

Functional Job Area	What is it	Avg years of experience (payscale low range based minimum exp, Director or above more than 6 years)	Average salaries (look at Glassdoor and PayScale), high-end Director, VP level	Size of the job market postings (count number job postings with keywords in all US)	Software or programming commonly used-some courses may offer this software-please check the syllabi	Top skills listed-check again and verify looking at 15 postings using keywords in title-look at large companies	UTD JSOM Courses offered
<a href="#">Marketing automation</a>	Marketing automation refers to software that exists with the goal of automating marketing actions. Many marketing departments have to automate repetitive tasks such as emails, text message and push notifications sent out based on certain demographic traits of the user (insurance policy holder with upcoming expiration date), actions on the website (form submission, abandoned shopping cart) and other website actions. The technology of marketing automation makes these tasks easier and at scale (e.g., if you have one thousand messages sent out per day hard to do with humans). <b>Other job titles: Marketing Automation Specialist, Marketing Automation Lead, Marketing Data &amp; Automation Specialist.</b>	2 or more	53K-178K	17,000	HubSpot, Acoustic, Salesforce-Pardot, Adobe Marketo, Salesforce Pardot Marketing Cloud, Google web analytics, HTML, SQL, JavaScript, CSS, Adobe analytics	Marketing automation software knowledge: landing pages, split testing, dynamic and personalization emails	MKT 6341 Marketing Automation and Campaign Management has been phased out and 1/3 content in new course MKT 6374 eCommerce and Marketing Automation which contains six modules on marketing automation/email marketing using Hubspot
						Campaign management – personas, processes, return on promotion	MKT 6321 Interactive & Digital Marketing; MKT 6341 Marketing Automation and Campaign Management has been phased out and 1/3 content in new course MKT 6374 eCommerce and Marketing Automation
						Database marketing	MKT 6353 Customer Insights & Analytics; Excel: OPRE 6332 Spreadsheet Modeling & Analytics; for SQL MIS 6320 Database Foundations
						Web analytics	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
<a href="#">E-Commerce</a>	Wide range of possible roles from creating to managing and promoting an ecommerce website. Professionals in ecommerce are responsible for conversion optimization, split testing, content and pricing management and User experience. Beyond these skills, it is essential for these professionals to also have a strong understanding of the web analytics software that tracks the success and conversion rates of a website. <b>Other job titles; Director of e-Commerce, e-Commerce Analyst e-Commerce Manager, e-Commerce Project Manager.</b>	2 or more	42K -161K	28,500	Google Analytics, Keyword Planner, Facebook Insights, Magento, Shopify, WordPress, Big Commerce-optional but useful HTML, CSS, JavaScript, SEO, PPC, A/B Testing	Data manipulation – Excel is critical! SQL very useful but not as widespread	Excel: OPRE 6332 Spreadsheet Modeling & Analytics; for SQL MIS 6320 Database Foundations
						User engagement/UX design	MIS 6396 User Experience Design and MKT 6321 Interactive & Digital Marketing
						Campaign management/email/push notifications using automation Customer journey maps	MKT 6321 Interactive & Digital Marketing; MKT 6341 Marketing Automation and Campaign Management has been phased out and 1/3 content in new course MKT 6374 eCommerce and Marketing Automation
						E-commerce management and related platforms/skills -WordPress, Shopify	MKT 6374 eCommerce and Marketing Automation
						Web analytics (Adobe, Google analytics, Coremetrics)	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
<a href="#">Mobile Marketing</a>	Mobile marketing professionals determine how to leverage and create mobile-friendly content. This area may include overseeing mobile app development, content management, social media marketing, digital advertising and especially push and SMS promotions. The role of the mobile marketing manager is to market products and services on digital devices of all kinds—not just smartphones, but ANY portable digital device that has connectivity to the web. A Mobile Marketer is responsible for multi-channel, digital marketing strategies aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps. <b>Other job titles: Online Marketing Specialist, Digital Marketing Manager.</b>	2 or more	69K - 201K	mobile marketing in job title- 14,000	Push notifications, SMS, App Builders, wire framing software, Adobe and Google analytics	Data manipulation/analysis SQL often mentioned	Excel: OPRE 6332 Spreadsheet Modeling & Analytics; for SQL MIS 6320 Database Foundations
						User engagement/UX design	MIS 6396 User Experience Design and MKT 6321 Interactive & Digital Marketing
						Campaign Management/email/push notifications using marketing automation	MKT 6374 eCommerce and Marketing Automation in several modules
						Mobile marketing basics: Knowledge of strategies such as Push Notifications, Geo-fencing and In-App Messaging	MKT 6321 Interactive & Digital Marketing
						Leverage Mobile Advertising to drive App installs through various Mobile Ad formats	Not that specific but basics covered in MKT 6321 Interactive & Digital Marketing
						Web analytics	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
						Mobile analytical tools such as Localytics, Appboy, Mixpanel	No specific course on only this but these 3 courses cover this especially the advanced web analytics course: MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights and to a lesser degree MKT 6321 Interactive & Digital Marketing

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<a href="#">Web Analytics</a>	Web analytics professionals measure, collect, analyze, and present website data so actionable insights can be leveraged to improve business objectives such as revenue, profits and market share. Professionals are often responsible for analyzing digital data on the website but also on apps across all devices (Desktop, Mobile, Tablet). The web analytics professional will create dashboards, perform deep analysis, determine what content is helping conversions and which one is not; identify trouble areas, create conversion funnels, identify which events (e.g., video ) contribute to conversions, analyze cohort segments and track and monitor other demographic and behavioral traits of web users. <b>Also known as: Web Analyst, Web Analytics Specialists, Digital Specialists</b>	2 or more	71K - 200K	43,500	Tableau, Power BI, Google Analytics, Adobe Analytics, JavaScript, HTML HubSpot, Google Data Studio, Coremetrics	Customer Behavior	MKT 6310 Consumer Behavior Science & Practice
						Insights development, Reporting tools	MKT 6353 Customer Analytics & Insights
						Data manipulation	Excel: OPRE 6332 Spreadsheet Modeling & Analytics; for SQL MIS 6320 Database Foundations
						Web analytics	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
						Social media analytics	MKT 6343 Social Media Marketing & Insights
						HTML, JavaScript, Tagging	Not covered in any course- we have in newsletter some suggested resources for this
<a href="#">Social Media Marketing</a>	Social media professionals create, manage and monitor content across multiple social media platforms. It allows companies to engage with existing customers, conduct market research, manage the company and brand's online reputation , and reach new prospects. One important role is for the social media professional to identify and prioritize from the many social media platforms which aligns better with the target market (e.g., B2B vs B2C, under 25 vs over 50, consumer vs professional) and which helps and assists in conversion or other KPIs identified by the company as important. In addition higher paid social media professionals understand web analytics and are proficient with social media listening platforms. A social media executive is essentially responsible for planning, ideating, and executing an overall social media strategy for a brand on a daily basis. <b>Also known as: Director of Social Media, Director of Social Media Marketing, Digital Media Director, Social Media Manager</b>	2 or more	34K - 125K	64,000	TikTok, Instagram, YouTube, Facebook, Twitter, HootSuite, BuzzSumo, Feedly, Buffer, Klout, FollowerWonk, BoardReader	Customer behavior, influencers, contagion, viral	MKT 6310 Consumer Behavior Science & Practice; MKT 6321 Interactive & Digital Marketing
						Social media analytics platforms, content	MKT 6343 Social Media Marketing & Insights
						Content creation, creative development, appeals	Covered to some degree in MKT 6343 Social Media Marketing & Insights and MKT 6321 Interactive & Digital Marketing
						Web analytics	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
						Digital marketing, including basics of social media	MKT 6321 Interactive & Digital Marketing
<a href="#">Digital Marketing</a>	Search Engine Marketing (SEM)--Digital marketing, also called online or internet marketing, is mainly focused on promoting the website through the use of search engine optimization, usability, pay per click ads on search, display and social media. Successful SEM professionals also conduct split testing, Conversion rate optimization and analyze web analytics data. Depending on the company size, many also conduct emails and push/SMS text initiatives. <b>Also known as: Digital Strategist, Internet Marketing Specialist, Director of SEO Operations, Digital Marketing Manager, Digital Marketing Analyst, Digital Marketing Architect</b>	2 to 4	41K - 233K	72,000	MOZ, Google Analytics, Firebase, Facebook Ads, Google Ads (Display, Search, YouTube) LinkedIn (InMail, Sponsored Content, Video)	Customer Behavior	MKT 6310 Consumer Behavior Science & Practice
						PPC/SEO	MKT 6321 Interactive & Digital Marketing
						Email campaigns	MKT 6374 eCommerce and Marketing Automation has several modules
						Web analytics	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
						User engagement/UX basics and audits	MIS 6396 User Experience Design and MKT 6321 Interactive & Digital Marketing
						Cross-platform management Platforms – Marin, Kenshoo, Campaign Manager	MKT 6349 MarTech Ecosystem
						HTML, CSS	Not covered by any course offered at JSOM- we have in newsletter some suggested resources for this
<a href="#">Usability/UX</a>	A UX (user experience) specialist, also called a UX or usability analyst, ensures that products OR software/websites align with the behaviors and needs of how consumers use something. UX is more encompassing and includes many areas such as customer service, the product or service use, post purchase satisfaction, usability, etc. Usability tends to be a subset of UX and deals with how someone actually uses the product, website or software. Some positions are more for UX/usability with products (e.g., form factors for a car or mobile phone) while other UX professionals focus more on digital uses (software, apps and websites). Our courses have more depth in the digital area of UX, given our courses in web analytics that are one key pillar of digital UX) . <b>Also known as: UX Designer, Lead User Experience Designer, UI Strategist, UI Innovator</b>	2 or more	64K - 150K	34,000	UXPin, Figma, Adobe Creative Cloud, Sketch, In Vision	UX and usability (form factor, human testing, wire framing, human computer interact, conceptual diagrams, and content strategies)	MIS 6396 User Experience Design and MKT 6321 Interactive & Digital Marketing
					Adobe and Google analytics, Hotjar	Analytics of user navigation	MKT 6352 Marketing Web Analytics & Insights and MKT 6384 Advanced Marketing Web Analytics & Insights
						Customer Behavior	MKT 6310 Consumer Behavior Science & Practice
						Personas, Customer journey maps,	MKT 6321 Interactive & Digital marketing
					MS project	Project Management	OPRE 6362 Project Management
					MS project	Agile. Scrum project management and product development (if software or digital)	MIS 6360 Agile Project Management

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<a href="#">Advertising</a>	<b>Advertising and Promotions Managers</b>					Manage all advertising promotion management & logistics	MKT 6332 Advertising & Promotional Strategy
<p>There are many roles in a traditional advertising or marketing agency, including media planners and buyers, creatives (writers, art directors, broadcast producers, media buyers, print production managers, and more. Let's focus on the advertising account executive, or "AE," since he or she plays a key role in the agency. In addition, AE jobs are often the most common way to move into advertising account management and from there to other areas of the advertising and marketing business. There is a growing convergence to digital.</p>	<p>Advertising managers work in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in organizations that advertise heavily. Advertising managers work with sales staff and others to generate ideas for an advertising campaign. Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis. Also known as: <b>Account Executive, Advertising Manager (Ad Manager), Advertising Sales Manager (Ad Sales Manager), Communications Director, Communications Manager, Creative Services Director, Marketing and Promotions Manager, Promotions Director, Promotions Manager</b></p>	Bachelor's or master's degree Up to 5 years of work experience	\$61k - \$150k. The average salary for an advertising manager is around \$127,150 per year.	35,000	Google Analytics, Microsoft Excel, Google and Facebook ads, MOZ for SEO, Hubspot, Adroll, Rollworks, Influo2, Adstream, 6sense, Celtra, Stackadap	Knowledgeable about market strategies, concepts, and practices	MKT 6301 Marketing Management, MKT 6339 Capstone Marketing Decision Making
						Ensure brand message is consistent at all customer touchpoints including digital and social	MKT 6330 Brand Management, MKT 6321 Interactive & Digital Marketing, MKT 6343 Social Media Marketing & Insights, MKT 6349 MarTech Ecosystem
						Deep understanding of effective advertising and digital marketing campaigns from social media to broadcast	MKT 6343 Social Media Marketing & Insights, MKT 6332 Advertising & Promotional Strategy; MKT 6321 Digital & Interactive Marketing
						Google Analytics Certification	MKT 6352 Marketing Web Analytics & Insights; MKT 6384 Advanced Marketing Web Analytics & Insights
						Advanced Microsoft Excel skills	OPRE 6332 Spreadsheet Modeling & Analytics
						Research & Data analysis	MKT 6353 Customer Analytics & Insights; MKT 6309 Marketing Data Analysis & Research
						SEM/SEO	MKT 6321 Interactive & Digital Marketing-Google and Facebook ads, MOZ SEO
						Project management	OPRE 6362 Project Management
						<a href="#">Business Development--Demand Generation</a>	<b>Business Development Managers</b>
<p>Business Development professionals are responsible for the identification of profitable market segments, as well as the strategies and tactics to market and sell to them. A business development manager works in strategic planning, sales management, and prospecting for new clients to help grow an organization.</p>	<p>Business development managers play a crucial role in the success of an organization. These professionals generate new sales leads, negotiate client pricing, and forecast sales revenue, all to support one of the most important business development manager responsibilities — helping organizations maximize their profits. Business development managers, sometimes abbreviated BDMs, are key members of the go-to-market (GTM) team. They are responsible for building lists of sales leads, then pitching to these prospects to build the company's client list. In sales lingo, they help move people from the top of the sales funnel to the goal of being a signed customer. The business development role uses many business skills, including strategic planning, project management, and successful negotiation.</p>	2 or more years of work experience. Bachelor's degree or master's degree.	\$60k - \$140k. The average business development manager salary is \$83,119. (Source: Glassdoor.)	34,000	Salesforce, SaaS software, PowerBI	Identify areas for improvement in sales	MKT 6334 Digital Sales Strategy
						Manage relationships with current & new customers	OB 6332 Negotiation & Dispute Resolution
						Improve performance with A/B testing	BUAN 6392/MIS 6392 Causal Analytics & A/B testing
						Manage SEO/SEM optimization and PPC strategy	MKT 6352 Marketing Web Analytics and Insights
						Experience in MarTech, CRM, lead generation, ROI	MKT 6349 MarTech Ecosystem

<a href="#">Brand Management</a>	<b>Brand Managers</b>					Take ownership of the brand, brand image, and future strategic positioning; deep understanding of marketing fundamentals	MKT 6330 Brand Management, MKT 6301 Marketing Management
A brand manager is responsible for the overall image and positioning of a product or company. Key elements of the job are researching the marketplace to determine where the product or client fits in (i.e., analyzing competitive positioning, products, brands and spending); developing marketing and advertising strategies and managing those budgets; helping create designs and layouts for print and digital advertising concepts signage and collateral; overseeing promotional activities; analyzing pricing and sales; and (re)evaluating how the brand can appear to a wider consumer base.	Brand Managers are responsible for ensuring that the products, services and product lines that fall under their domain resonate with current and potential customers. To do so, these professionals continuously monitor marketing trends and keep a close eye on competitive products in the marketplace to ensure a firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services. <b>Also known as:</b> <b>Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager</b>	Bachelor's degree or master's degree. 3 years or more work experience.	\$55k - \$160k. Average salary for a brand manager is \$104,443 (source: Glassdoor)	28,500	NetBase, Crimson, Sprout Social, Asana, HubSpot, Talkwalker, Hootsuite, Tableau, Zoho, Datawrapp, Muckrack, Salesforce, Cision, Sprinklr	graphics, psychographics, and behavioral drivers of customers	MKT 6310 Consumer Behavior Science & Practice
						Marketing strategy experience	MKT 6339 Capstone Marketing Decision Making or MKT 6350 Competitive Marketing Strategy & Game Theory Framework
						Experience dealing with data, analytical tools & consumer insights	MKT 6353 Customer Analytics & Insights
						Expertise in data analysis, translating data into insights; strong analytical skills	OPRE 6301 Statistics & Data Analysis; MKT 6353 Customer Analytics & Insights
						Monitor the marketplace and social media to determine brand positioning esp. against competitors	MKT 6309 Marketing Data Analysis & Research, MKT 6353 Customer Analytics & Insights
<a href="#">Consumer &amp; Shopper Insights</a>	<b>Consumer/Shopper Insights Manager</b>					Provide actionable customer findings based on data analysis	MKT 6353 Customer Analytics & Insights; MKT 6345 Quantitative Marketing Decision
Consumer & Shopper Insights is an emerging area for marketing professionals who are not modelers, statisticians, or data scientists. They often work more on the analysis and recommendation side of the profession. One who can connect the dots and tell stories — unlike most data scientists, who have never taken a consumer behavior course, so they often lack the connect-the-dots abilities needed for this job.	The Shopper Insights Manager is responsible for identifying key business issues and opportunities; leveraging existing research, and conducting new research to investigate and answer business questions to assist the organization in growing market share and delivering budgets.	2 or more years	\$60,000-\$160,000	42,000	MS Power BI, Data studio, Spotfire, Tableau, R, SQL	Understanding of e-Commerce, logistics, & CRM data	MKT 6374 eCommerce Strategy, Marketing & Operations, MKT 6352 Marketing Web Analytics & Insights,
	<b>Marketing Analysts/Analytics Managers</b>					Perform data analysis	MKT 6309 Marketing Data Analysis & Research , MKT 6353 Customer Analytics & Insights, MKT 6352 Marketing Web Analytics & Insights, MKT 6337 Predictive analytics for Data Science; MKT 6345 Quantitative Marketing Decision Making;
<a href="#">Marketing Analytics</a>	A marketing analyst works with data to unearth new marketing insights for a company. But what does this actually mean? <b>Analyze marketing data</b> A large part of being a marketing analyst includes cleaning, sorting, and interpreting data. More specifically, this can mean: Gathering, cleaning, and sorting data through methods like surveys or website analysis Reviewing marketing campaign results (like revenue increase, reach, or engagement) to improve campaigns Using tools to understand current customers and find new ones Researching competitors Make recommendations By synthesizing findings, marketing analysts can recommend how a business should proceed with its marketing efforts. This can entail putting together reports, presentations, and other materials.. <b>Also known as:</b> Market research analyst, data analyst, or business analyst.	2 or more years of experience. Bachelor's degree or master's degree. In some cases, a master's degree is preferred.	\$45k - \$89k. The average salary for a marketing analyst is \$62, 438. (Source: Glassdoor.)	58,000	Top 3: Python, SQL, R and SAS  Other common tools: Excel Solver, MS Power BI, Apache Spark, Hadoop	Quantitative skills and understanding of statistical methods	OPRE 6301 Statistics & Data Analysis but we recommend taking OPRE 6359 Advanced Statistics for Analytics; MKT 6309 Marketing Data Analysis & Research
						Query data leveraging tools including SQL Developer & SAS	For SQL: MIS 6320 Database Foundations; for SAS: MKT 6337 Data Analytics Using SAS
						Python and R	MKT 6373 Introduction to Programming for Analytics; BUAN 6341 Applied Machine learning
						Dashboard development & data visualization	MIS 6380 Data Visualization
						Identify & develop innovative solutions leveraging advanced analytics to support personalization programs and customer strategies	MKT 6353 Customer Analytics & Insights; MKT 6345 Quantitative Marketing Decision Making; MKT 6349 MarTech Ecosystem;
						Utilize modeling software, data management, and predictive model output integration into business systems	MKT 6337 Predictive Analytics Using SAS; OPRE 6398 Predictive Analytics; OPRE 6332 Spreadsheet Modeling & Analytics; MECO 6312 Applied Econometrics & Time Series Analysis
						Techniques: Experiment design, Response models, Logit models, Clustering, Segmentation, Behavioral Targeting Times series forecasting, Regression, Neural Nets/Deep Learning	MKT 6337 Predictive Analytics Using SAS; OPRE 6398 Predictive Analytics; MECO 6312 Applied Econometrics & Time Series Analysis, MKT 6353 Customer Analytics & Insights; MKT 6309 Marketing Data Analysis & Research

<p><b>Marketing Management</b></p> <p>Marketing management is a functional area where the professional is responsible not for any one specialty area but for a wide range of initiatives and platforms. A marketing manager may oversee or conduct market research, digital marketing and advertising initiatives and data analysis. This is more common in small to medium size companies where they do not have enough marketing employees to allow for specialization.</p>	<p><b>Marketing Managers</b></p> <p>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 identifying 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 &amp; services. Also known as: <b>Account Supervisor, Brand Manager, Business Development Director, Business Development Manager, Commercial Lines Manager, Market Development Executive, Marketing Coordinator, Marketing Director, Marketing Manager, Product Manager</b></p>	<p>2 or more years. Bachelor's degree or master's degree.</p>	<p>Salary range \$40,000-\$170,000;Median salary is \$135,030 (source: BLS)</p>	<p>84,000</p>	<p>Asana, Constant Contact, Adobe Analytics, MarketingCloudFX, CRM ROI,</p>	<p>Develop marketing &amp; pricing strategies; Develop strategic marketing plans. designing., managing, and evaluating marketing campaigns</p> <ul style="list-style-type: none"> <li>- Directing social media engagement strategy</li> <li>-Managing budgets for marketing campaigns</li> <li>-Collaborating with advertising and creative departments</li> <li>-Reviewing advertising material for print and digital media</li> <li>-Managing projects</li> <li>-Performing market research to find new opportunities</li> <li>-Managing marketing department employees</li> <li>-Analyzing market trends and conducting competitor research</li> </ul>	<p>MKT 6301 Marketing Management, MKT 6339 Capstone Decision Making; ; MKT 6336 Pricing Analytics; MKT 6309 Marketing Data Analysis &amp; Research; MKT 6343 Social Media Marketing &amp; Insights; MIS 6360 Agile Project Management.</p>
<p><b>Product Management</b></p> <p>Product Management involves the launch of new products or managing of existing products or services through their life cycle. The product manager often has P&amp;L responsibilities</p>	<p><b>Product Managers</b></p> <p>A product manager is responsible for the overall business strategy for a specific product. A product manager might also help decide what type of products should be developed. A product manager role focuses on the product vision for a product or service. A project manager makes sure the vision for the product or service is executed on time and within budget.. <b>Also known as product owner, growth product manager, technical product manager, platform product manager, chief product officer, chief innovation, technology &amp; product officer</b></p>	<p>Master's degree preferred along with a bachelor's degree in a technical field such as engineering, finance, health care, ITM, etc. Two or more years of practical work experience is also desirable.</p>	<p>Salary range is \$92k-\$160k annually. The average national salary is \$102,655 (source: Glassdoor.)</p>	<p>This job category is projected to have a 45% growth rate through 2030-- well above average. There are currently more than 41,370 product managers employed in the U.S. as of Sept. 2022.</p>	<p>MS Project, Pendo, Amplitude, ProductPlan, Confluence, Split.io,Hotjar, Visio, OmniGraffle,</p>	<p>Experience launching new products, product enhancements, and product pricing. Project management, data visualization and advanced data analysis and insights skills. Successful product managers are keenly aware of all kinds of fads and trends, able to spot good versus bad product packaging, and instinctively know what would make a product or service better. If your career plans include a role in product management, set yourself up for success by developing these key skills now. Communication skills help you collaborate with company stakeholders, executives, and product teams, absorb product market feedback and convey the appropriate information and vision to the right people at the right time. Strategic thinking is imperative to be able to prioritize and implement ideas that can best affect the company or brand. People management skills empower you to help individuals and teams perform at their highest levels. Design/technical skills equip you to understand the technical side of what goes into creating a product or service. User science and empathy help to identify and evaluate challenges users may have with the product.</p>	<p>ENTP 6370 Innovation &amp; Entrepreneurship; MKT 6380 Market Entry Strategies; MKT 6336 Pricing Analytics; MKT 6375 Technology &amp; New Product Development; ENTP 6388 Managing Innovation within the Company;; MKT 6345 Quantitative Marketing Decision-Making; MIS 6360 Agile Project Management</p>