



Marketing Occupational Outlook

Why Earn a Marketing Qualification?

Earning a marketing qualification can offer many opportunities in a variety of fields in the business industry. These include:

- Advertising
- Public relations
- Media relations
- Brand management
- Market research
- Market analysis and statistics
- Organisational development
- E-business
- Online marketing

Career Options

Public relations services are often involved with businesses, governments, and institutions and can help them make effective decisions. Any positions involved with direct selling of advertising involve certain personality traits and characteristics. An advertising career often starts as a manager, and can then move up towards a director or supervising position. These positions are involved with all advertising and public relations activities such as planning, coordinating creation, and production. Sales positions involve meeting with customers, sharing their needs, and creating and implementing effective campaigns. A qualification in marketing can lead to a number of positions in the field of advertising, public relations, market research, or statistical analysis. Job opportunities after completing a marketing course include:

- Product Manager
- Non-profit Marketing Manager or Marketing Associate
- Market Research Consultant
- Public Relations Executive
- Advertising Representative
- Advertising Media Planner
- Copywriter/Illustrator
- Creative Manager
- Director of Advertising
- Director of Public Relations
- Public Relations Specialist
- Sales Manager
- Market Research Analyst
- Territory Manager
- Buyer
- Public Relations Specialist
- Production Manager

Marketing Careers: Skills and Knowledge

A successful career in marketing requires at least an Advanced Diploma Marketing as minimum standard. Since the marketplace is so competitive, employers are looking for candidates with a solid marketing knowledge, along with the necessary work experience to move beyond entry-level sales and administrative positions. From pitching products to creating new ways to selling a brand, a marketing career offers a variety of options for strong candidates. Those who can work well under pressure, can apply key analytical and problem-solving skills to business models, and who can employ strategic thinking to develop new plans will have the most success in their field.

A successful advertising career is possible for candidates who are naturally driven, optimistic, creative, and can handle multiple projects at a time. People skills are essential because the work requires understanding what a client needs and making effective decisions as a result. The marketing course train and develop candidates to learn skills such as:

- Strong communication and technical skills
- Ability to coordinate multiple projects and think 'out of the box' for creative ideas
- Brainstorming and strategising
- Composure under deadlines and working cooperatively with multiple departments
- Ability to work with different personalities
- Creativity
- Competitiveness
- Working under stress and pressure
- Presentation management
- Persuasiveness
- Confidence
- Being a team player
- Learning effective online communications
- A basic understanding of global market competition and international business procedures
- Statistics and analysis skills
- Product development, promotion, and web marketing abilities
- Strong sales and negotiating skills
- Self motivated and flexible

An attachment can significantly increase the chances of success in a marketing career. This can help candidates gain hands-on training for positions beyond an entry-level role as they enter the competitive job marketplace, and many managers, buyers, and public relations executives look for employees who have significant experience in their field. Along with a solid marketing education, candidates need to demonstrate key skills and expertise, along with references from different employers.

Employment Prospects and Career Outlook

From media planners to public relations consultants, the field of advertising is diverse and offers multiple opportunities for those who are experienced in the field. Advertising careers can move into research and independent freelance work as well; this makes an advertising career a very flexible and attractive opportunity for people who have strong skills in multiple areas.

With a rapidly growing economy and increasing needs for skilled professionals, marketing careers are becoming more and more competitive. Employment in the areas of advertising, marketing, public relations, and sales is expected to increase faster than average for all occupations for the next 10 years, especially with the growth in internet marketing and global competition. Many marketing professionals also choose to open their own businesses and work as independent consultants on a freelance basis. This allows them the flexibility to work with a variety of companies and take on various projects throughout their career.

Growth and salaries vary by industry, but the average annual earnings are £31,610 for advertising and promotion managers, £42,000 for sales managers and £35,000 for public relations managers. Marketing managers earn an average of £44,000. Advertising careers offer many attractive positions and are competitive by nature; employment in the industry is expected to grow as much as 22% through 2025, with an expected increase for advertising, public relations, and marketing services throughout the world.