People with careers in Marketing Communications and Promotion obtain, coordinate and implement marketing strategies, advertising, promotion and public relations activities. Because of the importance and high visibility of their jobs, these individuals are prime candidates for advancement.

There are more than 1.2 million jobs in marketing and communications. These jobs are expected to grow faster than the average, especially for public relations and management services. The median annual salary for marketing managers is $71,240, while starting salaries for advertising majors average $29,700.