Marketing - Advertising and Promotions

Ever want to improve the way ads run on TV? Or the radio, the 'net, or on billboards? How about helping manage the rollout of new products and working to improve the perception of those products by the media? If these possibilities interest you, then you could be well suited to jobs in advertising or public relations (PR). The core activity is to take a product whether it be Snapple or Caterpillar Heavy Machinery and construct promotional campaigns that get people excited about the product. On the PR side you will help to manage the perception of the products. Of course, PR jobs are about much more as well. PR firms help companies, non-profits and governments manage everything from speeches and the look of brochures to crises. Sometimes it is hard to tell where PR and advertising are different. These days, in fact, many organizations in the business refer to themselves as "strategic marketing communications consultants." Overstretched or not, there's no doubt that this field will continue to change, offering tremendous opportunities to someone with an interest in the area.

Source: http://www.careers-in-marketing.com/ad.htm

For current list of career paths please visit: www.calstatela.edu/univ/cdc/majors/index.html



Sample Job Titles:

Entry-Level
- Account Coordinator
- Assistant Account Executive
- Public Relations Specialist
- Advertising Media Planner
- Copywriter

Mid-Level
- Marketing Manager
- Account Supervisor
- Account Executive

Pinnacle
- Chief Marketing Officer
- Director of Marketing
- VP of Marketing Strategy

Skills/Experience Required:

- Outstanding Written and Verbal Communication Skills
- Able to Work in a Team Environment
- Creativity
- Globally Oriented
- Works Well Under Pressure

Certifications Offered:

Commercial Transportation, Marketing, International Business Communications, Retailing, Social Media

Professional Associations

- Advertising Educational Foundation
- American Association of Advertising Agencies
- AdForum
- Marketing Association

Starting Salaries/Trajectory:

BLS 2014 average salary: $131,000*

Supplemental Data:

Due to the competitive nature of the industry, entry-level salaries in the marketing and PR agency world are relatively low, averaging around $35-50K for many agencies.
Source: http://careers-in-marketing.com/adsal.htm

**Note: Salaries are highly dependent on location, company type, and candidate experience/education. For the purposes of this guide, we are providing average starting salaries as determined by the National Association of Colleges and Employers (NACE), overall average salaries as determined by the U.S. Bureau of Labor Statistics (BLS), as well as supplemental information found from various industry-specific sources.*

Industry Research Tools:

- Advertising.about.com
- Careers-in-marketing.com/ad
- Adage.com
- Adweek.com
- entrepreneur.com/advertising/index.html

Job and Internship Search Sites:

- Talentzoo.com
- Internsushi.com
- Jobs.adweek.com