

## Advertising, Marketing, Promotions, Public Relations, and Sales Managers

(All information, except UB degree program information, is from the US Department of Labor, Bureau of Labor Statistics 2004-2005 Occupational Outlook Handbook.)

- **Significant Points**
- **Employment, Job Outlook & Earnings**
- **Training, Other Qualifications, and Advancement**
- **UB Graduate Programs:**
  - [MBA](#)
  - [MS Accounting](#)
- **UB Undergraduate Programs:**
  - [BA Communication](#)
  - [BS Business Administration \(Concentration-Marketing\)](#)
  - [BS/MBA- Business Administration \(Concentration-Marketing\)](#)

### Significant Points

- Keen competition for jobs is expected.
- College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities.
- High earnings, substantial travel, and long hours, including evenings and weekends, are common.

### Employment

Advertising, marketing, promotions, public relations, and sales managers held about 700,000 jobs in 2002. The following tabulation shows the distribution of jobs by occupational specialty.

Sales managers	343,000
Marketing managers	203,000
Advertising and promotions managers	85,000
Public relations managers	69,000

These managers were found in virtually every industry. Sales managers held almost half of the jobs; most were employed in manufacturing, wholesale and retail trade, and finance and insurance industries. Marketing managers held more one-fourth of the jobs; manufacturing, and professional, scientific, and technical services industries employed more than one-third of marketing managers. More than one-third of advertising and promotions managers worked in professional, scientific, and technical services, and

information industries, including advertising and related services, and publishing industries. Most public relations managers were employed in services industries, such as other services (except government), professional, scientific, and technical services, finance and insurance, health care and social assistance services, and educational services.

## **Job Outlook**

Advertising, marketing, promotions, public relations, and sales manager 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. Employers will particularly seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet.

Employment of advertising, marketing, promotions, public relations, and sales managers is expected to [grow faster than the average](#) for all occupations through 2012, spurred by intense domestic and global competition in products and services offered to consumers. However, projected employment growth varies by industry. For example, employment is projected to grow much faster than average in scientific, professional, and related services such as computer systems design and related services and advertising and related services, as businesses increasingly hire contractors for these services instead of additional full-time staff. On the other hand, little or no change in employment is expected in many manufacturing industries.

## **Earnings**

Median annual earnings in 2002 were \$57,130 for advertising and promotions managers, \$78,250 for marketing managers, \$75,040 for sales managers, and \$60,640 for public relations managers. Earnings ranged from less than \$30,310 for the lowest 10 percent of advertising and promotions managers, to more than \$145,600 for the highest 10 percent of marketing and sales managers.

Median annual earnings advertising and promotions managers in 2002 in the advertising and related services industry were \$72,630.

Median annual earnings in the industries employing the largest numbers of marketing managers in 2002 were as follows:

Computer systems design and related services	\$96,440
Management of companies and enterprises	90,750
Depository credit intermediation	65,960

Median annual earnings in the industries employing the largest numbers of sales managers in 2002 were as follows:

Computer systems design and related services	\$102,520
Automobile dealers	91,350
Management of companies and enterprises	87,800
Insurance carriers	80,540
Traveler accommodation	44,560

Median annual earnings of public relations managers in 2002 in colleges, universities, and professional schools were \$55,510.

According to a National Association of Colleges and Employers survey, starting salaries for marketing majors graduating in 2003 averaged \$34,038; starting salaries for advertising majors averaged \$29,495.

Salary levels vary substantially, depending upon the level of managerial responsibility, length of service, education, firm size, location, and industry. For example, manufacturing firms usually pay these managers higher salaries than do nonmanufacturing firms. For sales managers, the size of their sales territory is another important determinant of salary. Many managers earn bonuses equal to 10 percent or more of their salaries.

### **Training, Other Qualifications, and Advancement**

A wide range of educational backgrounds is suitable for entry into advertising, marketing, promotions, public relations, and sales managerial jobs, but many employers prefer those with experience in related occupations plus a broad liberal arts background. A bachelor's degree in sociology, psychology, literature, journalism, or philosophy, among other subjects, is acceptable. However, requirements vary, depending upon the particular job.

For marketing, sales, and promotions management positions, some employers prefer a bachelor's or master's degree in business administration with an emphasis on marketing. Courses in business law, 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.

For advertising management positions, some employers prefer a bachelor's degree in advertising or journalism. A course of study should include marketing, consumer behavior, market research, sales, communication methods and technology, and visual arts—for example, art history and photography.

For public relations management positions, some employers prefer a bachelor's or master's degree in public relations or journalism. The applicant's curriculum should include courses in advertising, business administration, public affairs, public speaking, political science, and creative and technical writing.

For all these specialties, courses in management and completion of an internship while in school are highly recommended. Familiarity with word processing and database applications also is important for many positions. Computer skills are vital because marketing, product promotion, and advertising on the Internet are increasingly common. The ability to communicate in a foreign language may open up employment opportunities in many rapidly growing areas around the country, especially in cities with large Spanish-speaking populations.

Most advertising, marketing, promotions, public relations, and sales management positions are filled by promoting experienced staff or related professional personnel. For example, many managers are former sales representatives, purchasing agents, buyers, or product, advertising, promotions, or public relations specialists. In small firms, where the number of positions is limited, advancement to a management position usually comes slowly. In large firms, promotion may occur more quickly.

Although experience, ability, and leadership are emphasized for promotion, advancement can be accelerated by participation in management training programs conducted by many large firms. Many firms also provide their employees with continuing education opportunities, either in-house or at local colleges and universities, and encourage employee participation in seminars and conferences, often provided by professional societies. In collaboration with colleges and universities, numerous marketing and related associations sponsor national or local management training programs. Course subjects include brand and product management, international marketing, sales management evaluation, telemarketing and direct sales, interactive marketing, promotion, marketing communication, market research, organizational communication, and data processing systems procedures and management. Many firms pay all or part of the cost for those who successfully complete courses.

Some associations offer certification programs for these managers. Certification—a sign of competence and achievement in this field—is particularly important in a competitive job market. While relatively few advertising, marketing, promotions, public relations, and sales managers currently are certified, the number of managers who seek certification is expected to grow. For example, Sales and Marketing Executives International offers a management certification program based on education and job performance. The Public Relations Society of America offers a certification program for public relations practitioners based on years of experience and performance on an examination.

Persons interested in becoming advertising, marketing, promotions, public relations, and sales managers should be mature, creative, highly motivated, resistant to stress, flexible, and decisive. The ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public is vital. These managers also need tact, good

judgment, and exceptional ability to establish and maintain effective personal relationships with supervisory and professional staff members and client firms.

Because of the importance and high visibility of their jobs, advertising, marketing, promotions, public relations, and sales managers often are prime candidates for advancement to the highest ranks. Well-trained, experienced, successful managers may be promoted to higher positions in their own, or other, firms. Some become top executives. Managers with extensive experience and sufficient capital may open their own businesses.