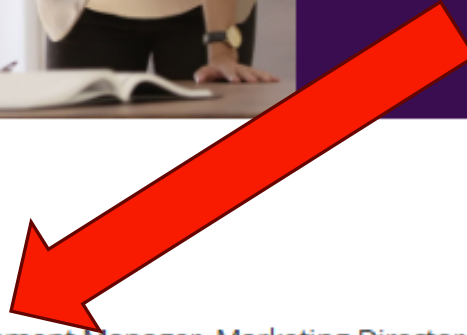
### ALSO CALLED

**Marketing managers** are also called:

- Account Supervisor
- Brand Manager
- Business Development Director
- Business Development Manager
- Commercial Lines Manager
- Market Development Executive
- Marketing Coordinator
- Marketing Director
- Marketing Manager
- Product Manager

### On the job, you would:

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.



## EDUCATION



**bachelor's degree** or  
**master's degree**  
usually needed

Get started on your career:



Find Training



Find Certifications



Find Licenses



Apprenticeship.gov

## JOB OUTLOOK



**Bright**

New job opportunities are **very likely** in the future.

SALARY:

**\$157,620**



Check out my state



Local Salary Info



Find Jobs

## EXPLORE MORE

- [Advertising & Promotions Managers](#)
- [Business Intelligence Analysts](#)
- [Market Research Analysts & Marketing Specialists](#)
- [Sales Managers](#)
- [Search Marketing Strategists](#)

You might like a career in one of these industries:

- [Professional, Science, & Technical](#)
- [Management](#)
- [Finance & Insurance](#)
- [Media & Communication](#)

[See more details at O\\*NET Online](#) about marketing managers.





## Marketing Managers

11-2021.00

Bright Outlook

Updated 2025

Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

**Sample of reported job titles:** Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager

Summary

[Details](#)

[Custom](#)

[Easy Read](#)

[Veterans](#)

[Español](#)

Contents

### Occupation-Specific Information

## Tasks

▼ 5 of 20 displayed

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
- Develop pricing strategies, balancing firm objectives and customer satisfaction.
- Compile lists describing product or service offerings.

## Technology Skills

▼ 5 of 46 displayed

- **Customer relationship management CRM software** — Blackbaud The Raiser's Edge; Oracle Eloqua; QAD Marketing Automation; Salesforce software 🔥
- **Data base management system software** — Apache Cassandra 🔥; Apache Hive 🔥; Elasticsearch 🔥; Oracle PL/SQL 🔥
- **Data base user interface and query software** — Airtable; Amazon Redshift 🔥; MySQL 🔥; Yardi software 🔥
- **Video creation and editing software** — Adobe After Effects 🔥; Flipgrid; TikTok 🔥; YouTube
- **Web platform development software** — Cascading style sheets CSS 🔥; Drupal 🔥; Oracle JavaServer Pages JSP 🔥; Ruby on Rails 🔥



Hot Technologies are requirements most frequently included across all employer job postings.

[See all 70 Hot Technologies for this occupation.](#)




In Demand skills are frequently included in employer job postings for this occupation.


**Sample of reported job titles:** Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager


Summary


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 Español

 Contents

### Occupation-Specific Information

## Tasks

▼ 5 of 20 displayed

- + Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- + Formulate, direct, or coordinate marketing or advertising or promotion managers.
- + Evaluate the financial aspects of product or service sales and profit-loss projections.
- + Develop pricing strategies, balancing sales and profit objectives.
- + Compile lists describing product or service sales and profit objectives.

## Technology Skills

▼ 5 of 46 displayed

### Related Occupations for Task

Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.

- 11-2011.00 [Advertising and Promotions Managers](#)
- 11-9179.01 [Fitness and Wellness Coordinators](#)  **Bright Outlook**
- 11-1011.03 [Chief Sustainability Officers](#) 
- 11-1021.00 [General and Operations Managers](#) 
- 41-3011.00 [Advertising Sales Agents](#)

See more related occupations 



# Occupations with related tasks

Save Table: [XLSX](#) [CSV](#)

22 occupations shown

Show Job Zones:

Closely Related Tasks 	All Related Tasks 	Job Zone 	Code 	Occupation 
<a href="#">3</a>	<a href="#">4</a>	<a href="#">4</a>	11-2011.00	<a href="#">Advertising and Promotions Managers</a>
<a href="#">3</a>	<a href="#">3</a>	<a href="#">4</a>	11-9179.01	<a href="#">Fitness and Wellness Coordinators</a>  <b>Bright Outlook</b>
<a href="#">2</a>	<a href="#">4</a>	<a href="#">5</a>	11-1011.03	<a href="#">Chief Sustainability Officers</a> 
<a href="#">2</a>	<a href="#">2</a>	<a href="#">4</a>	11-1021.00	<a href="#">General and Operations Managers</a> 
<a href="#">2</a>	<a href="#">2</a>	<a href="#">4</a>	41-3011.00	<a href="#">Advertising Sales Agents</a>
<a href="#">2</a>	<a href="#">2</a>	<a href="#">4</a>	11-2032.00	<a href="#">Public Relations Managers</a> 
<a href="#">2</a>	<a href="#">2</a>	<a href="#">2</a>	41-1011.00	<a href="#">First-Line Supervisors of Retail Sales Workers</a> 
<a href="#">2</a>	<a href="#">2</a>	<a href="#">4</a>	11-3111.00	<a href="#">Compensation and Benefits Managers</a>
<a href="#">2</a>	<a href="#">2</a>	<a href="#">4</a>	11-1031.00	<a href="#">Legislators</a>
<a href="#">1</a>	<a href="#">2</a>	<a href="#">4</a>	11-3131.00	<a href="#">Training and Development Managers</a> 
<a href="#">1</a>	<a href="#">2</a>	<a href="#">4</a>	11-2033.00	<a href="#">Fundraising Managers</a> 
<a href="#">1</a>	<a href="#">1</a>	<a href="#">3</a>	41-4011.07	<a href="#">Solar Sales Representatives and Assessors</a>
<a href="#">1</a>	<a href="#">1</a>	<a href="#">4</a>	11-9031.00	<a href="#">Education and Childcare Administrators, Preschool and Daycare</a>

## EDUCATION



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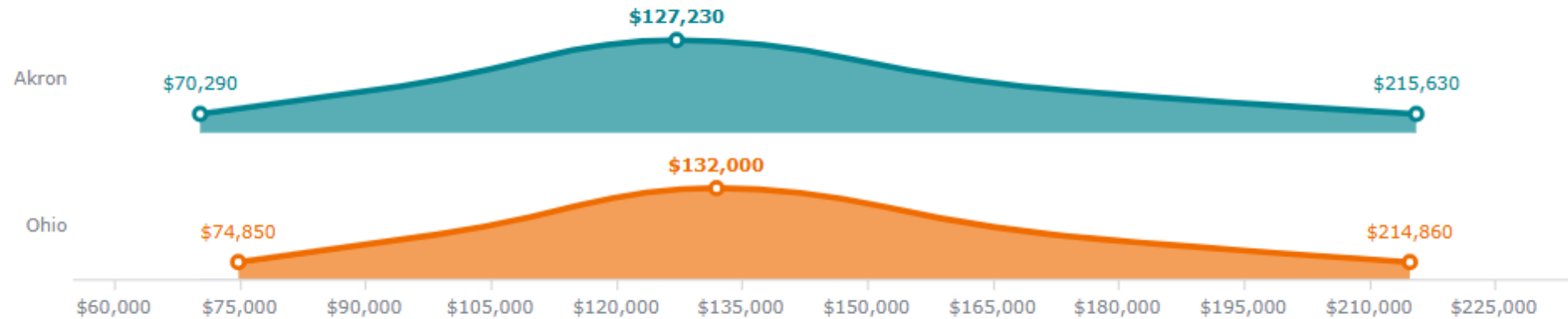
[See more details at O\\*NET OnLine](#) about marketing managers.

## Local Salary Info for Marketing Managers

Salary for state: Ohio

Salary near ZIP Code: 44224

Annual salary info [Hourly wage info](#)



### IN AKRON, OH:

- Workers on average earn **\$127,230**.
- 10% of workers earn **\$70,290 or less**.
- 10% of workers earn **\$215,630 or more**.

### IN OHIO:

- Workers on average earn **\$132,000**.
- 10% of workers earn **\$74,850 or less**.
- 10% of workers earn **\$214,860 or more**.



# O\*NET OnLine

## MY NEXT MOVE

Barb: Has a general idea of 1 or 2 industries  
i.e. Education, Media & Communications

- Browse by industry
  - Also called – giving the client other names to search
  - Career Video
  - Personality, Technology, Knowledge, Skills, Abilities
  - Job outlook – salary data
    - Local salary information
    - Find jobs



## What do you want to do for a living?



"I want to be a ..."



**Search careers  
with key words.**

Describe your dream career in a few words:

Examples: doctor, build houses

Search ➡

"I'll know it when I see it."



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Bright Outlook

Interests

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## All Careers

Print Share

We have **923** careers for you to choose from. Click any title to see more information. You can also see just the [Bright Outlook](#) careers.

A-C D-G H-M N-R S-Z

A-C

Icon legend

- Accountants & Auditors
- Actors
- Actuaries
- Acupuncturists
- Acute Care Nurses
- Adapted Physical Education Specialists
- Adhesive Bonding Machine Operators & Tenders
- Administrative Law Judges, Adjudicators, & Hearing Officers
- Administrative Services Managers
- Adult Basic Education, Adult Secondary Education, & English as a Second Language Instructors
- Advanced Practice Psychiatric Nurses
- Advertising & Promotions Managers
- Advertising Sales Agents
- Aerospace Engineering & Operations Technologists & Technicians
- Aerospace Engineers

## Careers with a Bright Outlook

Print Share



New job opportunities are likely in the future. Careers on this page:

- will **grow rapidly** in the next few years,
- will have **large numbers of openings**, or
- are **new and emerging** careers.

## GROW RAPIDLY

Icon legend

- Accountants & Auditors
- Actuaries
- Acupuncturists
- Acute Care Nurses
- Administrative Services Managers
- Advanced Practice Psychiatric Nurses
- Aerospace Engineering & Operations Technologists & Technicians
- Aerospace Engineers
- Agents & Business Managers of Artists, Performers, & Athletes
- Agricultural Engineers
- Agricultural Equipment Operators
- Agricultural Technicians
- Aircraft Cargo Handling Supervisors
- Aircraft Service Attendants
- Anesthesiologist Assistants
- Animal Caretakers



**O\*NET OnLine**

**MY NEXT MOVE**

Anna: Open to ideas.

“Not sure what I want to be when I grow up.”

- Interest Profiler



# What do you want to do for a living?



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## o-net® Interest Profiler

[User Agreement](#)  
[Proper Use](#)

Taken the Interest Profiler before?

[Enter scores](#)

Welcome to the O\*NET Interest Profiler!

The **O\*NET Interest Profiler** can help you find out what your interests are and how they relate to the world of work. You can find out what you like to do.

The **O\*NET Interest Profiler** helps you decide what kinds of careers you might want to explore.

On each screen, click the **Next** button at the bottom to continue. You can use the **Back** button at the bottom to re-read the instructions or change your answers.

**Start**

Interests

Results

Job Zones

Careers

**Next**





Progress:



Page 1 of 5  
0 of 60 questions

1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Build kitchen cabinets
2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Lay brick or tile
3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Develop a new medicine
4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Study ways to reduce water pollution
5	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Write books or plays
6	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Play a musical instrument
7	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Teach an individual an exercise routine
8	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Help people with personal or emotional problems
9	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Buy and sell stocks and bonds
10	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Manage a retail store
11	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Develop a spreadsheet using computer software
12	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Proofread records or forms

Back

Start

Interests

Results

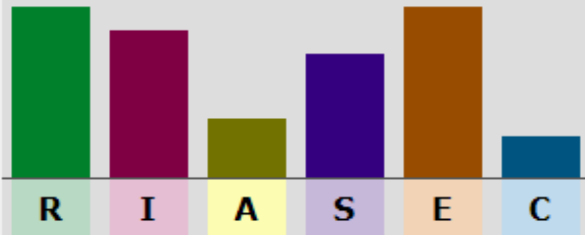
Job Zones

Careers

Next



## O\*NET Interest Profiler



Realistic	29
Investigative	25
Artistic	10
Social	21
Enterprising	29
Conventional	7

### Here are your Interest Profiler results!

Think of your interests as work you like to do.

Your interests can help you find careers you might like to explore. The more a career meets your interests, the more likely it will be satisfying and rewarding to you.

You can click on any interest below to learn more. When you're ready, click **Next** to continue.

- [Realistic](#)
- [Investigative](#)
- [Artistic](#)
- [Social](#)
- [Enterprising](#)
- [Conventional](#)

Print

Share ▼

Back

Start

Interests

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Job Zones

Careers

Next

## Select a Job Zone

Now that you have learned about each Job Zone, select the current or future Job Zone that's right for you:

- ☒ **Job Zone One**  
[Little or No Preparation Needed](#)
- ☐ **Job Zone Two**  
[Some Preparation Needed](#)
- ☐ **Job Zone Three**  
[Medium Preparation Needed](#)
- ☐ **Job Zone Four**  
[High Preparation Needed](#)
- ☐ **Job Zone Five**  
[Extensive Preparation Needed](#)

Back

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Results

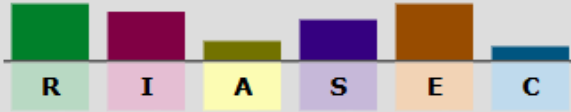
Job Zones

Careers

Next



# O\*NET Interest Profiler



Click to change your Job Zone:



**Job Zone One**  
little or no job preparation

## Careers that fit your interests and preparation level:



Best fit



Great fit



[Agricultural Equipment Operators](#)

[Cement Masons & Concrete Finishers](#)

[Derrick Operators, Oil & Gas](#)

[Fallers](#)

[Farmworkers & Laborers, Crop, Nursery, & Greenhouse](#)

[Fishing & Hunting Workers](#)

Click on a career to learn what they do.



Print



Share



Back

Start

Interests

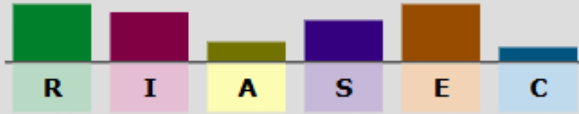
Results

Job Zones

Careers

Find More  
Careers

# O\*NET Interest Profiler



Click to change your Job Zone:



**Job Zone Two**  
some job preparation

## Careers that fit your interests and preparation level:

Best fit Great fit

[Animal Breeders](#)

[Animal Trainers](#)

[Athletes & Sports Competitors](#)

[Crossing Guards & Flaggers](#)

[Dredge Operators](#)

[Farmworkers, Farm, Ranch, & Aquacultural Animals](#)

Click on a career to learn what they do.

Print

Share



Start

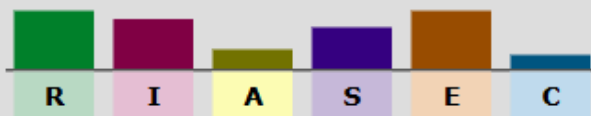
Interests

Results

Job Zones

Careers

**Find More  
Careers**



Click to change your Job Zone:



**Job Zone Three**  
medium job preparation

## Careers that fit your interests and preparation level:

Best fit Great fit

- [Exercise Trainers & Group Fitness Instructors](#)
- [Firefighters](#)
- [First-Line Supervisors of Farming, Fishing, & Forestry Workers](#)
- [First-Line Supervisors of Firefighting & Prevention Workers](#)
- [Forest Fire Inspectors & Prevention Specialists](#)
- [Geothermal Production Managers](#)

Click on a career to learn what they do.

Print

Share ▼

Back

Start

Interests

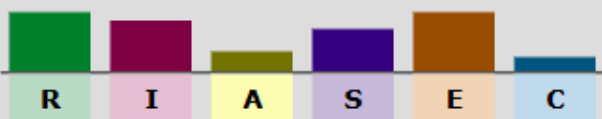
Results

Job Zones

Careers

Find More  
Careers





Click to change your Job Zone:

**Job Zone Four**  
high job preparation**Careers that fit your interests and preparation level:**

Best fit Great fit

- [Range Managers](#)
- [Biofuels/Biodiesel Technology & Product Development Managers](#)
- [Coaches & Scouts](#)
- [Conservation Scientists](#)
- [Exercise Physiologists](#)
- [Farmers, Ranchers, & Other Agricultural Managers](#)

Click on a career to learn what they do.

Print

Share ▼



Back

Start

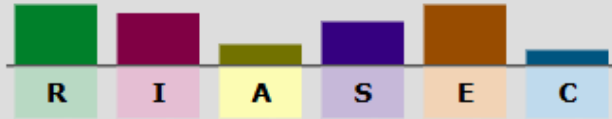
Interests

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Job Zones

Careers

**Find More  
Careers**



Click to change your Job Zone:



**Job Zone Five**  
extensive job preparation

## Careers that fit your interests and preparation level:

[Farm & Home Management Educators](#)

[Ophthalmologists](#)

[Oral & Maxillofacial Surgeons](#)

[Podiatrists](#)

[Sports Medicine Physicians](#)

[Urologists](#)

★ [Veterinarians](#)

Click on a career to learn what they do.

**Print**

**Share** ▼

**Back**

Start

Interests

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Job Zones

**Careers**

**Find More  
Careers**

You've served your country. Now you're ready for a new challenge.  
**What do you want to do for a living?**



"I want to be a ..."



**Search careers  
with key words.**

Describe your dream career in a few words:

Examples: doctor, build houses


Search 

"I'll know it when I see it."



**Browse careers  
by industry.**

There are over 900 career options for you to look at. Find yours in one of these industries:

Administration & Support Services 


Browse 

"I liked my last job."



**Find careers like  
your military job.**

Enter the name or code of your military classification. We'll suggest civilian careers with similar work.

Select a branch: 

Examples: 0963, radio chief

Find 

Want more options? Check out careers in these groups:

Bright  Outlook

 Interests

 Job Prep



Still not sure? The **O\*NET Interest Profiler** suggests careers based on the type of work you enjoy doing.

## Careers similar to Navy Ratings title master chief

Print Share

Try another search:

Navy (Ratings)

master chief

Examples: 2445, aerial cameraman

Showing top 20 civilian careers similar to the Navy Ratings title **master chief**. Closest matches are shown first. These careers may require additional training, education, or experience.

Icon legend

- ★ [First-Line Supervisors of Mechanics, Installers, & Repairers](#)
- ★ [First-Line Supervisors of Production & Operating Workers](#)
- ★ [Industrial Production Managers](#)
- ★ [Logisticians](#)
- ★ [Production, Planning, & Expediting Clerks](#)
- ★ [Project Management Specialists](#)
- ★ [Human Resources Managers](#)
- ★ [Human Resources Specialists](#)
- ★ [Management Analysts](#)
- ★ [Business Continuity Planners](#)
- ★ [First-Line Supervisors of Police & Detectives](#)
- ★ [Financial Risk Specialists](#)

