

## **Marketing & Promotions**

Advertising, promotions, and marketing managers plan programs to generate interest in a product or service. They work with art directors, sales agents, and financial staff members

### **Work Environment**

Advertising, promotions, and marketing managers typically work in offices close to those of top executives. The jobs of advertising, promotions, and marketing managers are usually stressful, particularly near deadlines. They may travel to meet with clients or representatives of communications media.

Most advertising, promotions, and marketing managers work full time and the majority of persons work in excess of 50 hours and many times are required to work odd hours or on weekends.

Marketing and promotions officers, executives and personnel are required to work in every industry.

### **How to get Qualified**

A Bachelor's degree is required for most advertising, promotions, and marketing management positions. These managers typically have work experience in advertising, marketing, promotions, or sales.

A relevant course of study might include classes in marketing, consumer behavior, market research, sales, communication methods and technology, visual arts, art history, and photography.

Most marketing managers have a bachelor's degree. Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous. In addition, completing an internship while in school is highly recommended.

Advertising, promotional, and marketing managers typically have work experience in advertising, marketing, promotions, or sales. For example, many managers are former sales representatives; purchasing agents; buyers; or product, advertising, promotions, or public relations specialists.

Other Qualifications/skills required:

**Analytical skills.** As the advertising industry changes with the rise of digital media, advertising, promotions, and marketing managers must be able to analyze industry trends to determine the most promising strategies for their organization.

**Creativity.** Advertising, promotions, and marketing managers must be able to generate new and imaginative ideas.

**Decision-making skills.** Managers often must choose between competing advertising and marketing strategies put forward by staff.

**Interpersonal skills.** These managers must deal with a range of people in different roles, both inside and outside the organization.

**Management skills.** Advertising, promotions, and marketing managers must manage their time and budget efficiently while directing and motivating staff members.

## **Job Outlook**

Employment of advertising and promotions managers is expected to grow 13 percent from 2010 to 2020, about as fast as the average for all occupations.

Employment of marketing managers is expected to grow 14 percent from 2010 to 2020, as fast as the average for all occupations.

Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotion campaigns, as well as to introduce new products to the marketplace. They will also be needed to manage digital media campaigns, which often target customers through the use of websites, social media, and live chats.

Newspaper publishers, one of the top-employing industries of advertising and promotions managers, are expected to decline 22 percent from 2010 to 2020. The continued rise of electronic media will result in decreasing demand for print newspapers. However, advertising and promotions managers are expected to see employment growth in other areas, as they will be needed to plan the digital advertisements that replace print ads.

Because marketing managers and their departments are important to an organization's revenue, marketing managers are less likely to be let go than other types of managers. Marketing managers will continue to be in demand as organizations seek to market their products to specific customers and localities.

Advertising, promotions, and marketing manager positions are highly desirable and are often sought by other managers and experienced professionals. As a result, strong competition is expected. With Internet-based advertising becoming more important, advertising managers who can navigate the digital world should have the best prospects.