

# Advertising, Marketing and Public Relations Managers

**Job Description:** Duties revolve around planning, organizing, directing, controlling, and evaluating the work of departments involved in implementing advertising campaigns, marketing strategies and maintaining public relations in an organization.

**Wage Range:** \$23.08 - \$76.92



**BC Labour Market Outlook 2021-2031:** Over 4,140 job openings throughout BC

- [Click here](#) to visit the WorkBC labour market outlook site

**Future Opportunities:**

Senior Management Positions

**Skills and Competencies Courses:** Skills and competencies such as speaking, persuasion, collaboration and time management are what employers look for in their employees. These skills transfer over to a wide variety of job market sectors and are valuable for everyone. *Click on the course titles below for more information:*

- [Mastering Public Speaking](#)
- [Time Management](#)
- [Communication Strategies](#)
- [Persuasive Communication](#)
- [Critical Thinking](#)
- [Collaborative Problem Solving](#)

Online-Self Directed	Online Instructor Lead	Virtual Face to Face	Instructor Support Add on	In Class Face to Face
●	●		●	
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●
●	●	●	●	●

**Exploratory Courses:** These courses are a great start for those who are interested in pursuing a career as advertising, marketing, and public relations managers. *Click on the course titles below for more information:*

- [Digital Marketing Suite](#)
- [Marketing Your Business on the Internet](#)
- [Small Business Marketing on a Shoestring](#)
- [Online Marketing Communications Suite](#)
- [Business Marketing Writing](#)
- [Effective Selling](#)

Online-Self Directed	Online Instructor Lead	Virtual Face to Face	Instructor Support Add on	In Class Face to Face
	●		●	
●	●		●	
●	●		●	
	●		●	
●	●		●	
●	●		●	

**Professional Development:** These courses are for those who are currently working or have worked as advertising, marketing and public relations managers that would like to advance in position and/or would like to grow their knowledge base. *Click on the course titles below for more information:*

- [Presentation Skills Suite](#)
- [Six Sigma: Total Quality Applications](#)
- [Leadership](#)
- [Fundamentals of Supervision and Management](#)
- [Advanced Leadership Development](#)
- [Speaking as a Leader](#)

Online-Self Directed	Online Instructor Lead	Virtual Face to Face	Instructor Support Add on	In Class Face to Face
	●		●	
●	●		●	
●	●		●	
●	●		●	
	●	●	●	
	●	●	●	

**Online-Self Directed Offering:** These courses are for those who have moderate computer experience and want to be able to fit course work around their schedules. These courses are entirely done online with most courses having a 3-month completion time frame. (with some exceptions) These courses can be enrolled in at any time.

**Online Instructor Lead:** These courses have a structured schedule and are instructor lead. This is a great option for those who have time in the schedules and who need some support of an instructor

**Virtual Face to Face:** These courses have a structured schedule and are conducted like a more traditional face to face course that allows instructor and students to communicate in real time and collaborate together in break out rooms.

**Instructor Support Add On:** These courses can have the option of instructor support added on to the course itself. This is the perfect option for those are new to online courses or just need a bit of extra support and check ins. This option would have more of a structured schedule.

**In Class Face to Face:** These courses are delivered in the traditional classroom setting. This option is great for courses that have hands on components as well as deeper discussions, role play and a more personal setting.

**Customized Private Group Training:** If you have a group of people that you want to train at one time, you can have a class that is just for your group. This can be for one course or a group of courses. Group trainings can also be customized to fit the needs of your group.