

# FOCUS ON

# MARKET RESEARCH ANALYST

Houston Gulf Coast Region\*

1 OF 5

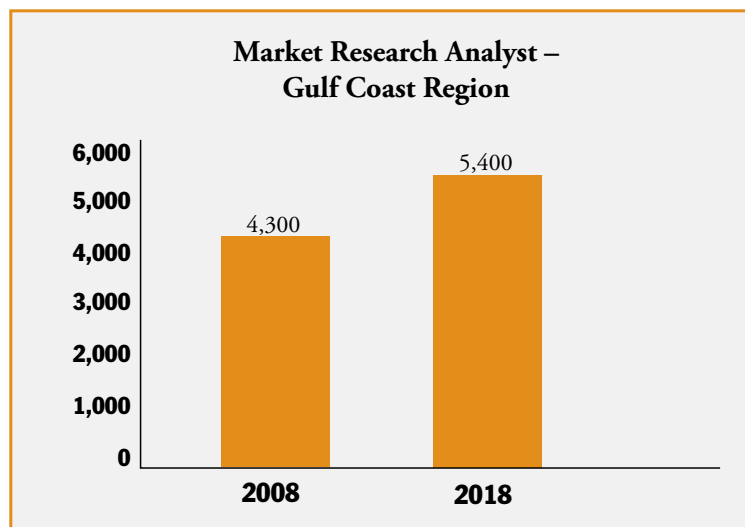
## GREAT JOBS AWAIT FINE ANALYTICAL MINDS ... BE A MARKET RESEARCH ANALYST.

In today's world, businesses must stay well-informed of local, regional, national, and global markets to remain competitive. As businesses become progressively more competitive and complex, they increasingly seek the expertise of market research analysts. Market research analysts compile and evaluate statistical data, making recommendations to their client or employer on the promotion, distribution, design, pricing, and expansion of their products or services.

The number of market analyst jobs is growing faster than the average of all occupations in the region. Globalization of the marketplace is driving increased demand in this field, making it a great career choice for individuals with strong math, computer science, and analytical skills.



## THE NUMBER OF MARKET RESEARCH ANALYSTS IS EXPECTED TO INCREASE BY 25.6 PERCENT FROM 2008 TO 2018.



Brought to you by the Education Committee of The Gulf Coast Workforce Board. For more information visit us on the web at [www.wrksolutions.com](http://www.wrksolutions.com)  
Latest data available. May 2011.

\*Includes the following counties: Austin, Brazoria, Chambers, Colorado, Fort Bend, Galveston, Harris, Liberty, Matagorda, Montgomery, Walker, Waller, and Wharton.

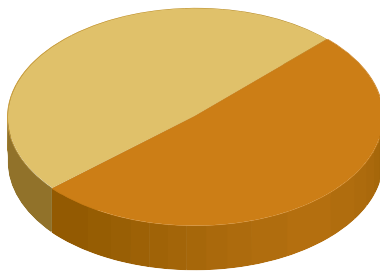
# FOCUS ON MARKET RESEARCH ANALYST

**MORE THAN 200 NEW MARKET RESEARCH ANALYSTS WILL BE NEEDED EACH YEAR IN THE GULF COAST REGION.**

**MARKET RESEARCH ANALYSTS EARN MUCH HIGHER THAN AVERAGE WAGES OF OTHER OCCUPATIONS IN THE REGION.**

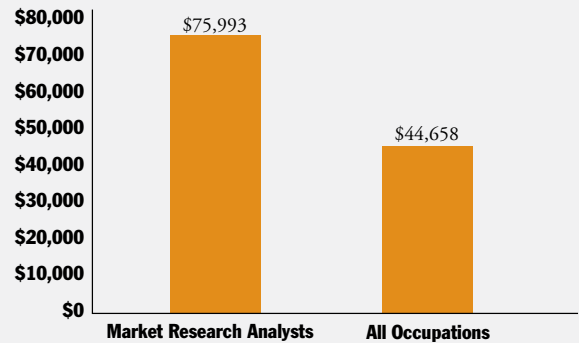
Annual Job Openings – Gulf Coast Region

Due to Growth – 110



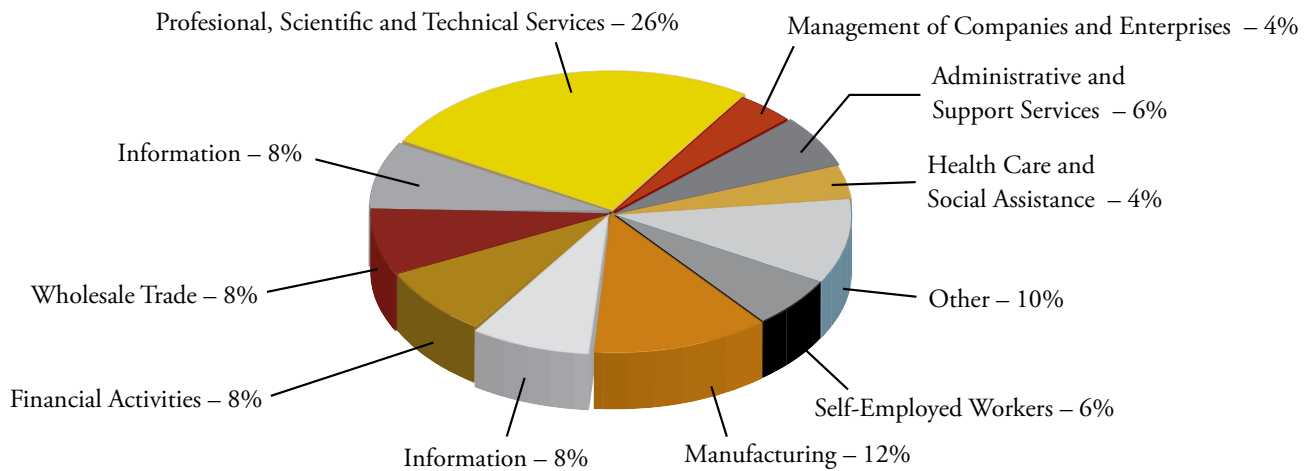
Due to Replacement – 115

Average Yearly Wages – Gulf Coast Region



**MANY MARKET RESEARCH ANALYSTS WORK AT CONSULTING FIRMS, MARKET RESEARCH AGENCIES AND IN-HOUSE MARKET RESEARCH DEPARTMENTS, BUT JOB OPPORTUNITIES CAN BE FOUND ACROSS A WIDE VARIETY OF INDUSTRIES.**

Market Research Analyst – Gulf Coast Region 2018



# FOCUS ON MARKET RESEARCH ANALYST

## **PATHWAY TO BECOMING A MARKET RESEARCH ANALYST**

Entry level positions for market research analysts generally require a bachelor's degree in economics, marketing research, statistics, or mathematics. Courses in liberal arts, social sciences, and psychology are also helpful. Some of the more technical or specialized jobs may require a master's degree, and having a graduate degree may increase one's opportunities for advancement. Prior experience in research, data analysis, advertising, and especially marketing, is beneficial.

## **CERTIFICATIONS**

Possessing a certification is not critical, although it can give one an edge when competing for jobs. The Marketing Research Association (MRA) offers a certification program for professional researchers based on combined education and experience requirements. For more information, visit their website at [www.mra-net.org](http://www.mra-net.org).

## **START EARLY AND BE PREPARED**

High school students should strive for a high GPA to increase their chances for acceptance into college and the successful completion of studies for a bachelor's degree.



# FOCUS ON MARKET RESEARCH ANALYST

## PREPARING FOR A CAREER AS A MARKET RESEARCH ANALYST

9th Grade	Suggested Coursework		
	English I	World Geography	<b>Career-Related Electives:</b> Principles of Business, Marketing and Finance or Money Matters or Touch Systems Data Entry
	Algebra I	Languages other than English I	
	Biology	Physical Education	
10th Grade	Suggested Coursework		
	English II	World History	<b>Career-Related Electives:</b> Global Business or Telecommunications and Networking or Computer Programming
	Geometry	Languages other than English II	
	Chemistry		
11th Grade	Suggested Coursework		
	English III	United States History	<b>Career-Related Electives:</b> Business Law or Virtual Business or Accounting I or Business Information Management II
	Algebra II	Professional Communications	
	Physics		
12th Grade	Suggested Coursework		
	English IV	Government/Economics	<b>Career-Related Electives:</b> Business English or Business Management or Advanced Computer Programming or Problems and Solutions or Calculus
	Precalculus	Fine Arts	
	Environmental Systems		

\*Source: AchieveTexas.org, adopted from Business Analysis Pathway

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5 OF 5

## GULF COAST REGION

### MARKETING RESEARCH AND RELATED DEGREE PROGRAMS

#### UNIVERSITIES

- Houston Baptist University
- Prairie View A&M University
- Rice University
- Sam Houston State University
- Texas Southern University
- Texas Woman's University
- University of Houston
- University of St. Thomas

#### MAJOR EMPLOYERS IN THE GULF COAST REGION

- Baker Hughes
- CB Richard Ellis
- CDS Market Research
- Chevron
- Coca Cola Foods
- ConocoPhillips
- Continental Airlines
- Exxon Mobil Corp
- Griffin Integrated Marketing
- Hewlett-Packard Company
- Imperial Sugar
- Marathon
- Pierpont Communications
- Riviana Foods
- Stevens FKM Public Relations
- Suma Partners
- Sysco Corporation
- Vollmer Public Relations



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