Advertising, Promotions, and Marketing Managers

- Work with department heads or staff to discuss topics such as budgets and contracts, marketing plans, and the selection of advertising media.
- Plan advertising and promotional campaigns.
- Plan advertising, including which media to advertise in, such as radio, television, print, online media, and billboards.
- Negotiate advertising contracts.
- Evaluate the look and feel of websites used in campaigns or layouts.
- Initiate market research studies and analyze their findings to understand customer and market opportunities for businesses.
- Develop pricing strategies for products or services marketed to the target customers of a firm.
- Meet with clients to provide marketing or technical advice.
- Direct the hiring of advertising, promotions, and marketing staff and oversee their daily activities.

Creative Team

- Act as stewards of client brand and advertising dollars.
- Connect the right message with the right person at the right time to produce desired results.
- Create effective advertising strategies based on insights developed from consumer research.
- Develop advertising concepts that can be applied across multiple media and engage consumers.
- Produce effective commercials in broadcast, print, online, in store, mobile, and other consumer touch points.
Skills & Abilities/Typical Careers

**Skills & Abilities:** creative, effective, and concise communication; conceptual, artistic, analytic, and diplomatic; the ability to be a creative problem-solver, sensible decision-maker, enthusiastic, and flexible; and the ability to take initiative, multi-task and perform data analysis.

**Typical Careers:** account executive, account planner, account manager, creative director, art director, copywriter, illustrator, designer, programmer, media buyer, market researcher, media researcher, and media planner.

Related Majors at Mizzou

- Communication (A&S)
- English (A&S)
- Art (A&S)
- Psychology (A&S)
- Sociology (A&S)
- Anthropology (A&S)
- Economics (A&S)
- Journalism (JOURN)
- Business Administration-Marketing (BUS)

Employers look at a wide-range of liberal arts backgrounds and value hands-on experience and internships.

**Occupational Outlook Handbook** – Advertising, Promotions, and Marketing Managers