



# How much can I make in a Career in Marketing?



I am very curious about a Career in Marketing. Internet is brimming with pages on How to get into Marketing, while I want to first understand What is a Career in Marketing. In my quest to learn more about a Career in Marketing, I found this amazing page:

<https://www.lifepage.in/career/20171027-0006/Commerce/Marketing/Career-in-Marketing/english>

## Rhbab Aujla's take!

Rhbab Aujla has 3 years & 4 months of professional experience in Marketing. Rhbab Aujla has worked in Marketing as Manager in Gourmet Investments Private Limited. In Rhbab Aujla's own words, this is how Rhbab Aujla got into Marketing: ***"After completing my education, I started my career with Naukri.com in 2014 in Sales Department & later joined Snapdeal (Merchandising department. I have been working with Gourmet Investments Private Limited as a Manager since 2017."***

# Career Video on Marketing

In a video, Rhbab Aujla has talked about various aspects of a Career in Marketing. Rhbab Aujla started by explaining Marketing as: ***"Marketing is used to create, keep and satisfy the customer. With the customer as the focus of its activities, it can be concluded that Marketing is one of the premier components of Business Management - the other being Innovation. The management process through which goods and services move from concept to the customer."*** It was an amazing video with great information.

In this video Education was discussed as theoretical topics needed to excel at Marketing, and not as Qualifications needed to enter Marketing. Rhbab Aujla touches upon these in the Education section of the Video:

- Sales
- Products
- Market
- Target Audience
- Verticals of Marketing

This Career demands specific Skills which only an experienced professional can lay out. Rhbab Aujla then explains why these Skills are essential for a Career in Marketing:

- Communication
- Creativity
- Team Work
- Adaptability
- Analytical

There are great positives of this Career.

Rhbab Aujla believes that the following are some of the Positives of a Career in Marketing:

- Non Monotonous Job
- Think Tank Job
- Multitasking Job

Challenges are the other side of Positives and this Career is no exception.

And, Rhbab Aujla believes that one needs to prepare for following Challenges of a Career in Marketing:

- Volatile Job

- Work Life Balance

In the final section of the video Rhbab Aujla talks about How a day goes in a Career in Marketing. This video is by far the best video on a Career in Marketing, that I have ever come across. To see the full Talk, one needs to install the LifePage Career Talks App. Here is a direct deep link of the Video: <https://lifepage.app.link/20171027-0006>

## Similar Career Talks on LifePage

I continued with my research on LifePage and thoroughly studied these links to gain more perspective:

1. <https://www.lifepage.in/career/20161205-0001/Commerce/Marketing/Career-in-Sales/english>
1. <https://www.lifepage.in/career/20161212-0003/Commerce/Marketing/Career-in-Business-Development/english>
1. <https://www.lifepage.in/career/20170818-0011/Commerce/Marketing/Career-in-Marketing/hindi>
1. <https://www.lifepage.in/career/20170214-0001/Commerce/Marketing/Career-in-Multilevel-Marketing/hindi>
1. <https://www.lifepage.in/career/20170907-0001/Commerce/Marketing/Career-in-Sales-Management/english>
1. <https://www.lifepage.in/career/20170620-0001/Commerce/Marketing/Career-in-Business-Development/english>

1. <https://www.lifepage.in/career/20170818-0002/Commerce/Marketing/Career-in-Sales-&-Marketing/english>
1. <https://www.lifepage.in/career/20170105-0002/Commerce/Marketing/Career-in-Business-Development/english>
1. <https://www.lifepage.in/career/20180112-0004/Commerce/Marketing/Career-in-Sales-&-Marketing/english>
1. <https://www.lifepage.in/career/20170914-0001/Commerce/Marketing/Career-in-Marketing/english>
1. <https://www.lifepage.in/career/20170920-0007/Commerce/Marketing/Career-in-Marketing/english>
1. <https://www.lifepage.in/career/20170902-0001/Commerce/Marketing/Career-in-FMCG-Sales/english>
1. <https://www.lifepage.in/career/20180831-0003/Commerce/Marketing/Career-in-Network-Marketing/hindi>
1. <https://www.lifepage.in/career/20180322-0001/Commerce/Marketing/Career-in-Relationship-Management/hindi>
1. <https://www.lifepage.in/career/20171212-0005/Commerce/Marketing/Career-in-Sales-&-Marketing/english>

1. <https://www.lifepage.in/career/20180910-0002/Commerce/Marketing/Career-in-Market-Research/english>
1. <https://www.lifepage.in/career/20170924-0001/Commerce/Marketing/Career-in-Retail-Management/english>
1. <https://www.lifepage.in/career/20180324-0002/Commerce/Marketing/Career-in-Sales-and-Marketing/english>
1. <https://www.lifepage.in/career/20180425-0002/Commerce/Marketing/Career-in-Network-Marketing/english>
1. <https://www.lifepage.in/career/20180105-0001/Commerce/Marketing/Career-in-Market-Research/english>
1. <https://www.lifepage.in/career/20171205-0010/Commerce/Marketing/Career-in-Marketing/english>
1. <https://www.lifepage.in/career/20171115-0001/Commerce/Marketing/Career-in-Marketing-Management/english>
1. <https://www.lifepage.in/career/20171223-0002/Commerce/Marketing/Career-in-Marketing/english>
1. <https://www.lifepage.in/career/20171207-0002/Commerce/Marketing/Career-in-Sales-Management/hindi>

1. <https://www.lifepage.in/career/20180122-0001/Commerce/Marketing/Career-in-Sales-Management/english>
  
1. <https://www.lifepage.in/career/20181005-0002/Commerce/Marketing/Career-in-Advertising-&-Marketing/english>
  
1. <https://www.lifepage.in/career/20180912-0004/Commerce/Marketing/Career-in-Business-Development/english>

## Career Counseling 2.0

This disposition on a Career in Marketing was just the starting point of my research on LifePage. LifePage has made a science of Career Counseling. Its awareness focussed approach is much more practical and action-oriented rather than absolutely any other Career platform. I suggest you learn more about them on: <https://www.lifepage.in>