

Marketing and Promotions Manager

A Marketing and Promotion Manager is someone who advertises, promotes and markets program plans to generate public interest in a product or services. This is done through the means of advertising campaigns and purchasing incentives. In addition to developing and implementing promotional programs, promotions and marketing managers also track the effectiveness of each method and incentive used. This may involve conducting market research, developing tracking mechanisms, and creating reports of sales or web site activity.

Work Environment

Most Marketing and Promotions Managers work in an advertising agency; many of them also work in the management department of large companies and industrial enterprises. Job opportunities for these persons are available in companies that market their own products. Promotions managers often enjoy high earnings but can also expect extensive travel and long hours, including evenings and weekends.

How to Get Qualified

A bachelor's degree is required for most advertising, promotions, and marketing management positions. Many different education backgrounds are suited for marketing and promotions manager. Some employers prefer a broad liberal arts background in a field such as sociology or literature; however these managers typically have work experience in advertising, marketing, promotions, or sales.

Job Outlook

Employment of advertising, promotions, and marketing managers is projected to grow 12 percent from 2012 to 2022. Advertising, promotions, and marketing will continue to be essential for organizations as they seek to maintain and expand their share of the market. Increased domestic and global competition for products and services will likely require greater promotional efforts. Rapid job growth is projected in public relations firms as businesses increasingly outsource their marketing services.