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Reading and Writing for the College Bound

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Marketing vs Financial Analyst

Since the beginning of high school I have been fascinated with the idea of businesses and how they function. This can be widely attributed to seeing my parents both working in the business field as a sales manager and an administrative assistant. Because of this, I have spent much of my years in high school researching the different fields I could go into involving business. In the end, my research has driven me towards two careers within business: a marketing manager and a financial analyst. These careers are similar in many ways; however, they still withhold key qualities that separate them. By comparing the similarities and differences between the two, I believe a career as a marketing manager will be more purposeful and satisfy my interests.

There are many differences that separate a marketing manager from a financial analyst. To begin with, a financial analyst has the flexibility to obtain any bachelor's degree relating to business; however, employees are encouraged to acquire an MBA after undergraduate school. Furthermore, someone planning on becoming a financial analyst is required to have a CFA credential attributed to their name(study.com 1). Marketing managers are different in the fact that it is highly recommended that they obtain a bachelor's degree in marketing. They are also

heavily recommended to acquire a professional certified marketer certification and eventually get their MBA(Becoming 1).

Another difference that sets a career as a marketing manager apart from a financial analyst is the values and skills needed to have a job within the field. A marketing manager needs to possess leadership skills in order to guide a team and be able to motivate them to achieve their tasks(Marketing 1). This is different from a financial analyst who relatively works solo and works one on one with a client. A marketing manager also needs to have a creative mind in order to create valuable campaigns for companies. In addition to this, marketing managers need to possess the ability to budget for campaigns and have project management skills so a task can be accomplished. Financial analysts need to have the ability to make hard decisions as they will be in charge of financing other companies and choosing what they invest in. A financial analyst is also required to have analytical skills and be able to make prompt decisions based off of the data they are given.

The most significant differences between a marketing manager and a financial analyst are the day to day activities that each of the careers possess. A marketing manager's main job is to create ad campaigns for companies that could bring them the most traffic. Along with this, they are required to analyze market trends and make strategies based off of them. Marketing managers are also set with the task of budgeting for campaigns, finding target audiences, and capitalizing on popular market trends. A financial analyst is required to analyze financial data and assess a company's performance(Financial 1). Based off of the financial data they analyze, financial analysts prepare financial reports and projections for a company(Heinrich 1). Along

with these tasks, they are also equipped with the ability to find investment opportunities for their company.

While there are many differences between a marketing manager and a financial analyst, they still bear many similarities between each other. For instance, both careers require communication skills. A marketing manager spends their time with a team and needs the ability to communicate their ideas to them. A financial analyst spend the majority of their time working one on one with a company advisor and giving them feedback based off of their performance. Another similarity these careers have is their detail oriented mindsets that are needed in both fields. Marketing managers need to pay close attention to detail so they can create the best campaigns for their clients. Financial analysts need to be detail oriented in order to correctly analyze data and make smart investment decisions based off of the data.

A career as a financial analyst provides many benefits towards the career that I am seeking; however, I believe a career as a marketing manager would best suit my interests. A career as a marketing manager allows me to exhibit my creative mindset and leadership skills to a team. A job in this field would create many opportunities that would allow my career to flourish.

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