

Let's look at Advertising and Marketing

When a company is selling goods or a service, it needs to let its 'customers' know about them. That means getting interesting messages to future customers, to encourage them to buy their goods (products) or use their services.

The commercials you have seen on television, heard on the radio, seen in papers, comics and magazines, or billboards at the side of the road and even on bus backs are all examples of advertising and marketing.

Good advertising and marketing means knowing the product well, but also understanding the customer.

It's a very varied job and can involve:

- ★ Research into the customer and what sells well (what the customer will buy)
- ★ Looking at statistics (facts and figures) of what sells and what doesn't
- ★ Reading, watching and listening to all types of advertising
- ★ Creating new ideas
- ★ Writing good articles and creating advertisements
- ★ Working with, or being part of a design team (sometimes called creative).

And what skills do they need? They have to be:

- ★ Enthusiastic and quick thinking
- ★ Be good with numbers, money and budgets
- ★ Be creative and imaginative
- ★ Be a good communicator – write and speak well
- ★ Be able to work in team
- ★ Work well under pressure and to tight deadlines.

There is a standard working week, but with tight deadlines they often have to work extra-long hours to get the job done!



Salaries vary greatly but a junior could be starting at £18,000 to £20,000, working up to a Director, who could earn from £80,000 to over £120,000.

