

Métier	Sous Famille	Famille
Marketeur Marchés/Produits	Marketing	Développement

**Finalités**

Elaborer le plan marketing et mettre en place des actions de prospection et de vente pour promouvoir l'offre de produits/services

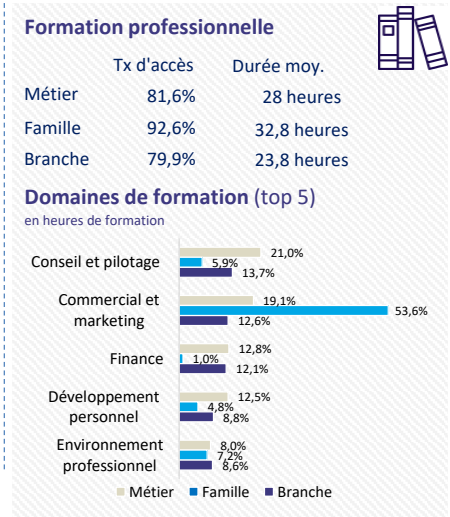
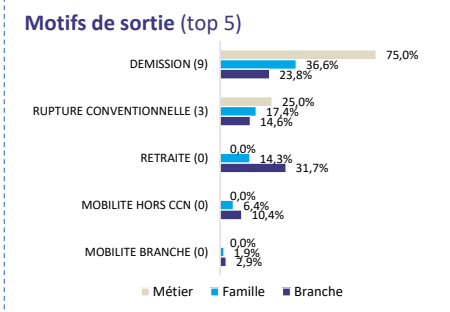
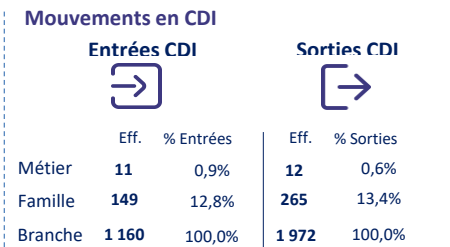
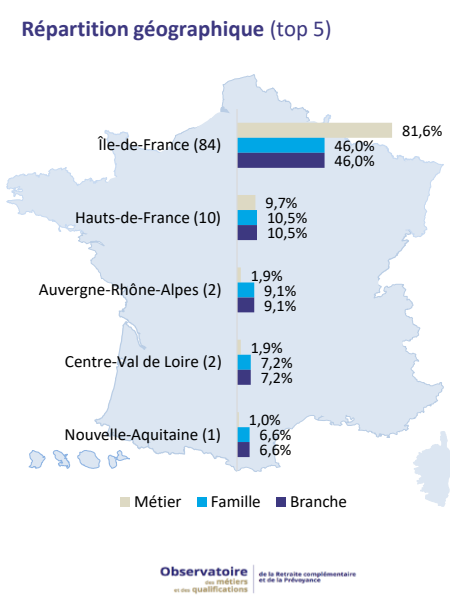
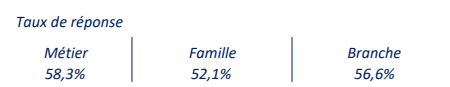
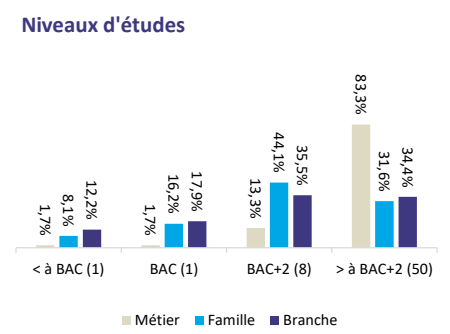
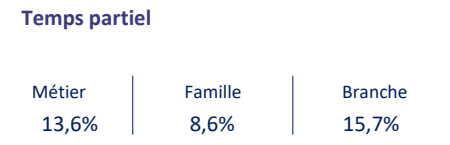
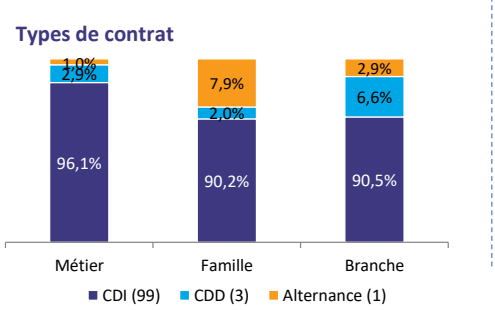
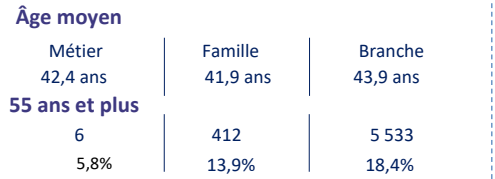
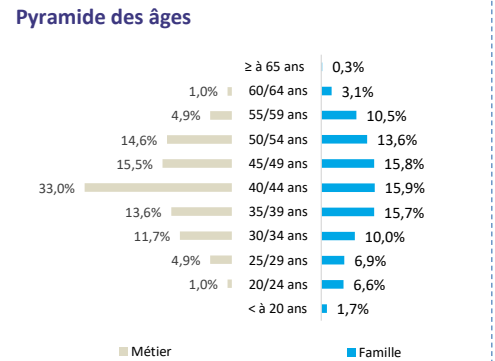
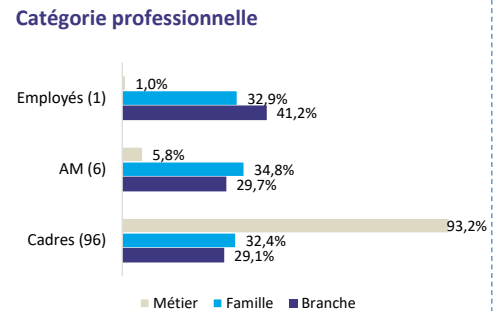
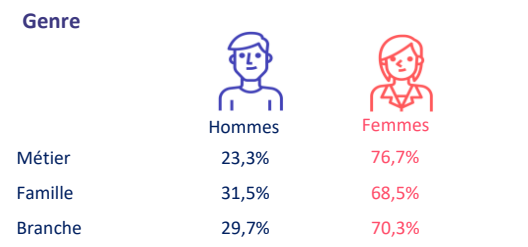
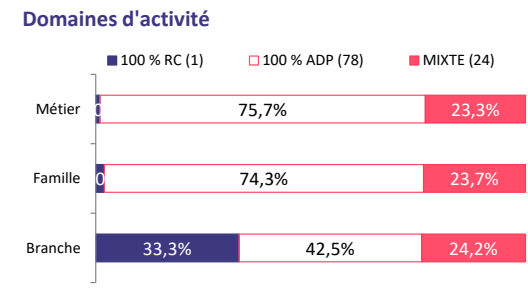
**Principales appellations d'emploi**

Chef de Marché  
 Chef de Produit  
 Assistant Chef de Marché  
 Assistant Chef de Produit  
 Marketeur relation client  
 Expert veille et analyse

Effectifs du métier 103

Poids famille 3,5%

Poids branche 0,3%



Données effectifs au 31/12/2019. Sources : Profil de branche 2020 et Enquête Formation 2020