ADVERTISING, MARKETING AND PR

**Marketing** is the overall process of communicating and delivering products to a target audience through the 4 ‘P’s’ of the marketing mix (product, price, place and promotion). Advertising and public relations are parts of the promotion process.

Marketing roles such as marketing executive can include coming up with new ideas to market a product and market researchers conduct interviews and market research. Advertising can involve working on the creative side, developing the concepts, words and artwork, or on the account management side, liaising with the clients or media planning. Public relations is about reputation management and can involve writing press releases and organising events.

**Roles and activities** can vary between organisations but you are most likely either to work in-house for an organisation or be employed by an agency. Some of the big companies in this area include:

- WPP
- Saatchi & Saatchi
- Bell Pottinger
- Millward Brown
- Mintel
- Edelman

This sector is extremely popular with graduates meaning that **work experience** is really important. Many large organisations advertise paid summer internships for students and graduates but speculative applications to smaller companies can be more productive particularly for initial work experience. Networking is also helpful for identifying useful contacts and potential vacancies. Social media and LinkedIn are also useful for job searching in this area.

As a first step, get involved in a marketing or communications role within your students’ union, or university club or society. Student media is also a good way of developing and evidencing your writing skills. Voluntary organisations may have opportunities for marketing or PR activities so it is worth approaching local charities for some work experience as this is also a good way of making a start in the industry.

**Key Resources**

- **Creative Skillset**
  
  Is the industry skills body for the creative industries and includes sections on advertising, marketing and communications with careers advice on routes into the industry and explanations of the job roles involved.

- **Prospects**
  
  Includes an overview of the job market in advertising, marketing and PR, and advertises graduate and internship roles in the sector.

- **Target Jobs**
  
  Has a guide to careers in marketing, advertising and PR and advertises graduate and internship roles in the sector.

- **IPA – Institute for practitioners in advertising**
  
  Includes the AdMission section which is a portal to graduate job opportunities in the advertising industry. Also has industry news, careers advice and job adverts for both internships and graduate schemes.

Access this page and more industries at [reading.ac.uk/careers/resources](http://reading.ac.uk/careers/resources)
CIM Chartered Institute Of Marketing – Get into Marketing
Includes sections on ‘What is marketing?’ ‘Why a career in marketing?’ and ‘How to get into marketing’

Charted Institute of Public Relations
Has an extensive careers section including a guide to careers in public relations

CIPR Jobs
Chartered Institute of Public Relations jobs site

Campaign
Advertises jobs in marketing, media, and advertising and is also good for marketing trends and understanding what is going on in the industry.

Marketing Week and PR Week, advertise jobs by sector, level and location and are good places to keep up to date with what’s going on in the industry

You may also be interested in...

- Creative Arts
- Media and Publishing