



OCCUPATIONAL OUTLOOK HANDBOOK

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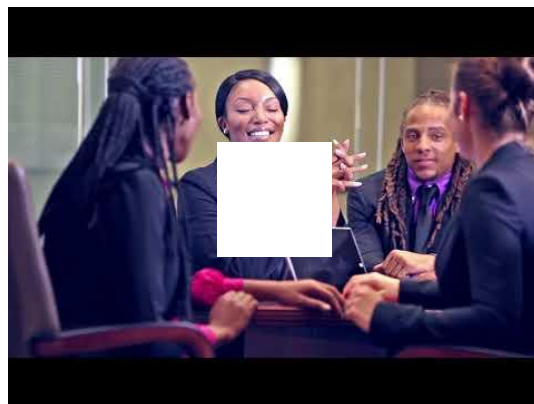
Advertising, Promotions, and Marketing Managers

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Summary

Summary

Quick Facts: Advertising, Promotions, and Marketing Managers	
2020 Median Pay	\$141,490 per year \$68.03 per hour
Typical Entry-Level Education	Bachelor's degree
Work Experience in a Related Occupation	See How to Become One
On-the-job Training	None
Number of Jobs, 2020	316,800
Job Outlook, 2020-30	10% (As fast as average)
Employment Change, 2020-30	31,800

[What Advertising, Promotions, and Marketing Managers Do](#)

Advertising, promotions, and marketing managers plan programs to generate interest in products or services.

[Work Environment](#)

Many of these workers are employed in advertising agencies or in corporate or regional managing offices.

[How to Become an Advertising, Promotions, or Marketing Manager](#)

A bachelor's degree is required for most advertising, promotions, and marketing management positions. These managers typically have work experience in advertising, marketing, promotions, or sales.

[Pay](#)

The median annual wage for advertising and promotions managers was \$133,460 in May 2020.

The median annual wage for marketing managers was \$142,170 in May 2020.

[Job Outlook](#)

Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2020 to 2030, about as fast as the average for all occupations.

About 31,100 openings for advertising, promotions, and marketing managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

[State & Area Data](#)

Explore resources for employment and wages by state and area for advertising, promotions, and marketing managers.

[Similar Occupations](#)

Compare the job duties, education, job growth, and pay of advertising, promotions, and marketing managers with similar occupations.

[More Information, Including Links to O*NET](#)

Learn more about advertising, promotions, and marketing managers by visiting additional resources, including O*NET, a source on key characteristics of workers and occupations.

[What They Do ->](#)

What Advertising, Promotions, and Marketing Managers Do

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

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 can be found in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in companies that advertise heavily.

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.

Advertising managers known as *account executives* manage clients' accounts, but they are not responsible for developing or supervising the creation or presentation of advertising. 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 identify potential markets for the organization's products.

Marketing managers also develop pricing strategies to help organizations maximize their profits and market share while ensuring that the organizations' customers are satisfied. 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.

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Work Environment

Work Environment

Advertising and promotions managers held about 23,200 jobs in 2020. The largest employers of advertising and promotions managers were as follows:

Advertising, public relations, and related services	49%
Information	12
Management of companies and enterprises	9
Wholesale trade	4
Self-employed workers	3

Marketing managers held about 293,700 jobs in 2020. The largest employers of marketing managers were as follows:

Professional, scientific, and technical services	23%
Management of companies and enterprises	13
Finance and insurance	10
Manufacturing	9
Wholesale trade	8

Because the work of advertising, promotions, and marketing managers directly affects a firm’s revenue, people in these occupations typically work closely with [top executives](#).

The jobs of advertising, promotions, and marketing managers can often be stressful, particularly near deadlines. Additionally, they may travel to meet with clients or media representatives.



Advertising, promotions, and marketing managers may travel to meet with clients or representatives of communications media.

Work Schedules

Most advertising, promotions, and marketing managers work full time. Some advertising and promotions managers work more than 40 hours per week.

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How to Become One

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How to Become an Advertising, Promotions, or Marketing Manager

About this section

A bachelor’s degree is required for most advertising, promotions, and marketing management positions. These managers typically have work experience in advertising, marketing, promotions, or sales.

Education

A bachelor’s degree is required for most advertising, promotions, and marketing management positions. For advertising management positions, some employers prefer a bachelor’s degree in advertising or journalism. 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.



These managers typically have previous work experience in advertising, marketing, promotions, or sales.

Marketing managers typically need a bachelor's [degree](#) in a [business](#) field, such as marketing, or in a related field, such as [communications](#). In addition, completing an internship while in school can be useful.

Work Experience in a Related Occupation

Advertising, promotions, and marketing managers typically have work experience in advertising, marketing, promotions, or sales. For example, many managers are former [sales representatives](#); [buyers or purchasing agents](#); or [public relations specialists](#).

Important Qualities

Analytical skills. Advertising, promotions, and marketing managers must be able to analyze industry trends to determine the most promising strategies for their organization.

Communication skills. 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 with the public.

Creativity. Advertising, promotions, and marketing managers must be able to generate new and imaginative ideas.

Decisionmaking skills. Managers often must choose between competing advertising and marketing strategies put forward by staff.

Interpersonal skills. Managers must deal with a range of people in different roles, both inside and outside the organization.

Organizational skills. Advertising, promotions, and marketing managers must manage their time and budget efficiently while directing and motivating staff members.

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Pay

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Pay

About this section

The median annual wage for advertising and promotions managers was \$133,460 in May 2020. The median wage is the wage at which half the workers in an

Advertising, Promotions, and Marketing Managers

occupation earned more than that amount and half earned less. The lowest 10 percent earned less than \$68,940, and the highest 10 percent earned more than \$208,000.

The median annual wage for marketing managers was \$142,170 in May 2020. The lowest 10 percent earned less than \$74,620, and the highest 10 percent earned more than \$208,000.

In May 2020, the median annual wages for advertising and promotions managers in the top industries in which they worked were as follows:

Advertising, public relations, and related services	\$150,930
Management of companies and enterprises	126,420
Information	119,090
Wholesale trade	96,380

In May 2020, the median annual wages for marketing managers in the top industries in which they worked were as follows:

Professional, scientific, and technical services	\$150,840
Finance and insurance	150,280
Management of companies and enterprises	149,480
Manufacturing	143,800
Wholesale trade	134,630

Most advertising, promotions, and marketing managers work full time. Some advertising and promotions managers work more than 40 hours per week.

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Job Outlook

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Job Outlook

About this section

Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2020 to 2030, about as fast as the average for all occupations.

About 31,100 openings for advertising, promotions, and marketing managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire.

Employment

Marketing managers will continue to be in demand as organizations use marketing campaigns to maintain and expand their market share. These managers will be sought after for their advice on crafting pricing strategies and finding new ways to reach customers.

The continued rise of electronic media will result in decreasing demand for print advertisements. However, the demand for advertising and promotions managers is expected to be concentrated in industries that rely on these workers to create digital media campaigns that target customers through the use of websites, social media, or live chats.

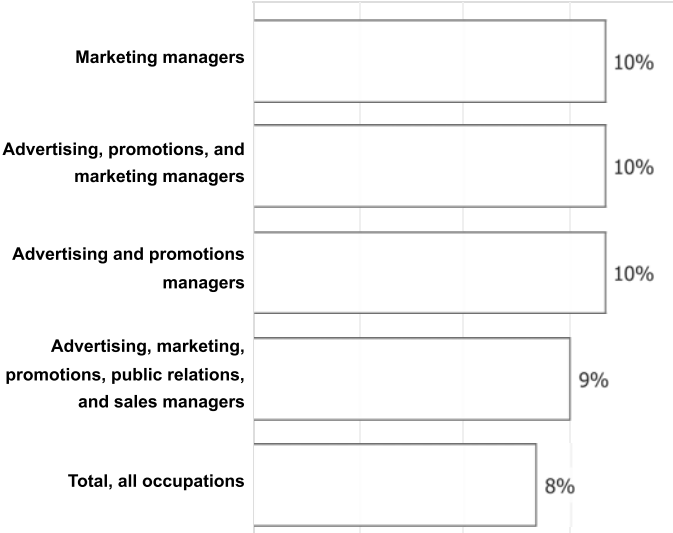
Median annual wages, May 2020



Note: All Occupations includes all occupations in the U.S. Economy.
Source: U.S. Bureau of Labor Statistics, Occupational Employment and Wage Statistics

Advertising, Promotions, and Marketing Managers

Percent change in employment, projected 2020-30



Note: All Occupations includes all occupations in the U.S. Economy.
Source: U.S. Bureau of Labor Statistics, Employment Projections program

Employment projections data for advertising, promotions, and marketing managers, 2020-30

Occupational Title	SOC Code	Employment, 2020	Projected Employment, 2030	Change, 2020-30		Employment by Industry
				Percent	Numeric	
Advertising, promotions, and marketing managers	—	316,800	348,700	10	31,800	—
Advertising and promotions managers	11-2011	23,200	25,600	10	2,400	Get data

Occupational Title	SOC Code	Employment, 2020	Projected Employment, 2030	Change, 2020-30		Employment by Industry
				Percent	Numeric	
Marketing managers	11-2021	293,700	323,100	10	29,400	Get data
SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program						

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State & Area Data

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State & Area Data

About this section

Occupational Employment and Wage Statistics (OEWS)

The [Occupational Employment and Wage Statistics](#) (OEWS) program produces employment and wage estimates annually for over 800 occupations. These estimates are available for the nation as a whole, for individual states, and for metropolitan and nonmetropolitan areas. The link(s) below go to OEWS data maps for employment and wages by state and area.

- [Advertising and promotions managers](#)
- [Marketing managers](#)

Projections Central

Occupational employment projections are developed for all states by Labor Market Information (LMI) or individual state Employment Projections offices. All state projections data are available at www.projectionscentral.com . Information on this site allows projected employment growth for an occupation to be compared among states or to be compared within one state. In addition, states may produce projections for areas; there are links to each state's websites where these data may be retrieved.

CareerOneStop

CareerOneStop includes hundreds of [occupational profiles](#) with data available by state and metro area. There are links in the left-hand side menu to compare occupational employment by state and occupational wages by local area or metro area. There is also a [salary info tool](#) to search for wages by zip code.

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Similar Occupations





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Similar Occupations

About this section

This table shows a list of occupations with job duties that are similar to those of advertising, promotions, and marketing managers.

OCCUPATION		JOB DUTIES	ENTRY-LEVEL EDUCATION ⓘ	2020 MEDIAN PAY ⓘ
	Advertising Sales Agents	Advertising sales agents sell advertising space to businesses and individuals.	High school diploma or equivalent	\$54,940
	Art Directors	Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions.	Bachelor's degree	\$97,270
	Editors	Editors plan, review, and revise content for publication.	Bachelor's degree	\$63,400
	Financial Managers	Financial managers create financial reports, direct investment activities, and develop plans for the long-term financial goals of their organization.	Bachelor's degree	\$134,180
	Graphic Designers	Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers.	Bachelor's degree	\$53,380
	Market Research Analysts	Market research analysts study market conditions to examine potential sales of a product or service.	Bachelor's degree	\$65,810
	Public Relations and Fundraising Managers	Public relations managers direct the creation of materials that will enhance the public image of their employer or client. Fundraising managers coordinate campaigns that bring in donations for their organization.	Bachelor's degree	\$118,430

	OCCUPATION	JOB DUTIES	ENTRY-LEVEL EDUCATION 	2020 MEDIAN PAY 
	<u>Public Relations Specialists</u>	Public relations specialists create and maintain a positive public image for the clients they represent.	Bachelor's degree	\$62,810
	<u>Sales Managers</u>	Sales managers direct organizations' sales teams.	Bachelor's degree	\$132,290

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More Info

Contacts for More Information

About this section

For more information about advertising managers, visit:

[American Association of Advertising Agencies](#)

O*NET

[Advertising and Promotions Managers](#)

[Marketing Managers](#)

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SUGGESTED CITATION:

Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, Advertising, Promotions, and Marketing Managers, at <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm> (visited *November 24, 2021*).

Last Modified Date: Wednesday, September 8, 2021

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