



## बिक्री और विपणन प्रबंधक (सेल्स एवं मार्केटिंग मैनेजर)

A Sales & Marketing Manager is the person who drives a company's revenue — studying the market, understanding customer needs, building brand strategy and advertising campaigns, and leading the sales team to convert products and...



### Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

[career.gsssjethantri.in/#/career/sales-marketing-manager](https://career.gsssjethantri.in/#/career/sales-marketing-manager)

### राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

[www.gsssjethantri.in](http://www.gsssjethantri.in) · [career.gsssjethantri.in](https://career.gsssjethantri.in)



#### सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर  
Principal, GSSS Jethantri · Master Trainer



#### श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर  
Principal, DIET Barmer



#### श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)  
Sr. Lecturer, DIET Barmer (Support)



#### भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)  
Designed & developed · Lecturer (History)

#### विशेष धन्यवाद · SPECIAL THANKS



#### सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



#### सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



#### कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित  
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

## 1 About this career

A Sales & Marketing Manager is the person who drives a company's revenue — studying the market, understanding customer needs, building brand strategy and advertising campaigns, and leading the sales team to convert products and services into sales. They handle digital marketing, social media, pricing, dealer and distribution networks, and sales targets. From FMCG, tech and banking to retail and startups, this role is in huge demand across every industry and is one of the most exciting and well-paying careers in the management field.

## 2 At a glance

|                       |                                            |
|-----------------------|--------------------------------------------|
| Minimum qualification | Graduation; MBA/PGDM (Marketing) preferred |
| Course duration       | 3-year degree + 2-year MBA                 |
| Starting salary       | ₹30,000–45,000/month                       |
| Work mode             | Corporate office + field travel            |

## 3 What you need

### INTERESTS

- Enjoy meeting people, communicating and persuading
- Drive to hit targets and thrive on competition
- Keen interest in brands, advertising and market trends

### ABILITIES

- Strong communication and persuasion ability
- Leadership and decision-making under pressure
- Creative thinking combined with an analytical mind

### KEY SKILLS

- Marketing strategy and market research
- Digital marketing, SEO, social media and content

- Sales leadership and target management
- Branding, advertising and public relations
- Budgeting, pricing and distribution planning
- Data analytics and campaign measurement (ROI)
- Negotiation and customer relationship management (CRM)

## 4 How to get there

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- 1 Complete Class 12 (any stream); commerce/economics helps.
- 2 Earn a BBA, B.Com, B.A. or any bachelor's degree.
- 3 Take entrance exams like CAT/MAT/CMAT and join an MBA/PGDM (Marketing).
- 4 Gain early experience through internships and as a sales/marketing executive.
- 5 Add certifications in digital marketing, analytics and CRM tools.
- 6 With performance and experience, rise from executive to manager.

### MAIN EXAMS

- Common Admission Test (CAT) — for IIMs and top MBA institutes
- Management Aptitude Test (MAT) / CMAT — for many MBA colleges
- MICAT — for MICA's marketing/communication PGDM

## 5 Where to study

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### GOVERNMENT INSTITUTES

- भारतीय प्रबंधन संस्थान (IIM) उदयपुर — Udaipur, Rajasthan (<https://www.iimu.ac.in/programs/>)
- मालवीय राष्ट्रीय प्रौद्योगिकी संस्थान (MNIT) - प्रबंधन अध्ययन विभाग — Jaipur, Rajasthan ([https://www.mnit.ac.in/dept\\_dms/MBA](https://www.mnit.ac.in/dept_dms/MBA))
- राजस्थान विश्वविद्यालय - व्यवसाय प्रशासन विभाग — Jaipur, Rajasthan (<https://www.uniraj.ac.in/>)
- भारतीय प्रबंधन संस्थान (IIM) अहमदाबाद — Ahmedabad, Gujarat (<https://www.iima.ac.in/>)

### PRIVATE INSTITUTES

- मणिपाल यूनिवर्सिटी जयपुर - स्कूल ऑफ बिज़नेस — Jaipur, Rajasthan (<https://jaipur.manipal.edu/>)
- ICFAI बिज़नेस स्कूल (IBS) जयपुर — Jaipur, Rajasthan (<https://www.ibsindia.org/>)

- MICA (मुद्रा इंस्टिट्यूट ऑफ कम्युनिकेशन्स) — Ahmedabad, Gujarat (<https://www.mica.ac.in/mica-admissions-2026/>)

**ONLINE**

- स्किल इंडिया डिजिटल हब - मार्केटिंग व सेल्स कोर्स — Online (<https://www.skillindiadigital.gov.in/>)
- SWAYAM - मार्केटिंग मैनेजमेंट पाठ्यक्रम — Online (<https://swayam.gov.in/>)

**FEES**

MBA fees at government universities (University of Rajasthan, MNIT) are roughly ₹20,000–1.5 lakh per year. Top institutes like IIM Udaipur/Ahmedabad charge about ₹15–28 lakh for the full MBA, while MICA's PGDM is around ₹21 lakh. Private colleges range from ₹3–12 lakh for the full course.

**SCHOLARSHIPS**

- राष्ट्रीय छात्रवृत्ति पोर्टल (NSP) (<https://scholarships.gov.in/>)
- SJE राजस्थान छात्रवृत्ति (उत्तर मेट्रिक) (<https://sje.rajasthan.gov.in/>)
- IIM उदयपुर नीड-बेस्ड वित्तीय सहायता (<https://www.iimu.ac.in/programs/>)
- Buddy4Study - MBA छात्रवृत्तियाँ (<https://www.buddy4study.com/scholarships/mba-scholarship>)

## 6 What the work is like

**WHERE YOU WORK**

Corporate offices, advertising and marketing agencies, FMCG and consumer companies, banks and insurance, e-commerce and tech startups — both at headquarters and in the field.

**WORK CULTURE**

Usually 5–6 days a week in a fast-paced, target-driven environment; long hours and travel are common around campaigns and quarterly targets. Teamwork, presentations and client meetings are part of daily life. The field offers strong opportunities for women.

**WHO HIRES**

- |                                                                      |                                                                   |
|----------------------------------------------------------------------|-------------------------------------------------------------------|
| • FMCG companies (Hindustan Unilever, ITC, Nestlé, Dabur)            | • Tech and IT companies (Google, Microsoft, Infosys, TCS)         |
| • Banks, insurance and financial services (HDFC, SBI, ICICI, LIC)    | • Advertising and media agencies (McCann, Ogilvy, FCB, Wunderman) |
| • E-commerce and consumer startups (Amazon, Flipkart, Zomato, Nykaa) | • Retail, automobile and real estate companies                    |

**DEMAND (2026)**

India's fast-growing consumer economy, the expansion of digital marketing and a booming startup culture keep demand for skilled sales and marketing managers consistently high. Every company needs such leaders to grow revenue and build brands, making this one of the most secure and high-earning careers in management.

**7 Career growth**

- 1 Sales/Marketing Executive or Management Trainee
- 2 Sales & Marketing Manager
- 3 Head – Sales & Marketing / General Manager
- 4 Chief Marketing Officer (CMO) / VP – Marketing

**EARNINGS**

|              |                         |
|--------------|-------------------------|
| Starting     | ₹30,000–45,000/माह      |
| Mid level    | ₹60,000–1,20,000/माह    |
| Senior level | ₹1,50,000–3,50,000+/माह |

Per Indeed (2026), the average sales & marketing manager salary in India starts around ₹26,000/month, but experienced managers earn annual packages of ₹9–17.5 lakh, and per 6figr the average reaches about ₹20 lakh/year. Metro cities, FMCG and tech firms, and CMO-level roles pay considerably more.

**8 The good parts · The challenges****The good parts**

- High demand across every industry and attractive earnings
- Scope for creativity, leadership and rapid growth
- Career flexibility across diverse sectors and startups

**The challenges**

- Constant pressure of targets and quarterly results
- Long hours, travel and irregular schedules
- Need to keep updating with market shifts and competition

## 9 Real-life journeys

### Prasoon Joshi

**CEO & Chief Creative Officer, McCann Worldgroup India; Chairman APAC**

From Uttarakhand, Prasoon Joshi began his advertising career at Ogilvy & Mather and within a decade became Executive Creative Director of the Mumbai office. He later joined McCann, rising to CEO & Chief Creative Officer of McCann Worldgroup India and Chairman for Asia Pacific. With unforgettable campaigns like 'Thanda Matlab Coca-Cola' and a Cannes Lions Gold in 2003, he showed how creative marketing thinking can take both a brand and a career to the top. His story proves that hard work and fresh ideas in the marketing field can build national and international recognition.

Wikipedia · [https://en.wikipedia.org/wiki/Prasoon\\_Joshi](https://en.wikipedia.org/wiki/Prasoon_Joshi)

### Swati Bhattacharya

**Acclaimed creative leader; former Chief Creative Officer, FCB India**

Swati Bhattacharya is one of India's most respected women leaders in advertising and marketing creativity. As Chief Creative Officer of FCB India, she built social-impact campaigns like 'Touch the Pickle', which won India its first Glass Lion at Cannes Lions. In 2019 she was chosen as a Cannes Lions 'See It Be It' ambassador. Her journey inspires every girl who believes that women too can lead — and change the world — through marketing, branding and advertising.

Ad Age · <https://adage.com/article/special-report-cannes-lions/creatives-you-need-know-swati-bhattacharya/2176216>

## 10 Sources & further reading

1. Rajasthan Career Guidance – Sales & Marketing Manager — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%ac%e0%a4%bf%e0%a4%95%e0%a5%8d%e0%a4%b0%e0%a5%80-%e0%a4%94%e0%a4%b0-%e0%a4%b5%e0%a4%bf%e0%a4%aa%e0%a4%a3%e0%a4%a8-%e0%a4%aa%e0%a5%8d%e0%a4%b0%e0%a4%ac%e0%a4%82%e0%a4%a7%e0%a4%95-%e0%a4%b8/>

2. IIM Udaipur – Programs — <https://www.iimu.ac.in/programs/>
3. Indeed – Sales & Marketing Manager Salary (2026) — <https://in.indeed.com/career/sales-and-marketing-manager/salaries>
4. Common Admission Test (CAT) – Official — <https://iimcat.ac.in/>
5. National Scholarship Portal — <https://scholarships.gov.in/>

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[career.gsssjethantri.in](https://career.gsssjethantri.in)