Marketing, Advertising and PR

Career Options in Marketing, Advertising and PR

Marketing, Advertising and PR functions exist in a high percentage of businesses across all sectors. People working in this sector help organisations to connect with their audiences and promote brands, products and messages. Marketing is the overall process, while advertising and PR are both individual sub-components:

Prospects: Overview of the marketing, advertising and PR sector in the UK

TARGETJobs: What is the difference between Marketing, Advertising and PR?

Advertising: is a means of communication with the users of a product or service to deliver concepts successfully for an audience to be informed and influenced. The most popular media used for advertising are television, radio, the Internet and print, such as newspaper, magazines, etc.

Advertising Standards Authority: The Advertising Standards Authority is the UK’s independent regulator of advertising across all media. https://www.asa.org.uk/

PR: Public Relations are the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

Areas of Work

Careers in Advertising, Marketing and PR are genuinely fast-paced and exciting. The general objective of each different area of the industry is to develop and enhance public interest in a brand, organisation, person or product. Below is a list of the different aspects of all three career areas:

- Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. Read more: http://economictimes.indiatimes.com/definition/advertising
- Brand Management is the process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Brand management involves a number of important aspects such as cost, customer satisfaction, in-store presentation, and competition. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favourable to customers.
- Campaign Metrics and Research; using data to build an effective and successful marketing strategy. Read more at ‘Benchmarking’: http://www.marketingdonut.co.uk/marketing/market-research/benchmarking
Communications and Public Relations (PR): Public relations is a strategic communication process to initiate and build mutually beneficial relationship between organisations and their publics external relationships.

Community Involvement: Community marketing is a strategy that involves creating an attractive brand presence to engage with a community of existing customers. Read more at: http://www.marketing-schools.org/types-of-marketing/community-marketing.html

Content Marketing: Content marketing’s purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behaviour. It is an ongoing process.

Copywriting: A copywriter creates wording for promotions and content that gets readers to take action in relation to a product or service. Read more at: https://www.prospects.ac.uk/job-profiles/advertising-copywriter and https://www.prospects.ac.uk/job-profiles/digital-copywriter

Direct Marketing: Direct marketing is a form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service. Read more: Direct Marketing Definition | Investopedia http://www.investopedia.com/terms/d/direct-marketing.asp#ixzz4CrbmMT6X

Distribution: is the process of making a product or service available for use or consumption by a consumer or business user, using direct means, or using indirect means with intermediaries

Email Marketing: The promotion of products or services via email. Read more: Marketing terms definition: http://www.marketingterms.com/dictionary/email_marketing/

Event Management: Event management is the co-ordination, running and planning of all the people, teams and features that come together to create every kind of event.

Market research: Market research is the process of assessing the viability of a new product or service through techniques such as surveys, product testing and focus groups. Read more: Market Research Definition | Investopedia http://www.investopedia.com/terms/m/market-research.asp#ixzz4CsbEE6oc

Follow on: Investopedia on Facebook

Media Planning: Media planners identify which media platforms would best advertise a client’s brand or product. They work within advertising agencies or media planning and buying agencies. They enable their clients to maximise the impact of their advertising campaigns through the use of a range of media. Read more: Prospects – Media Planning: https://www.prospects.ac.uk/job-profiles/media-planner

Mobile Marketing: Mobile Marketing specialist website: http://mobilemarketingmagazine.com/

Public Affairs: Public affairs is a term used to describe an organisation’s relationship with stakeholders; Public Affairs consultant job profile: https://www.prospects.ac.uk/job-profiles/public-affairs-consultant

Social Media: The use of social media websites and social networks to market a company’s products and services. Social media marketing provides companies with a way to reach new customers and engage with existing customers. Read more: Social Media Marketing (SMM)
Web Design and Development: The process of a user-based approach to designing websites and on implementation through standards-based, accessible code.
Prospects overview: https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/web-design-and-development

Resources to Research Marketing, Advertising and PR Careers:

Overview of Marketing, Advertising and PR Careers
Prospects - Overview of the marketing, advertising and PR sector in the UK

Videos

Career Player – Overview of Marketing
Career Player – Overview of Public Relations

Case Studies of Marketing, Advertising and PR Professionals

Harriet Grace Goodacre Marketing Coordinator:

Videos

Tim Davies, Brand Project Director
Alex Williams, Marketing and Branding Manager
Hamish Rickman, Advertising Manager
John Beasley, Marketing Manager
Lydia, PR Executive

Entry Routes

Related degrees in specific subjects aren’t usually necessary, and employers often instead favour particular skills and attributes. Graduates who’ve studied courses that require creativity and excellent communication skills often find that they fit these roles. However, degrees in marketing, advertising, PR, media, journalism, communications or event management do demonstrate industry interest and may be advantageous for many positions.

Other useful subjects include:

- Business;
- Computer science;
- Economics;
- English;
- Information Technology (IT);

- Management;
- Mathematics;
- Psychology;
- Statistics.

You don’t need a postgraduate degree or professional training to gain entry into most marketing, advertising or PR professions. However, completing a professional course or accredited Masters degree in your desired area of work may accelerate career progression.
If you’ve studied a related degree, check if your course is accredited by a professional body. This may exempt you from having to study at entry level before taking the professional diploma or advanced award. For example, if you studied a business or marketing degree in the UK, you’ll be able to study for the Diploma in Professional Marketing with the Chartered Institute of Marketing (CIM) without having to take the certificate course first.

Further study in marketing, advertising or PR can fit around your work, thanks to distance or online courses. Many companies offer support for employees who are studying professional qualifications, and some graduate schemes finance training too.

**Further Study**

Durham University – [MSc Marketing 1 year full time course](#)

Lancaster University – [MSc Marketing 1 year full time course](#)

University of Bath – [MSc Marketing 1 year full time course](#)

Royal Holloway, University of London – [MSc Marketing 1 year full time course](#)

[London School of Public Relations](#)

**Further Study at Loughborough University**

Loughborough University. School of Business and Economics - [MSc Marketing 1 year full time course](#)

**Finding jobs and experience**

Specific websites for marketing and advertising vacancies
- Brand Republic Jobs
- The Drum Jobs
- Mad Jobs
- Marketing Week
- Media Week Jobs
- Simply Marketing Jobs

Specific websites for public relations vacancies
- Brand Republic
- Campaign
- Chartered Institute of Public Relations (CIPR)
- The Drum
- Guardian Jobs
- PR Moment
- PR Week
- Public Relations Consultants Association (PRCA)

Graduate roles in marketing, advertising and PR - [Prospects](#), [Target Jobs](#)

Other job search engines – [Guardian Jobs](#), [Indeed](#)

**Graduate Opportunities:**

Diageo [2 year marketing Programme](#): 

GlaxoSmithKline
- [Commercial Management: 2 year programme](#), (Consumer healthcare & Pharmaceuticals)
- [Strategic Marketing 2 -3 year programme](#): (Vaccines)

L'Oreal [Marketing Management Development Programme](#)
Typical Employers

Notable marketing and advertising agencies include:
- AMV BBDO
- BD Network
- Saatchi & Saatchi
- Bell Pottinger
- Brunswick Group
- Edelman
- Finsbury
- Freuds
- FTI Consulting
- Grayling
- Hill+Knowlton Strategies
- MSLGROUP
- Weber Shandwick
- B2B International
- GfK
- Ipsos MORI
- Millward Brown
- Mintel
- TNS

Related extracurricular activities at Loughborough

- Loughborough Enterprise
- Enactus
- The Glendonbrook Centre for Enterprise Development

Sector and Labour Market Information

You can keep up to date with the latest news from a range of sources including:

Resources at Loughborough

- **Graduate Destinations:** Research the destinations of graduates from a range of SBE courses to give you ideas for possible roles in organisations that have employed Loughborough Business and Economics graduates
- **Academic Librarian:** The Academic Librarian for the School of Business and Economics is Louise Fletcher, who can help you with research skills and identifying resources to research career sectors and companies.

Websites & Articles

**Marketing & Advertising**
- Marketing Week
- The Drum
- Advertising Age
- Brand Republic
- Mashable
- MarketingProfs
- TechCrunch
- eMarketer
- Cynopsis

**Public Relations**
- ICCO
- IPRA
- IABC
- PR Week
Professional bodies

CIM – Chartered Institute of Marketing: The Chartered Institute of Marketing is a UK-based professional body offering training and qualification in Marketing and related subjects, focused on Marketing and Sales for business; together with ongoing support for members. [http://www.cim.co.uk/](http://www.cim.co.uk/)

Advertising Standards Authority: The Advertising Standards Authority is the UK's independent regulator of advertising across all media. [https://www.asa.org.uk/](https://www.asa.org.uk/)

Public Relations Consultants Association [http://www.prca.org.uk](http://www.prca.org.uk)

Chartered Institute of Public Relations [https://www.cipr.co.uk/](https://www.cipr.co.uk/)

You may also be interested in these other careers:

- Public Affairs Consultant
- SEO Specialist
- Media Buyer
- Advertising Account Planner
- Digital Marketer
- Sales Promotion Account Executive
- Market Researcher