

ADVERTISING, MARKETING AND PUBLIC RELATIONS MANAGERS

NOC 10022

Manage and evaluate the activities of companies and departments involved in advertising, marketing and public relations.



3-YEAR OUTLOOK



Limited

3-YEAR JOB OPENINGS

136

MEDIAN HOURLY WAGE

$55.29

$42.05 LOW

$66.67 HIGH

TYPICALLY REQUIRED



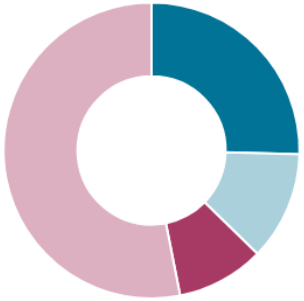
University

EMPLOYED

1,024

AVERAGE SALARY

$79,200



EMPLOYMENT BY INDUSTRY

25.4%	Professional, scientific and technical services
11.9%	Information and cultural industries
9.6%	Other services (except public administration)
53.1%	All Other Industries



EMPLOYMENT BY AGE

4.0%	15-24
21.5%	25-34
31.1%	35-44
29.4%	45-54
10.2%	55-64
4.0%	65+

ALSO KNOWN AS

- Advertising Director
- Advertising Manager
- Electronic Business (E-Business) Manager
- Fundraising Campaign Manager
- Internet Communications Manager
- Marketing Manager

MAIN DUTIES:

This group performs some or all of the following duties:

- Plan, direct and evaluate the activities of firms and departments that develop and implement advertising campaigns to promote the sales of products and services.
- Establish distribution networks for products and services, initiate market research studies and analyze their findings, assist in product development, and direct and evaluate the marketing strategies of establishments.
- Direct and evaluate establishments and departments that develop and implement communication strategies and information programs, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations.

