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. See the links below to find out more about each area;

Prospects: [Overview of Marketing, Advertising & PR sector in the UK](#)

Target Jobs: [What is the Difference Between Marketing, Advertising & PR?](#)

Definitions

Marketing: Refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.

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.

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**: A form of marketing communication used to promote or sell something, usually a business's product or service. Read more [here](#)
- **Brand management:** A function of marketing that uses techniques to increase the perceived value of a product line or brand over time. Effective brand management enables the price of products to go up and builds loyal customers. To find out more, have a read [here](#)
- **Campaign Metrics and Research:** Using data to build an effective and successful marketing strategy. You can find out more [here](#)
- **Community Involvement:** A strategy that involves creating an attractive brand presence to engage with a community of existing customers. Read more [here](#)
- **Copywriting:** Creating wording for promotions and content that gets readers to act in relation to a product or service.
- **Direct Marketing:** A form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service. [This page](#) will tell you more.
- **Distribution:** 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. Find out more on [this page](#).

- **Event Management:** The co-ordination, running and planning of all the people, teams and features that come together to create every kind of event.
- **Market research:** The process of assessing the viability of a new product or service through techniques such as surveys, product testing and focus groups. Here's more on market research.
- **Media Planning:** Identifies which media platforms would best advertise a client's brand or product. They enable their clients to maximise the impact of their advertising campaigns using a range of media.
- **Mobile Marketing:** An online marketing technique focused at reaching a specific audience on their smartphones, tablets, or any other related devices through email, SMS, social media, or other mobile applications.
- **Public Affairs:** describes an organisation's relationship with stakeholders.
- **Social Media:** the use of social media websites and networks to market a company's products and services. Provides a way to reach new customers and engage with the existing ones. Read more on Social Media Marketing.
- **Web Design & Development:** The process of a user-based approach to designing websites and on implementation through standards-based, accessible code. This is a useful link to help you explore what you can do.

Finding Jobs and Experience

Marketing and Advertising
- The Drum Jobs
- Mad Jobs
- Marketing Week
- Media Week Jobs
- Simply Marketing Jobs

Public Relations
- Campaign
- Chartered Institute of Public Relations (CIPR)
- Guardian Jobs
- PR Moment
- PR Week
- Public Relations Consultants Association (PRCA)