

# Advertising, Promotions, and Marketing Managers

SOC: 11-2011 • Career Profile Report

## ■ Key Facts

**\$159,660**

Median Salary

**434,000**

Employment

**+6.0%**

Growth Rate

## ■ Requirements & Salary Range

**Education:** Bachelor's degree

## ■ Automation Risk Assessment

**Low Risk** - 18.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

## ■■ Work-Life Balance

**7.6/10** - Good work-life balance

## ■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	4.2/10	Investigative	6.8/10
Artistic	4.4/10	Social	7.8/10
Enterprising	8.6/10	Conventional	7.4/10

## ■ Top Skills Required

Analytical skills, Communication skills, Creativity, Decision-making skills, Interpersonal skills, Organizational skills

### ✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

### ■ Challenges

- Burnout Risk
- Rapid Technological Change

## ■ What They Do

Advertising, Promotions, and Marketing Managers plan, direct, and coordinate **marketing strategies, advertising campaigns, and promotional activities** to increase brand awareness and drive sales. They analyze market trends, oversee creative teams, and manage budgets. Their work is critical in business growth, brand development, and competitive strategy.

This career is well suited for individuals who enjoy marketing, creativity, strategic planning, and leadership.

## What Do Advertising, Promotions, and Marketing Managers Do?

These professionals develop and implement marketing strategies, manage campaigns, and evaluate effectiveness.

Common responsibilities include:

- Developing marketing plans and strategies for products or services
- Coordinating advertising campaigns across multiple media platforms
- Analyzing market trends, customer needs, and competitive landscape
- Overseeing creative development, including content, design, and messaging
- Managing budgets, timelines, and marketing resources
- Collaborating with sales, product development, and management teams
- Evaluating campaign performance and adjusting strategies as needed

## Key Areas of Marketing and Advertising

Managers may focus on specific aspects of marketing, promotion, or brand management:

- Advertising Campaign Management: Planning and executing promotional strategies
- Market Research and Analysis: Understanding customer behavior and market trends
- Brand and Product Development: Positioning products or services for target audiences
- Digital and Social Media Marketing: Leveraging online channels to engage customers
- Budget and Resource Management: Allocating funds effectively to maximize ROI

## Skills and Abilities Needed

These professionals combine creative, analytical, and managerial skills.

### ***Core Professional Skills***

### ***Personal Qualities That Matter***

## Education and Career Pathway

This role typically requires formal education and marketing experience:

- Bachelor's Degree (minimum): Marketing, business administration, communications, or related field
- Relevant Work Experience: Marketing, advertising, or promotional roles
- Professional Certifications (optional): Marketing or advertising credentials
- Management Training: Leadership and project management skills
- Continuing Education: Staying current with marketing trends, digital tools, and consumer behavior

## Where Do Advertising, Promotions, and Marketing Managers Work?

They are employed in organizations that develop, market, and sell products or services:

- Advertising and Marketing Agencies
- Corporations and Businesses
- Media and Digital Companies

- Nonprofit Organizations
- Retail, Manufacturing, and Service Industries

Work environments include offices, creative studios, and collaborative meeting spaces.

## Is This Career Difficult?

This career requires creativity, analytical skills, and leadership. Managers must balance strategic planning, creative development, and measurable results while adapting to fast-changing markets.

## Who Should Consider This Career?

This career may be a strong fit if you:

- Enjoy marketing, advertising, and brand strategy
- Are creative, analytical, and strategic
- Have strong communication and leadership skills
- Can manage multiple projects and teams effectively
- Want a career influencing consumer behavior and business growth

## How to Prepare Early

- Take courses in marketing, business, communications, and digital media
- Gain experience through internships or entry-level marketing roles
- Develop creative, analytical, and leadership skills
- Learn about market research, advertising platforms, and promotional techniques
- Explore professional certifications or specialized marketing programs

**Advertising, promotions, and marketing managers drive brand success by developing strategies, coordinating campaigns, and leading teams to engage customers and grow businesses.**

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*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O\*NET*

Source: <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>