Related Careers

Advertising, marketing, promotions, public relations, and sales managers direct the sale of products and services offered by their firms and the communication of information about their firms’ activities. Other workers involved include actors, producers, and directors; advertising sales agents; artists and related workers; demonstrators, product promoters, and models; market and survey researchers; public relations specialists; sales representatives, wholesale and manufacturing; and writers and editors.

Resources

- O*Net Online online.onetcenter.org/
- American Association of Advertising Agencies www.aaaa.org
- Public Relations Society of America www.prsa.org
- Careers in Marketing www.careers-in-marketing.com

Sources of information for this publication:
  O*Net Online, online.onetcenter.org/
Description and Job Duties

Advertising, marketing, promotions, public relations, and sales managers coordinate their companies’ market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities. High earnings, substantial travel, and long hours, including evenings and weekends, are common. Because of the importance and high visibility of their jobs, these managers often are prime candidates for advancement to the highest ranks.

**Advertising managers** oversee advertising and promotion staffs and are responsible for assessing the need for advertising, maintaining client accounts, and the presentation of advertising, as well as the selection of media to disseminate advertising.

**Marketing managers** develop the firm’s marketing strategy in detail. They estimate the demand for products and services offered by the firm and its competitors.

**Promotions managers** direct promotions programs that combine advertising with purchase incentives to increase sales.

**Public relations managers** direct publicity programs to a targeted audience. They use every available communication medium to maintain the support of the specific group upon whom their organization’s success depends, such as consumers, stockholders, or the general public.

**Sales managers** direct the firm’s sales program. They assign sales territories, set goals, and establish training programs for the sales representatives.

Skills and Abilities

A wide range of educational backgrounds is suitable for entry into advertising, but many employers prefer those with experience in related occupations. Additionally, the completion of an internship while the candidate is in school is highly recommended.

Majors at MU

- Art (A&S)
- Business Administration with an emphasis in Marketing (BUS)
- Communication (A&S)
- Journalism with an emphasis in Strategic Communication (JOURN)
- Textile and Apparel Management (HES)
- Agribusiness Management (CAFNR)

Preparation

- A wide range of educational backgrounds is suitable, but many employers prefer those with experience in related occupations. The completion of an internship while the candidate is in school is highly recommended.
- Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous.
- In highly technical industries, such as computer and electronics manufacturing, a bachelor’s degree in engineering or science, combined with a master’s degree in business administration, is preferred.

Typical Career Opportunities

- Account Manager
- Public Relations Specialist
- Market Research Analyst
- Marketing Specialist
- Sales Manager
- Account Executive
- Advertising Copywriter
- Product Manager
- Publication Specialist
- Event Coordinator

Career Information

Advertising jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

Salary levels vary substantially, depending upon the level of managerial responsibility, length of service, education, size of firm, location, and industry.

According to a survey by the National Association of Colleges and Employers, starting salaries for marketing majors graduating in 2007 averaged $40,161 and those for advertising majors averaged $33,831.