Where Would I Go to School to Prepare for a Career in Marketing & Advertising?

For more information about NYC Career and Technical Education, visit: **www.cte.nyc**

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NYC Department of Education

Career Exploration Guide

Marketing & Advertising Career Pathway

Marketing & Advertising Career Cluster

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What is Marketing and Advertising?

We experience marketing and advertising every day. We may be riding the subway, using an app on a mobile phone, watching TV, or listening to a podcast. We take in information through multiple media.

Marketing activities are designed to spread the word about a product or service. There are many audiences, including consumers and other businesses.

Marketing tries to increase awareness of and desire for a brand. It tries to get people to choose one product or service over the competition.

Advertising is one out of many marketing methods. Others are public relations (PR), market research, social media, and customer service.

Where do they work?

Most employees in the ad world work in advertising agencies. They have clients in different industries. The product they're trying to sell may be a car, a prescription medicine, or a vacation. A traditional advertising agency has jobs in creative, media/search, and accounts.

Traditional advertising agencies use all types of media. This includes traditional media such as TV, billboards, newspapers, magazines, radio, and direct mail. They also use new media, which includes the Internet, mobile phones, blogs, and social media.

Digital marketing agencies specialize only in new media. There are many jobs available in digital marketing agencies. These agencies understand the ins and outs of advertising in the digital world.

Other people in marketing and advertising jobs work directly (or "in-house"), especially for large companies, to promote the company's products or services. Some large companies have many brands, so employees may move between different projects. Sometimes large companies promote all of their brands under one umbrella. In-house teams often recruit people who already have ad agency experience.

Some advertising sales agents work for newspapers, magazines, Internet publishers, and radio and TV stations. They sell space to advertisers.

Another source of jobs is in public relations or PR. PR is different from advertising. PR firms do not usually buy ad space. Their job is to promote a positive view of the organization they represent. PR specialists may work for PR and marketing firms, or for business, government, nonprofit organizations, or public officials.

Would I like to work in marketing and advertising?

There are many different types of jobs in advertising and marketing. In order to be successful, the following skills and abilities are very important:

- **Team work.** This in an industry where everything is done in teams. You have to possess good communications skills and work with a lot of different types of people.
- **Creativity.** People in marketing and advertising have to think of new and exciting ideas to appeal to their clients and the public. It helps to have an eye for design and to be able to come up with amusing concepts.
- **Listening.** This is one of the most powerful skills you can have. You need to understand what people want, so listening and understanding what they are telling you is critical.
- **Writing.** Very good writing skills are the foundation of every marketing campaign. This includes writing ad copy, emails, landing pages, TV spots, and scripts.
- **Time management.** You must manage your own time to meet deadlines and get the job done.
- **People skills**. This whole industry is about interacting with and influencing people. You may work with demanding clients. You need to show empathy and have an interest in others.
- **Technology.** This includes using project management software to track the progress of a campaign, or using analytic programs to measure the success of social media campaigns. There is increasing media involved in marketing and advertising every day.

There are many websites where you can go to explore what you like and what you are good at. Some useful tools include:

- O*NET Interest Profiler
  www.mynextmove/explore/ip
- Careerinfonet
  www.careerinfonet.org/skills/skills
- Specific to marketing and advertising, try
  http://www.marketingprofs.com/2/mccall5.asp

Marketing & Advertising Career Pathways

What are the career paths?

Career paths vary but a bachelor's degree is required for almost all jobs in this field. Some of the most common college majors are advertising, communications, design, journalism, public relations, marketing, and English.

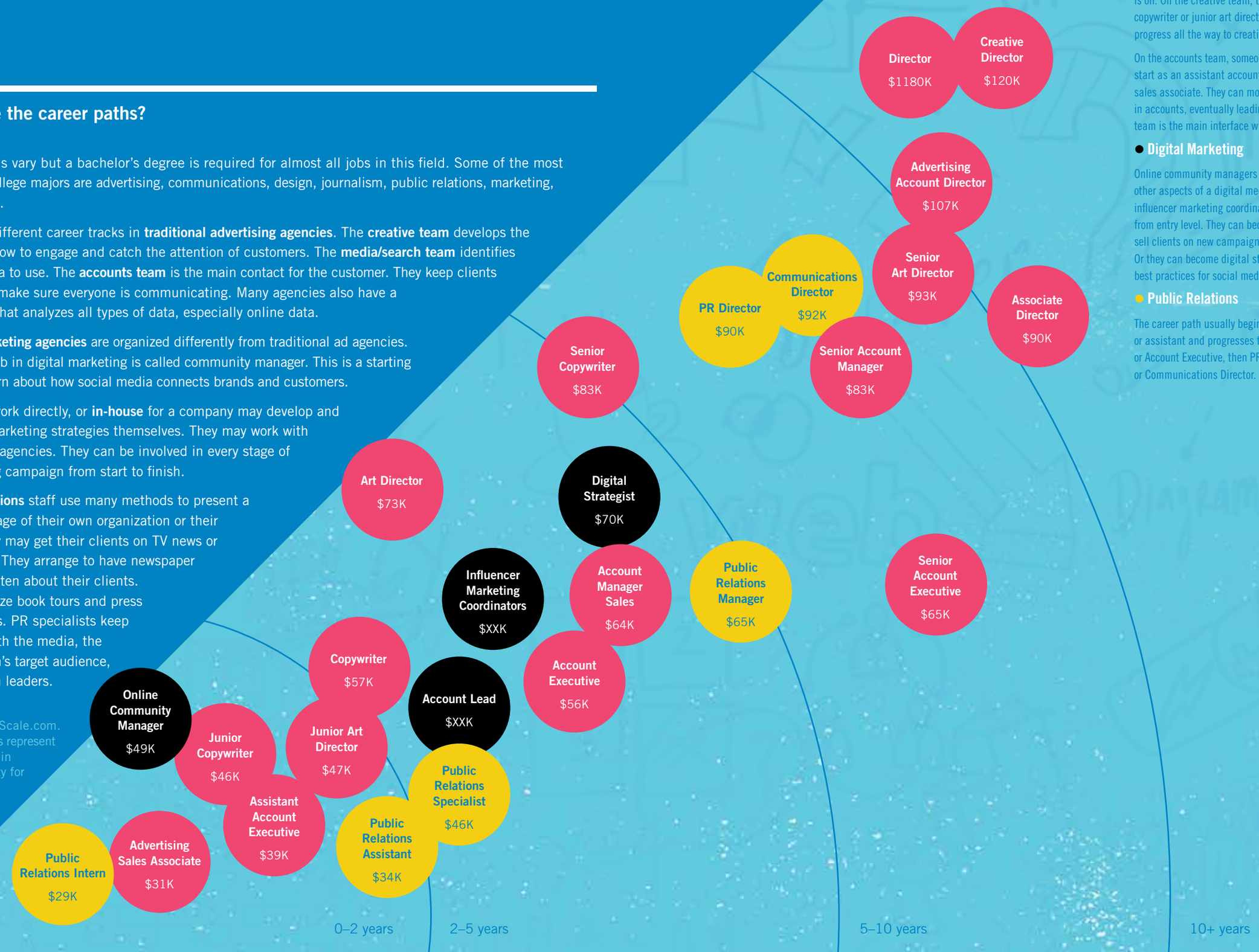
There are different career tracks in **traditional advertising agencies**. The **creative team** develops the concept—how to engage and catch the attention of customers. The **media/search team** identifies which media to use. The **accounts team** is the main contact for the customer. They keep clients happy and make sure everyone is communicating. Many agencies also have a **data team** that analyzes all types of data, especially online data.

Digital marketing agencies are organized differently from traditional ad agencies. The entry job in digital marketing is called community manager. This is a starting point to learn about how social media connects brands and customers.

Staff who work directly, or **in-house** for a company may develop and carry out marketing strategies themselves. They may work with advertising agencies. They can be involved in every stage of a marketing campaign from start to finish.

Public relations staff use many methods to present a positive image of their own organization or their client. They may get their clients on TV news or talk shows. They arrange to have newspaper articles written about their clients. They organize book tours and press conferences. PR specialists keep in touch with the media, the organization's target audience, and opinion leaders.

Source: PayScale.com. Salary figures represent median pay in New York City for each job



Advertising Agencies

Career paths in ad agencies depend on what team someone is on. On the creative team, the entry job is usually junior copywriter or junior art director. In stages, people can progress all the way to creative director.

On the accounts team, someone directly out of college might start as an assistant account executive or an advertising sales associate. They can move into more responsible roles in accounts, eventually leading to Director. The Accounts team is the main interface with customers

Digital Marketing

Online community managers can begin to specialize in other aspects of a digital media firm. They can become influencer marketing coordinators, which is one step up from entry level. They can become account leads where they sell clients on new campaign ideas and manage projects. Or they can become digital strategists, where they research best practices for social media success.

Public Relations

The career path usually begins as a public relations intern or assistant and progresses to a Public Relations Specialist or Account Executive, then PR Manager, and to PR Director or Communications Director.

How do I get my foot in the door?

Many Career & Technical Education schools and programs in New York City will prepare you for work in this field. Also, many CUNY colleges have majors in marketing and advertising. See the grid below "Where Would I Go to School…" to learn more about these programs.

To work in this field, it is important to:

Complete your bachelor's degree. A college degree is required for almost all jobs in this field.

Get an internship. While you are still in school, get an internship or volunteer to gain practical experience. Related experience managing social media — and documenting your achievements — also helps.

Consider apprenticeships. COOP is a nonprofit dedicated to recruiting and investing in public university students, including those attending CUNY. It offers a Digital Marketing Apprenticeship program that invites 16 students each year to learn technical skills and network for jobs.
Learn more: http://coop.cx/digital-marketing/.

Sharpen your writing skills. Especially if you are interested in digital media, it is important to write convincingly and keep on message with your target audience.

Be willing to put in the time. People can expect to work occasionally on evenings and weekends. The pace and amount of work will often vary depending on the stage of a marketing campaign. Agency work can be thrilling, but hours can be long and clients can be demanding. Think about this investment of your time and energy as a way to you build a pathway toward a career that aligns with your work/life goals.

Familiarize yourself with media fundamentals. Some employers, especially those with in-house teams, may expect their employees to have working knowledge of the platforms they use.

Get certified in digital marketing tools like Google Analytics and Facebook Blueprint.

New York City High Schools

BRONX	
Academy for Language and Technology	Media Communications
Bronx International High School	Web & Digital Media Communications
Longwood Preparatory Academy	Digital Communication & Media / Multimedia
Academy for Scholarship and Entrepreneurship	Marketing (NAF)
BROOKLYN	
ACORN Community HS	Web & Digital Media Communications
Brooklyn Academy for Global Finance	Academy of Global Commerce
Brooklyn Navy Yard STEAM Center	Film & Media Technology
Brooklyn Technical HS	Media
Edward R. Murrow HS	Web & Digital Media Communications
HS for Innovation in Advertising & Media	Advertising & Media Design
Midwood HS	Media Production
Williamsburg HS of Art & Technology	Web & Digital Media Communications
WH Maxwell CTE HS	Communication Media
MANHATTAN	
HS of Fashion Industries	Fashion Merchandising / Marketing, Visual & Fashion Merchandising
Manhattan Early College School for Advertising	Advertising / Communications
Urban Assembly Gateway School for Technology	Digital Design & Animation
QUEENS	
Bayside HS	Digital Art / Digital Communication
Flushing HS	Marketing
HS for Arts & Business	Web & Digital Media Communications
Newtown HS	New Media / E-commerce
Rockaway Collegiate HS	Web & Digital Media Communications
STATEN ISLAND	
Curtis HS	Media Studies, New Media
New Dorp HS	Digital Communication
Ralph McKee CTE HS	Digital Communication & Media / Multimedia
Tottenville HS	Advertising

City University of New York

	PERFORMING ARTS PRODUCTION	FILM / MEDIA PRODUCTION	COMMUNICATIONS TECHNOLOGY / DESIGN
BRONX			
Bronx Community College	Associate Degree		
Lehman College			Bachelor's Degree
BROOKLYN			
Brooklyn College		Graduate degree	Bachelor's Degree
Kingsborough Community College			Associate Degree
Medgar Evers College	Associate Degree		
New York City College of Technology	Associate Degree, Bachelor's Degree	Associate Degree, Bachelor's Degree	Associate Degree, Bachelor's Degree
MANHATTAN			
Baruch College	Non-credit-bearing certificate, Bachelor's Degree, Graduate degree	Non-credit-bearing certificate	Non-credit-bearing certificate, Bachelor's Degree
Borough of Manhattan Community College	Associate Degree	Associate Degree	Associate Degree
School of Professional Studies			Bachelor's Degree
The City College of New York	Bachelor's Degree		Graduate degree
QUEENS			
La Guardia Community College			Associate Degree
Queens College		Bachelor's Degree, Graduate degree	
York College	Bachelor's Degree		Bachelor's Degree
STATEN ISLAND			
College of Staten Island			Associate Degree

- Non-credit-bearing certificate
- Credit-bearing certificate
- Associate Degree
- Bachelor's Degree
- Graduate degree