



CAREER PROFILES

Professional Occupations in Advertising, Marketing, and Public Relations:

Professionals in advertising, marketing, and public relations include Specialists in advertising, marketing, and public relations who analyze, develop, and implement communication and promotion strategies and information programs. They also analyze advertising needs and develop appropriate advertising and marketing plans, publicize activities and events, and maintain media relations on behalf of businesses, governments and other organizations, and for performers, athletes, writers, and other talented individuals.

Wage/Salary Information:

\$78,000 is the median annual salary found in local job-postings.

\$28.28/hour is the median wage reported locally.

Commonly Listed Skills in Job Postings:

- Oral and written communication
- Creativity
- Detail oriented
- Microsoft Office
- Teamwork
- Management
- Self-motivated
- Organizational skills
- Time management
- Bilingual
- Graphic design
- Adobe
- Fundraising
- Digital marketing
- Editing
- Web design
- Problem solving
- Event planning
- Analytical skills
- Customer oriented
- Interpersonal skills
- Sales experience

Job Duties:

Specialists in advertising, marketing, and public relations assess characteristics of products or services to be promoted and advise on the advertising needs of an establishment, while also advising clients on advertising or sales promotion strategies. Specialists in advertising, marketing, and public relations develop and implement advertising campaigns appropriate for print or electronic media. They gather, research, and prepare communications material for internal and external audiences and develop, implement, and evaluate communications strategies and programs designed to inform clients, employees, and the general public of initiatives and policies of businesses, governments, and other organizations. Specialists in advertising, marketing, and public relations also conduct public opinion and attitude surveys to identify the interests and concerns of key groups served by their organization.

Communication and organization skills are both important for specialists in advertising, marketing, and public relations as they are responsible for tasks such as preparing or overseeing preparation of reports, briefs, bibliographies, speeches, presentations, websites, and press releases. They also initiate and maintain contact with the media, arrange interviews and news conferences, act as spokespersons for an organization, and co-ordinate special publicity events and promotions for internal and external audiences.

Working Conditions:

Work takes place in a conventional indoor setting.

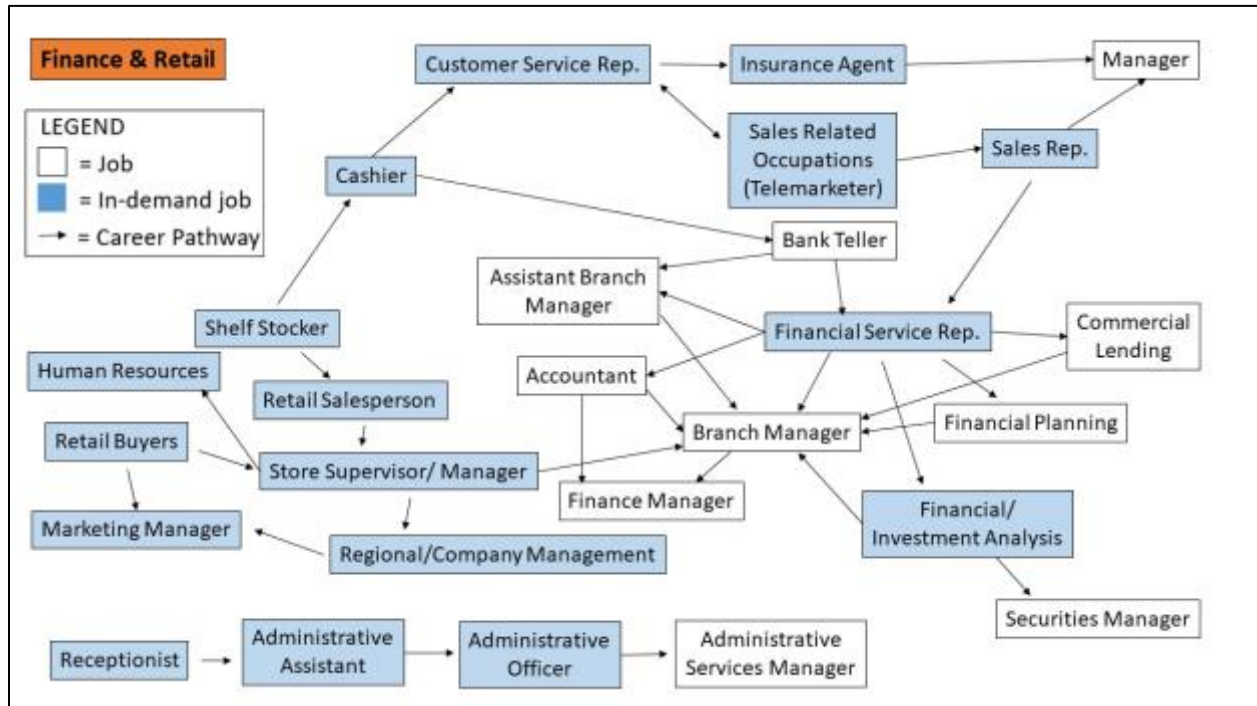
Career Pathways:

Progression to managerial positions in public relations, communications, and fundraising is possible additional training and experience.

Professionals in these fields are employed by consulting firms, advertising agencies, corporations, associations, government, social agencies, museums, galleries, public interest groups, and cultural and other organizations, or they may be self-employed. Agents such as entertainment, literary, and sports agents are included in this group of workers. Below are potential career pathways for Professionals in advertising, marketing, and public relations:

- Advertising Consultant
- Communications Officer
- Communications Specialist
- Event Marketing Specialist
- Fundraising Consultant
- Information Officer
- Literary Agent
- Media Co-Ordinator
- Media Relations Officer
- Museum Educator
- Performers Agent

- Press Secretary
- Public Affairs Officer
- Public Relations Consultant
- Publicist
- Publicity Agent



Education and Training Pathways:

If you're interested in becoming a Professional in advertising, marketing, and public relations you can acquire training/education locally at any of the following institutions.

College Boreal:

Business

Admission/Eligibility Requirements:

- OSSD, ACE certificate, or its equivalent in another province, or adult student status
- 1 French credit: FRA_{4C}, FRA_{4U}, or equivalent
- 1 mathematics credit: MCR_{3U}, MCF_{3M}, MAP_{4C}, MCT_{4C}, or equivalent

Academic Credential: Ontario College Diploma

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 4 semesters

Program Cycle: Unknown

Program Cost: Unknown

OSAP Eligible: Unknown

Location: 7515 Forest Glade Drive, Windsor, N8T 3P5

For more information on this program, please visit:

<http://www.collegeboreal.ca/programmes/business/>

Human Resources Management

Admission/Eligibility Requirements:

- College diploma (2 or 3 years) or equivalent OR
- Bachelor's Degree

Academic Credential: Graduate Certificate

Attendance: Distance Education

Full-time or Part-time: Full time

Program Length: 3 semesters

Program Cycle: Unknown

Program Cost: Unknown

OSAP Eligible: Unknown

Location: Online

For more information on this program, please visit:

<http://www.collegeboreal.ca/programmes/human-resources-management-graduate-certificate/>

St. Clair College:

Advertising & Marketing Communications Management

Admission/Eligibility Requirements: OSSD with the majority of courses at College ©, University (U), University/College (M), or Open (O) level qualify for admission to this program

Academic Credential: Three Year - Ontario College Advanced Diploma

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 3 year

Program Cycle: Unknown

Program Cost:

- Year 1: \$3,941.61
- Year 2: \$3,781.05
- Year 3: \$3,804.05
- Total: \$11,526.71 (2017/18)

OSAP Eligible: Yes

Location: 201 Riverside Drive West, Windsor, N9A 5K4

For more information on this program, please visit:

<http://www.stclaircollege.ca/programs/postsec/advertising/>

Business – Marketing

Admission/Eligibility Requirements: OSSD with the majority of courses at College ©, University (U), University/College (M), or Open (O) level qualify for admission to this program

Academic Credential: Two Year - Ontario College Diploma

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: full-time

Program Length: 2 year

Program Cycle: Unknown

Program Cost:

- Year 1: \$3,941.61
- Year 2: \$3,804.05
- Total: \$7,745.66 (2017/18)

OSAP Eligible: Yes

Location: 2000 Talbot Road West, Windsor, N9A 6S4

For more information on this program, please visit:

http://www.stclaircollege.ca/programs/postsec/business_marketing/

Business Administration – Human Resources

Admission/Eligibility Requirements: OSSD with the majority of courses at College ©, University (U), University/College (M), or Open (O) level qualify for admission to this program

Academic Credential: Three Year - Ontario College Advanced Diploma

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 3 years

Program Cycle: Unknown

Program Cost:

- Year 1: \$3,941.61
- Year 2: \$3,781.05
- Year 3: \$3,804.05
- Total: \$11,526.71 (2017/18)

OSAP Eligible: Yes

Location: 2000 Talbot Road West, Windsor, NgA 6S4

For more information on this program, please visit:

http://www.stclaircollege.ca/programs/postsec/busadmin_hr/

Business Administration – Marketing

Admission/Eligibility Requirements:

- OSSD with the majority of courses at College ©, University (U), University/College (M), or Open (O) level qualify for admission to this program, or;
- Mature Student Status

Academic Credential: Three Year - Ontario College Advanced Diploma

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 3 years

Program Cycle: Unknown

Program Cost:

- Year 1: \$3,941.61
- Year 2: \$3,781.05
- Year 3: \$3,804.05
- Total: \$11,526.71 (2017/18)

OSAP Eligible: Yes

Location: 2000 Talbot Road West, Windsor, N9A 6S4

For more information on this program, please visit:

http://www.stclaircollege.ca/programs/postsec/busadmin_marketing/

Journalism

Admission/Eligibility Requirements: OSSD with the majority of courses at College ©, University (U), University/College (M), or Open (O) level qualify for admission to this program

Academic Credential: Two Year - Ontario College Diploma

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 2-year diploma

Program Cycle: Unknown

Program Cost:

- Year 1: \$3,941.61
- Year 2: \$3,804.05
- Total: \$7,745.66 (2017/18)

OSAP Eligible: Yes

Location: 275 Victoria Avenue, Windsor, N9A 6Z8

For more information on this program, please visit:

<http://www.stclaircollege.ca/programs/postsec/journalism/>

Public Relations

Admission/Eligibility Requirements: OSSD with the majority of courses at College ©, University (U), University/College (M), or Open (O) level qualify for admission to this program

Academic Credential: Two Year - Ontario College Diploma

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 2-year diploma

Program Cycle: Unknown

Program Cost:

- Year 1: \$3,941.61
- Year 2: \$3,804.05
- Total: \$7,745.66 (2017/18)

OSAP Eligible: Yes

Location: 275 Victoria Avenue, Windsor, N9A 6Z8

For more information on this program, please visit:

http://www.stclaircollege.ca/programs/postsec/public_relations/

[triOS College:](#)

Business Administration

Admission/Eligibility Requirements:

- High School Graduation Diploma or Mature Student Status
- In addition, an entrance assessment must be successfully passed

Academic Credential: Business Administration Diploma

Professional Certification: Unknown

Attendance: In-Person

Full-time or Part-time: Full-time

Program Length: 34 weeks (850 hours)

Program Cycle: Unknown

Program Cost: Unknown

OSAP Eligible: Unknown

Location: 7610 Tecumseh Road East, Windsor, N8T 1E9

For more information on this program, please visit:

<http://www.trios.com/career/?Section=DiplomainBusinessAdministration>

[University of Windsor:](#)

Business Administration

Admission Requirements:

- Mean Admissions Average: 83%
- Minimum Admissions Average: 73% (without co-op and 78% (with co-op) ENG4U and one Grade 12U math with a mark of at least 70%
- For second-year Odette School students: minimum of 75% average (Students must obtain major average of 70%+ and cumulative average of 65%+, and successfully complete three paid work terms to remain in Co-op program) (Only one outstanding grade of lower than 50% is permitted)

Academic Credential: Degree - Bachelor of Commerce

Professional Certification: Opportunity for Information Systems Concentration and Certificate

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 4 years

Program Cycle: Intake for Fall, Winter, Summer

Program Cost: *\$10867.86

OSAP Eligible: Yes

Location: 401 Sunset Avenue, Windsor, N9B 3P4

For more information on this program, please visit:

<http://odette.uwindsor.ca/programs-available>

Business Administration and Computer Science

Admission Requirements:

- Mean Admissions Average: 83%
- Minimum Admissions Average: 73% (without co-op and 78% (with co-op) ENG4U and one Grade 12U math with a mark of at least 70%
- For second-year Odette School students: minimum of 75% average
- (Students must obtain major average of 70%+ and cumulative average of 65%+, and successfully complete three paid work terms to remain in Co-op program) (Only one outstanding grade of lower than 50% is permitted)

Academic Credential: Degree - Bachelor of Commerce

Professional Certification: Opportunity to Concentrate and receive Certificate in Marketing, Human Resources Management, Finance, Accounting, and Information Systems

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 4 years

Program Cycle: Intake for Fall, Winter, Summer

Program Cost: *\$10867.86

OSAP Eligible: Yes

Location: 401 Sunset Avenue, Windsor, N9B 3P4

For more information on this program, please visit:

<http://www.uwindsor.ca/studentrecruitment/333/business-administration-honours-and-computer-science-optional-co-op>

Business Administration and Economics

Admission Requirements:

- Mean Admissions Average: 83%
- Minimum Admissions Average: 73% (without co-op and 78% (with co-op) ENG4U and one Grade 12U math with a mark of at least 70%
- For second-year Odette School students: minimum of 75% average
- (Students must obtain major average of 70%+ and cumulative average of 65%+, and successfully complete three paid work terms to remain in Co-op program) (Only one outstanding grade of lower than 50% is permitted)

Academic Credential: Degree - Bachelor of Commerce

Professional Certification: Opportunity to Concentrate and receive Certificate in Marketing, Human Resources Management, Finance, Accounting, and Information Systems

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 4 years

Program Cycle: Intake for Fall, Winter, Summer

Program Cost: *\$10867.86

OSAP Eligible: Yes

Location: 401 Sunset Avenue, Windsor, N9B 3P4

For more information on this program, please visit:

<http://odette.uwindsor.ca/programs-available>

Communication, Media, and Film

Admission Requirements:

- Mean Admission Average: 78%
- Minimum Admission Average: 70%
- ENG4U required. New double majors can be created. You will need to meet the admission requirements for both subjects of major interest.

Academic Credential: BA (Honours) Communication, Media, and Film

Professional Certification: Unknown

Attendance: In-person

Full-time or Part-time: Full-time

Program Length: 4 years

Program Cycle: Intake for Fall, Winter, Summer

Program Cost: *\$7380.86/year

OSAP Eligible: Yes

Location: 401 Sunset Avenue, Windsor, N9B 3P4

For more information on this program, please visit:

<http://www1.uwindsor.ca/communications/>

***Disclaimer:** The educational institution reserves the right to change information without notice, and may result in discrepancies between their information and the information presented above. If any errors are found, please report them to info@workforcewindsor.com.*