



## ADVERTISING AND PROMOTIONS MANAGER

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

### Knowledge and Skills Needed for this Career

In addition to courses required for high school graduation, essential skills and knowledge needed for a career as a brand manager are reinforced by taking rigorous and relevant courses, as well as participating in work-based experiences and student organization activities.

(See the Sample Personal Plan of Study for suggested coursework, activities, and knowledge and skills to pursue in preparation of an occupation in this Career Cluster.)

### Education Requirements

Occupation	Percent of Missouri employees aged 25 to 44 in the occupation whose highest level of educational attainment is:		
	High School or Less	Some College	Bachelor Degree or More
Advertising and promotions managers	7.1%	17.5%	75.5%
Advertising, Marketing, Promotions, Public Relations, & Sales Managers	8.5%	19.5%	72.0%
Management	17.6%	26.2%	56.2%

Most Common Educational/Training Level: Bachelor's degree or higher, plus work experience  
Apprenticeships are available for more than 240 occupations. Visit [www.oa.doleta.gov/bat.cfm](http://www.oa.doleta.gov/bat.cfm)  
Note: Be sure to learn whether your occupation has a specific requirement for education or licensing.

### National and State Wage Information

Location	Pay Period	2007		
		Entry*	Median	Experienced**
United States	Hourly	\$25.44	\$37.62	\$55.73
	Yearly	\$52,900	\$78,200	\$115,900
Missouri	Hourly	\$22.02	\$32.05	\$49.27
	Yearly	\$45,800	\$66,700	\$102,500

Based on (\*) lower 25% and (\*\*) upper 25% percentile of wages

### National and State Employment Trends

Brand Manager	Employment		Percent Change	Job Openings*
	2006	2016		
United States	47,300	50,200	+ 6%	1,350
Missouri	930	1,050	+ 12%	30

\*The estimate for Job Openings includes both turnover that results from people who leave the occupation (e.g. quit, retire, death) and new jobs that are created.

### Educational Opportunities

Note: This list may not be all inclusive.  
For more information about Missouri schools and programs, visit [www.dhe.mo.gov](http://www.dhe.mo.gov)

#### Avila University

Kansas City, MO  
(816) 942-8400  
[www.avila.edu](http://www.avila.edu)

#### College of the Ozarks

Point Lookout, MO  
(417) 334-6411  
[www.cofo.edu](http://www.cofo.edu)

#### Columbia College

Columbia, MO  
(573) 875-8700  
[www.ccis.edu](http://www.ccis.edu)

#### Drury University

Springfield, MO  
(417) 873-7879  
[www.drury.edu](http://www.drury.edu)

#### Lindenwood University

Saint Charles, MO  
(636) 949-2000  
[www.lindenwood.edu](http://www.lindenwood.edu)

#### Maryville University of Saint Louis

Saint Louis, MO  
800) 627-9855  
[www.maryville.edu](http://www.maryville.edu)

#### Missouri Baptist University

Saint Louis, MO  
(314) 434-1115  
[www.mobap.edu](http://www.mobap.edu)

#### Missouri Southern State University

Joplin, MO  
(417) 625-9300  
[www.mssu.edu](http://www.mssu.edu)

(more-over)

**Missouri State University**

Springfield, MO  
(417) 836-5000  
www.missouristate.edu

**Missouri Western State University**

Saint Joseph, MO  
(816) 271-4200  
www.missouriwestern.edu

**Moberly Area Community College**

Moberly, MO  
(660) 263-4110  
www.macc.edu

**North Central Missouri College**

Trenton, MO  
(660) 359-3948  
www.ncmissouri.edu

**Northwest Missouri State University**

Maryville, MO  
(660) 562-1212  
www.nwmissouri.edu

**Park University**

Parkville, MO  
(816) 741-2000  
www.park.edu

**Rockhurst University**

Kansas City, MO  
(816) 501-4000  
www.rockhurst.edu

**Southeast Missouri State University**

Cape Girardeau, MO  
(573) 651-2000  
www.semo.edu

**St Charles Community College**

Cottleville, MO  
(636) 922-8400  
www.stchas.edu

**Three Rivers Community College**

Poplar Bluf, MO  
(573) 840-9600  
www.trcc.edu

**University of Central Missouri**

Warrensburg, MO  
(660) 543-4111  
www.ucmo.edu

**Washington University in St Louis**

Saint Louis, MO  
(314) 935-5000  
www.wustl.edu

**Webster University**

Saint Louis, MO  
(314) 961-2660  
www.webster.edu

**William Jewell College**

Liberty, MO  
(816) 781-7700  
www.jewell.edu

**William Woods University**

Fulton, MO  
(573) 642-2251  
www.williamwoods.edu



www.missouriconnections.org

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