

1: Advertising, Promotions, and Marketing Managers

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, sales agents, and financial staff members. The median annual wage for advertising and promotions managers was \$, in May The median annual wage for.

Promotions can help increase short-term sales and improve the results from other marketing programs. Bureau of Labor Statistics. They must also have good creative, project management and interpersonal skills, along with experience in marketing or sales promotion. The team may decide to use promotions to encourage retailers to increase stocks during an advertising campaign, or to encourage consumers to try a new product. Campaign Planning Promotions managers develop detailed plans for promotions in line with the marketing strategy. They analyze the target audience to determine the type of promotional offer that would be most effective. To help retailers increase stocks, for example, they may offer additional discounts or display material to attract customers in the store. Promotions managers identify campaign costs and allocate budgets to each program. They establish schedules covering design, development, production and distribution of campaign material to meet launch dates. Promotional Tools Managers can use a variety of promotional tools to achieve their campaign objectives. If they are aiming to raise awareness of a product, they can use techniques such as displays in retail outlets, articles featuring a competition in newspapers or magazines, special events or informative publications that prospects can request or download from the Internet. To get prospects to buy, promotions managers can offer special discounts or rebates, free samples, coupons that customers can redeem against a purchase, or free gifts. Campaign Development Promotions managers work with designers and writers or promotional agencies to develop the creative theme for the campaign. They brief the creative team on the campaign objectives and promotional offer and review their proposals. When they have approved the design theme, they place orders for the promotional items and campaign materials. Campaign Communications To ensure that sales teams and retailers are aware of the campaign, promotions managers communicate campaign details. Sales force communications provide representatives with information on the operation of the campaign and explain how the campaign will help boost sales. Retailer communications describe the operation and benefits of the campaign and explain how to participate. Campaign Management Promotions managers monitor the campaign to ensure that it runs smoothly and to measure the results. They review costs against the original campaign budgets and estimate the return on the campaign in terms of increased sales or product awareness. They use any feedback from customers or retailers to modify future promotional campaigns.

2: Advertising Promotions Manager Jobs, Employment | www.enganchecubano.com

Advertising and Promotions Managers Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Communicating with Persons Outside Organization â€” Communicating with people outside the organization, representing the organization to customers, the public, government, and other external sources. This information can be exchanged in person, in writing, or by telephone or e-mail. Getting Information â€” Observing, receiving, and otherwise obtaining information from all relevant sources. Communicating with Supervisors, Peers, or Subordinates â€” Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person. Organizing, Planning, and Prioritizing Work â€” Developing specific goals and plans to prioritize, organize, and accomplish your work. Thinking Creatively â€” Developing, designing, or creating new applications, ideas, relationships, systems, or products, including artistic contributions. Establishing and Maintaining Interpersonal Relationships â€” Developing constructive and cooperative working relationships with others, and maintaining them over time. Making Decisions and Solving Problems â€” Analyzing information and evaluating results to choose the best solution and solve problems. Updating and Using Relevant Knowledge â€” Keeping up-to-date technically and applying new knowledge to your job. Identifying Objects, Actions, and Events â€” Identifying information by categorizing, estimating, recognizing differences or similarities, and detecting changes in circumstances or events. Processing Information â€” Compiling, coding, categorizing, calculating, tabulating, auditing, or verifying information or data. Developing Objectives and Strategies â€” Establishing long-range objectives and specifying the strategies and actions to achieve them. Judging the Qualities of Things, Services, or People â€” Assessing the value, importance, or quality of things or people. Scheduling Work and Activities â€” Scheduling events, programs, and activities, as well as the work of others. Analyzing Data or Information â€” Identifying the underlying principles, reasons, or facts of information by breaking down information or data into separate parts. Performing for or Working Directly with the Public â€” Performing for people or dealing directly with the public. This includes serving customers in restaurants and stores, and receiving clients or guests. Performing Administrative Activities â€” Performing day-to-day administrative tasks such as maintaining information files and processing paperwork. Coordinating the Work and Activities of Others â€” Getting members of a group to work together to accomplish tasks. Guiding, Directing, and Motivating Subordinates â€” Providing guidance and direction to subordinates, including setting performance standards and monitoring performance. Interpreting the Meaning of Information for Others â€” Translating or explaining what information means and how it can be used.

3: Advertising management - Wikipedia

Advertising and promotions managers often have a bachelor's degree in journalism or a bachelor's degree in advertising and have taken courses in market research, marketing, consumer behavior, sales, photography, art history, visual arts and communication methods and technology.

The more subjective disciplines of advertising and promotions support objective, upfront marketing research. Understanding what each of these terms means and how they relate to each other will help you effectively increase your sales. Marketing Marketing is an objective discipline that involves the research, creation, pricing, testing, and distribution of a product or service. Marketing involves analyzing the competition by researching their pricing, products, where they sell, and age, race, gender, and other characteristics of their customers. A small business uses market research to test ideas and products on potential customers and to get feedback on the products or service. Market research also discovers what price consumers would pay for a proposed product or service, where they would purchase it, and how often they would use it. Advertising Advertising is paying to get your message to potential customers. Unlike public relations, advertising lets you control your message. A classic advertising strategy includes demonstrating a need or a problem to your potential customer; offering a solution to help fill that need or solve the problem; and showing how your product or service does that. Good advertising sells the benefits of a product or service, rather than simply discuss the product or service. This is why marketing functions come first in the sales process. Advertising supports marketing and applies a specific message to specific audiences defined by market research as the best way to achieve success. Promotions Promotions are events, activities, sponsorships, and contests that create and increase awareness of your product or service. Promotions differ from advertising because they are less educational in nature than traditional advertisements. Sponsoring a youth sports organization, giving away free samples at a mall, offering coupons in grocery stores, or promoting a sweepstakes or contest that bring customers to your website are all examples of promotions. Promotions should be geared toward the consumer demographic your market research determined is your best potential customer. Branding Branding is creating a consistent image for your company, products, and services. The key to success in branding is to communicate a consistent message to consumers about your product or service in all of your advertising, promotions, and public relations. For example, a local pizzeria that wants to brand itself as the best Italian restaurant in town should not offer tacos or stir-fry on its menu. That dilutes its brand and confuses consumers as to what type of restaurant it really is. All small-business advertising and promotions should reinforce the brand. This ensures that your communications support the original marketing research and strategy. Audits of your advertising, public relations, and promotions may reveal flaws or incorrect assumptions in your original marketing plan. Bureau of Labor Statistics. In , , people were employed in the U.

4: Advertising & Promotions Managers at My Next Move

Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products to the marketplace. They will also be needed to manage digital media campaigns, which often target customers through the use of websites, social media, or live chats.

However, in marketing and advertising, the term "advertising" has a very special meaning that reflects its status as a distinct type of promotion. In summary, given that advertising is paid, it is one of the many controllable elements in the marketing program. Advertising is qualitatively different from publicity where the message sponsor is either not identified or ambiguously defined, and different to personal selling which occurs in real-time and involves some face-to-face contact between message sponsor and recipient allowing for two-way dialogue. While advertising refers to the advertising message, per se, advertising management refers to the process of planning and executing an advertising campaign or campaigns; that is, it is a series of planned decisions that begins with market research continues through to setting advertising budgets, developing advertising objectives, executing the creative messages and follows up with efforts to measure the extent to which objectives were achieved and evaluate the cost-benefit of the overall advertising effort. Some companies outsource part or all of the work to specialists such as advertising agencies, creative design teams, web designers, media buyers, events management specialists or other relevant service providers. Another option is for a company to carry out most or all of the advertising functions within the marketing department in what is known as an in-house agency. By definition, an in-house agency is "an advertising organization that is owned and operated by the corporation it serves". Outsourcing to an external agency allows marketers to obtain highly specialised strategic, research and planning skills, access to top creative talent and provides an independent perspective on marketing or advertising problems. Recent trends suggest that the number of in-house agencies is rising. The promotional mix includes a variety of tools such as: Sales promotion includes a variety of activities such as special price offers designed to stimulate sales Advertising: When marketers communicate with target markets across a broad range of different promotional types and media, the potential for contradictory or mixed messages is very real. The process of ensuring message consistency across the entire marketing communications program is known as integrated marketing communications. For instance, public relations allows for high credibility message delivery with relatively low costs, while advertising permits message repetition. Advertising is especially useful for creating awareness, but personal channels come into play for the actual purchase. The "right" promotional mix should consider both message impact and message consistency. In terms of integrated communications, the literature identifies different types of integration: Yet, a survey of brand advertisers carried out by the Association of National Advertisers ANA revealed that while 67 per cent of marketers engage in integrated marketing communications, just one third are satisfied with their efforts. Theories of advertising effects[edit] Advertising messages are all around us, yet the mechanism which leads from exposure to brand advertising through to sales is not entirely clear Studies have repeatedly demonstrated a clear association between advertising and sales response. Noting the difficulties in explaining how advertising works, one theorist wrote, "Only the brave or ignorant These models are not competing theories, but rather explanations of how advertising persuades or influences different types of consumers in different purchase contexts. In a seminal paper, Vankratsas and Ambler surveyed more than papers to develop a typology of advertising models. They identified four broad classes of model: For example, an advertisement in the Yellow Pages or an online directory means that the consumer does not have to travel from store to store in search of a product or service. Consumers process this information at a cognitive level before forming an attitude to the brand and purchase intent. A cognition is any thought that surfaces during the elaboration of the information. Cognitive information models are also known as the central route to persuasion. When consumers view an advertisement, they not only develop attitudes towards the advertisement and the advertiser, but also develop feelings and beliefs about the brand being advertised. These models suggest that simple exposure to a brand is sufficient to generate purchase intention. Exposure in the form of advertising messages leads to an attitude to the advertisement Aad which transfers to the attitude to

the brand Ab without any further cognitive processing. Exposure is not restricted to physical contact; rather it can refer to any brand-related contact such as advertising, promotion or virtual brands on websites. In addition, ad liking and advertiser credibility, may be especially important for corporate image advertising compared to product-related advertising. DAGMAR and AIDA Generalised hierarchy of effects sequence after Lavidge

Hierarchical models are linear sequential models built on an assumption that consumers move through a series of cognitive and affective stages culminating in the purchase decision. The common theme among these models is that advertising operates as a stimulus and the purchase decision is a response. Some authors have argued that, for advertising purposes, the hierarchical models have dominated advertising theory, [47] and that, of these models, the AIDA model is one of the most widely applied. Thus the hierarchy of effects models all include Cognition C - Affect A - Behaviour B as the core steps in the underlying behavioral sequence. The basic AIDA model is one of the longest serving models. Contemporary hierarchical models often modify or expand the basic AIDA model, resulting in additional steps, however, all follow the basic sequence which includes Cognition- Affect- Behaviour. Selected hierarchical models follow: The process of moving consumers from purchase intention to actual sales is known as conversion. While advertising is an excellent tool for creating awareness, brand attitude and purchase intent, it usually requires support from other elements in the promotion mix and the marketing program to convert purchase intent into an actual sale. In order to penetrate markets, it is essential that high levels of awareness are created as early as possible in a product or brand life-cycle. For new products, the main advertising objective should be to create awareness with a broad cross-section of the potential market as quickly as practical. When the desired levels of awareness have been attained, the promotional effort should shift to stimulating interest, desire or conviction. The number of potential purchasers decreases as the product moves through the natural sales cycle in an effect likened to a funnel. Early in the campaign, the marketers should attempt to reach as many potential buyers as possible with high impact messages. Later in the cycle, and as the number of prospects becomes smaller, the marketer can employ more tightly targeted promotional activities such as personal selling, direct mail and email directed at those individuals or sub-segments more likely to exhibit a genuine interest in the product or brand. Integrative models[edit] Integrative models assume that consumers process advertising information via two paths – both cognitive thinking and affective feeling simultaneously. In a recent experiment, five advertisements each designed to target one of the five personality traits were constructed for a single product. There are many integrative frameworks. The planning grid has two dimensions, involvement and information processing. These form a 2 X 2 matrix with four cells representing the different types of advertising effects.

5: What does an Advertising Manager do?

Job Duties and Tasks for: "Advertising and Promotions Manager" 1) Prepare budgets and submit estimates for program costs as part of campaign plan development. 2) Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.

Promotions Manager Job Summary Responsible for supervising promotions programs to incentivize the point-of-purchase. Combines advertising with promotional deals to entice consumers and clients to buy products. Primary responsibilities Work with marketing and sales departments to create promotions. Work alongside product development team to incorporate promotions after product is complete. Send promotions through direct mail, inserts in newspapers, Internet advertisements, in-store displays, product endorsements, or other special events. Develop and launch discounts, samples, gifts, rebates, coupons, sweepstakes, and contests. Determine length and timing of promotions. Market promotions to various businesses. Use social media sites such as LinkedIn, Twitter, and Facebook to promote discounts and coupons. Measure ad effectiveness and optimize if needed. Coordinate staff members who create and deliver ads. Create, review, approve, and revise copy. Work with account executives to come up with ad campaigns. Select agencies to partner with. Work with sales staff to generate ideas for the campaign. Prepare cost estimates for campaigns. Serve as liaisons between the firm requiring the advertising and an advertising or promotion agency that actually develops and places the ads. Approve changes to budget as needed. Cast actors for voiceovers and commercials. Preside over TV, radio, and film shoots.

6: Advertising / Promotions Manager Salary | PayScale

The national average salary for a Marketing and Promotions Manager is \$50, in United States. Filter by location to see Marketing and Promotions Manager salaries in your area. Salary estimates are based on 11 salaries submitted anonymously to Glassdoor by Marketing and Promotions Manager employees.

Significant Points Keen competition is expected for these highly coveted jobs. College graduates with related experience, a high level of creativity, strong communication skills, and computer skills should have the best job opportunities. High earnings, substantial travel, and long hours, including evenings and weekends, are common. Because of the importance and high visibility of their jobs, these managers often are prime candidates for advancement to the highest ranks. In small firms, the owner or chief executive officer might assume all advertising, promotions, marketing, sales, and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, marketing, promotions, sales, and public relations policies. Executive vice presidents are included in the Handbook statement on top executives. Advertising managers oversee advertising and promotion staffs, which usually are small, except in the largest firms. In a small firm, managers may serve as liaisons between the firm and the advertising or promotion agency to which many advertising or promotional functions are contracted out. In larger firms, advertising managers oversee in-house account, creative, and media services departments. The account executive manages the account services department, assesses the need for advertising and, in advertising agencies, maintains the accounts of clients. The creative services department develops the subject matter and presentation of advertising. The creative director oversees the copy chief, art director, and associated staff. The media director oversees planning groups that select the communication media—for example, radio, television, newspapers, magazines, the Internet, or outdoor signs—to disseminate the advertising. With the help of subordinates, including product development managers and market research managers, they estimate the demand for products and services offered by the firm and its competitors. In addition, they identify potential markets—for example, business firms, wholesalers, retailers, government, or the general public. In collaboration with sales, product development, and other managers, they monitor trends that indicate the need for new products and services, and they oversee product development. Promotions managers supervise staffs of promotions specialists. These managers direct promotions programs that combine advertising with purchase incentives to increase sales. In an effort to establish closer contact with purchasers—dealers, distributors, or consumers—promotions programs may use direct mail, telemarketing, television or radio advertising, catalogs, exhibits, inserts in newspapers, Internet advertisements or Web sites, in-store displays or product endorsements, and special events. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, and contests. Public relations managers supervise public relations specialists. See the Handbook statement on public relations specialists. These managers direct publicity programs to a targeted audience. They often specialize in a specific area, such as crisis management, or in a specific industry, such as health care. Public relations managers also evaluate advertising and promotions programs for compatibility with public relations efforts and serve as the eyes and ears of top management. Public relations managers may confer with labor relations managers to produce internal company communications—such as newsletters about employee-management relations—and with financial managers to produce company reports. They assist company executives in drafting speeches, arranging interviews, and maintaining other forms of public contact; oversee company archives; and respond to requests for information. In addition, some of these managers handle special events, such as the sponsorship of races, parties introducing new products, or other activities that the firm supports in order to gain public attention through the press without advertising directly. They assign sales territories, set goals, and establish training programs for the sales representatives. See the Handbook statement on sales representatives, wholesale and manufacturing. Sales managers advise the sales representatives on ways to improve their sales performance. In large, multi-product firms, they oversee regional and local sales managers and their staffs. Sales managers maintain contact with dealers and

distributors. Such information is vital in the development of products and the maximization of profits. Advertising, marketing, promotions, public relations, and sales managers work in offices close to those of top managers. Working under pressure is unavoidable when schedules change and problems arise, but deadlines and goals must still be met. Substantial travel may be involved. For example, attendance at meetings sponsored by associations or industries often is mandatory. Sales managers travel to national, regional, and local offices and to the offices of various dealers and distributors. Advertising and promotions managers may travel to meet with clients or representatives of communications media. At times, public relations managers travel to meet with special-interest groups or government officials. Job transfers between headquarters and regional offices are common, particularly among sales managers. Long hours, including evenings and weekends are common. In , about two-thirds of advertising, marketing, and public relations managers worked more than 40 hours a week. 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. Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous. Additionally, the completion of an internship while the candidate is in school is highly recommended. A course of study should include, for example, marketing, consumer behavior, market research, sales, communication methods and technology, and visual arts, and art history and photography. 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. Familiarity with word-processing and database applications is important for most positions. Computer skills are vital because marketing, product promotion, and advertising on the Internet are increasingly common. Also, the ability to communicate in a foreign language may open up employment opportunities in many rapidly growing areas around the country, especially cities with large Spanish-speaking populations. 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. Some associations offer certification programs for these managers. Certificationâ€”an indication of competence and achievementâ€”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. Today, there are numerous management certification programs based on education and job performance. In addition, The Public Relations Society of America offers a certification program for public relations practitioners based on years of experience and performance on an examination. Although experience, ability, and leadership are emphasized for promotion, advancement can be accelerated by participation in management training programs conducted by larger firms. Many firms also provide their employees with continuing education opportunitiesâ€”either in-house or at local colleges and universitiesâ€”and encourage employee participation in seminars and conferences, often held 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 employees who successfully complete courses. 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, and successful managers may be promoted to higher positions in their own or another firm; some become top executives. Managers with extensive experience and sufficient capital may open their own

businesses. Employment Advertising, marketing, promotions, public relations, and sales managers held about , jobs in The following tabulation shows the distribution of jobs by occupational specialty: Sales managers , Marketing managers , Public relations managers 50, Advertising and promotions managers 47, These managers were found in virtually every industry. Sales managers held more than half of the jobs; most were employed in wholesale trade, retail trade, manufacturing, and finance and insurance industries. Marketing managers held more than a fourth of the jobs; the professional, scientific, and technical services, and the finance and insurance industries employed almost one-third of marketing managers. About one-fourth of advertising and promotions managers worked in the professional, scientific, and technical services industries and the wholesale trade. Most public relations managers were employed in service-providing industries, such as professional, scientific, and technical services; educational services, public and private; finance and insurance; and health care and social assistance. Job Outlook Average job growth is projected, but keen competition is expected for these highly coveted jobs. Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by 12 percent through 2018—about as fast as the average for all occupations. Job growth will be spurred by intense domestic and global competition in products and services offered to consumers and increasing activity in television, radio, and outdoor advertising. 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. By contrast, a decline in employment is expected in many manufacturing industries. 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. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet. Median annual earnings in the industries employing the largest numbers of marketing managers were: For example, manufacturing firms usually pay these managers higher salaries than 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. For the latest wage information: For the latest National, State, and local earnings data, visit the following pages: Advertising and promotions managers.

7: Marketing, Advertising & Promotions | www.enganchecubano.com

Managing the end-to-end process of advertising and www.enganchecubano.com includes managing the advertising campaigns, promotions, coupons and product rankings.

The jobs of advertising, promotions, and marketing managers are usually stressful, particularly near deadlines. They may travel to meet with clients or representatives of communications media. Work Schedules Most advertising, promotions, and marketing managers work full time. About 2 in 5 advertising and promotions managers worked more than 40 hours per week in . These managers typically have work experience in advertising, marketing, promotions, or sales. A relevant course of study might include classes in marketing, consumer behavior, market research, sales, communication methods and technology, visual arts, art history, and photography. Courses in business law, management, economics, finance, computer science, mathematics, and statistics are advantageous. For example, courses in computer science are helpful in developing an approach to maximize traffic through online search results, which is critical for digital advertisements and promotions. In addition, completing an internship while in school is highly recommended. Work Experience in a Related Occupation Advertising, promotional, and marketing managers typically have work experience in advertising, marketing, promotions, or sales. For example, many managers are former sales representatives; purchasing agents; buyers; or product, advertising, promotions, or public relations specialists. Personality and Interests Advertising and promotions manager typically have an interest in the Creating and Persuading interest areas, according to the Holland Code framework. The Creating interest area indicates a focus on being original and imaginative, and working with artistic media. The Persuading interest area indicates a focus on influencing, motivating, and selling to other people. If you are not sure whether you have a Creating or Persuading interest which might fit with a career as an advertising and promotions manager, you can take a career test to measure your interests. Advertising and promotions manager should also possess the following specific qualities: Because the advertising industry changes with the rise of digital media, advertising, promotions, and marketing managers must be able to analyze industry trends to determine the most promising strategies for their organization. Managers must be able to communicate effectively with a broad-based team made up of other managers or staff members during the advertising, promotions, and marketing process. They must also be able to communicate persuasively to the public. Advertising, promotions, and marketing managers must be able to generate new and imaginative ideas. Managers often must choose between competing advertising and marketing strategies put forward by staff. These managers must deal with a range of people in different roles, both inside and outside the organization. Advertising, promotions, and marketing managers must manage their time and budget efficiently while directing and motivating staff members. The median wage is the wage at which half the workers in an occupation earned more than that amount and half earned less. Most advertising, promotions, and marketing managers work full time. In , about 2 in 5 advertising and promotions managers worked more than 40 hours per week in . Job Outlook Employment of advertising and promotions managers is projected to grow 7 percent from to , slower than the average for all occupations. Employment of marketing managers is projected to grow 13 percent from to , about as fast as the average for all occupations. Advertising, promotional, and marketing campaigns will continue to be essential for organizations as they look to maintain and expand their share of the market. Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products to the marketplace. They will also be needed to manage digital media campaigns, which often target customers through the use of websites, social media, or live chats. Newspaper publishers, one of the top-employing industries of advertising and promotions managers, are projected to decline over the projection period. The continued rise of electronic media will result in decreasing demand for print newspapers. However, advertising and promotions managers are expected to see employment growth in other areas, in which they will be needed to plan the digital advertisements that replace print ads as consumers increasingly spend more time online. Marketing managers will continue to be in demand as organizations seek to market their products to specific customers and localities. Job Prospects Advertising, promotions, and

marketing manager positions are highly desirable and are often sought by other managers and experienced professionals. As a result, strong competition is expected. With Internet-based advertising becoming more important, advertising managers who can navigate the digital world should have the best prospects.

8: List of Job Duties of a Promotions Manager | www.enganchecubano.com

- Advertising and Promotions Managers Plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

This is a high-energy, client-facing sales management role Marketing Manager - CAS - Washington, DC Inherent in this is analyzing results and recommending future directions for the marketing and positioning of ACS Publications products within the What Advertising, Promotions, and Marketing Managers Do[About this section] [To Top] Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors , advertising sales agents , and financial staff members. Duties of Advertising, Promotions, and Marketing Managers Advertising, promotions, and marketing managers typically do the following: Work with department heads or staff to discuss topics such as budgets and contracts, marketing plans, and the selection of advertising media Plan promotional campaigns such as contests, coupons, or giveaways Plan advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards Negotiate advertising contracts Evaluate the look and feel of websites used in campaigns or layouts, which are sketches or plans for an advertisement Initiate market research studies and analyze their findings to understand customer and market opportunities for businesses Develop pricing strategies for products or services marketed to the target customers Meet with clients to provide marketing or related advice Direct the hiring of advertising, promotions, and marketing staff and oversee their daily activities Advertising managers create interest among potential buyers of a product or service. They do this for a department, for an entire organization, or on a project basis referred to as an account. Advertising managers work in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in organizations that advertise heavily. Advertising managers work with sales staff and others to generate ideas for an advertising campaign. They oversee the staff that develops the advertising. They work with the finance department to prepare a budget and cost estimates for the campaign. Often, advertising managers serve as liaisons between the client and the advertising or promotion agency that develops and places the ads. In larger organizations with extensive advertising departments, different advertising managers may oversee in-house accounts and creative and media services departments. In addition, some advertising managers specialize in a particular field or type of advertising. For example, media directors determine the way in which an advertising campaign reaches customers. They can use any or all of various media, including radio, television, newspapers, magazines, the Internet, and outdoor signs. That task becomes the work of the creative services department. Promotions managers direct programs that combine advertising with purchasing incentives to increase sales. Often, the programs use direct mail, inserts in newspapers, Internet advertisements, in-store displays, product endorsements, or special events to target customers. Purchasing incentives may include discounts, samples, gifts, rebates, coupons, sweepstakes, or contests. Marketing managers estimate the demand for products and services that an organization and its competitors offer. They work with sales, public relations, and product development staff. For example, a marketing manager may monitor trends that indicate the need for a new product or service. Then he or she may assist in the development of that product or service and to create a marketing plan for it. The largest employers of advertising and promotions managers are as follows:

9: - Advertising and Promotions Managers

Work with marketing and sales departments to create promotions. Work alongside product development team to incorporate promotions after product is complete. Send promotions through direct mail, inserts in newspapers, Internet advertisements, in-store displays, product endorsements, or other special events.

Foundation for managing child nutrition programs Josephine Martin Of Wool and Loom (White Orchid Books) Innokenty of Alaska A short account of that part of Africa, inhabited by the Negroes The Secret Garden of Paul III (1534-49 and the intervention of Jacopo Meleghino The prince and the pekingese Gardens of California About the Rockies Afro-Brazilian organization directory A revolutionary idea Plan de metro new york Susan snedaker business continuity Politics of judicial modernization Ccna 1 chapter 8 The original Maria Woodworth-Etter devotional Impromptus, Op. 90 (Alfred Masterwork Edition) The abomination that desolates Spreading the burden? Orlando (Frommers City Guides) The Bangkok Conference of the Manila Pact Powers, February 23-25, 1955. The East Asian Currency Crisis Survey weights a step-by-step guide to calculation You and Your Dreams Asian Americans on war peace Brian goetz java concurrency in practice Personal memorials of Daniel Webster . Philosophy and approach to diagnostic parasitology The Great Society and the birth of affirmative action A free quarren in the palace : Tesseks tale Dave Wolverton Introductory statistics weiss 9th Professional asp.net mvc 4 12 Term Condition and Commutator 289 Hating Alison Ashley Diarrhoea, worms and other parasites living inside the body Bologna Annual 2001 Fiction (Annual Illustrators of Childrens Books) Introduction: The transformation of presidential commemoration The organic and the inorganic. The Highly Precious Gate Of The Divine Intuition Homeland Security and the Need for Change The Book of Holy Law