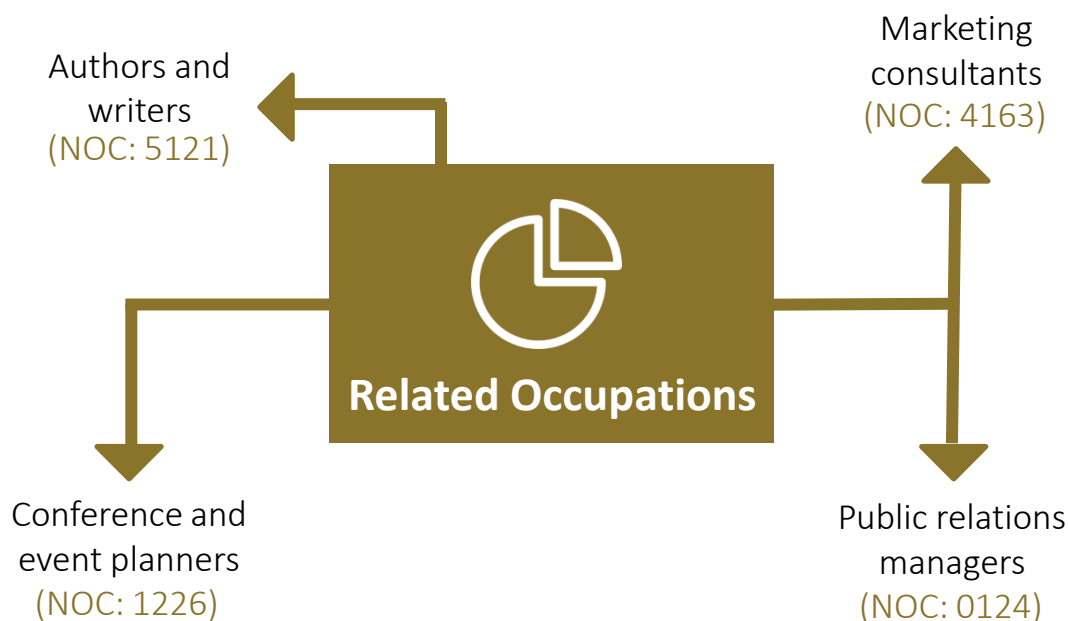


# PROFESSIONAL OCCUPATIONS IN ADVERTISING, MARKETING, AND PUBLIC RELATIONS (NOC: 1123)



This unit group includes specialists in advertising, marketing and public relations who analyze, develop and implement communication and promotion strategies and information programs, analyze advertising needs and develop appropriate advertising and marketing plans, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers and other talented individuals.

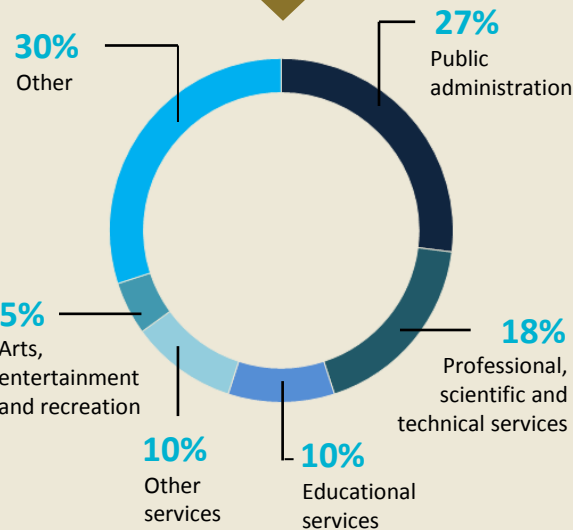


A **university** degree or **college** diploma in business marketing, public relations, communications, journalism, museology or a discipline related to a particular subject matter is usually required.



Work Prospects  
(2018 - 2020): **Fair**

## Employment by Industry



## Examples of duties performed

- Assess characteristics of products or services to be promoted and advise on the advertising needs of an establishment.
- Advise clients on advertising or sales promotion strategies.
- Develop and implement advertising campaigns appropriate for print or electronic media.
- Gather, research and prepare communications material for internal and external audiences.
- Develop, implement and evaluate communications strategies and programs designed to inform clients, employees and the general public of initiatives and policies of businesses, governments and other organizations.



## Sample Job Titles

Public relations officer  
Advertising consultant  
Communications specialist

# 168

Job Openings  
2017-2026

# \$28.21

Average  
Wage  
(per hour)



*Funded by the Government of Canada and the Province of New Brunswick through the Canada-New Brunswick Labour Market Agreements.*

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