



Pathway: Advertising, Public Relations & Social Media

Get the Facts:

Advertising involves planning, directing, or coordinate advertising policies and programs or producing collateral materials to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Public Relations Specialists engage in promoting or creating an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May also engage in fundraising, plan, direct, or coordinate activities to solicit and maintain funds for special projects or nonprofit organizations.

Social Media Marketing is the use of social media platforms and websites to promote a product or service. It includes the management of the implementation of a marketing campaign and setting the scope and the establishment of a firms desired social media "culture" and "tone"

Workforce Trends:

Employment in Advertising, Public Relations and Social Media Marketing is projected to GROW 9 percent from 2014 to 2024, faster than the average for all occupations. The need for organizations to maintain their public image will continue to drive employment growth.

Pathway is:

- High demand
- Medium to High wage
- High skill

Occupation Outlook:



The Utah statewide annual median wage:

Advertising Sales Agent	\$48,070
Advertising Manager	\$66,510
Public Relations Specialist	\$52,360
Social Media Specialist	\$56,900

Sample Career Occupations:

- Advertising Sales Agent
- Advertising Manager
- Public Relations Specialist
- Public Relations/Fundraising Managers
- Social Media Specialist
- Promotions Manager

College and Career:

There are a number of options for education and training beyond high school, depending on your career goals.

- BYU – BS Communication—Advertising emphasis BS Communication—Public Relations emphasis
- BYUI – BS Communication—Advertising emphasis BS Communication—Public Relations emphasis
- USU – BS Journalism—Public Relations/Corporate Communications emphasis
- WSU – BS Public Relations & Advertising w/5 tracks—Copy Writing, Health Care Public Relations, Int'l Public Relations, Marketing, & Visual Communication
- U of U – BS Communication—Strategic Communication emphasis
- UVU – BS Communication—PR emphasis
- SUU – BS Communication—Strategic Communication emphasis
- DSU – BS Media Studies—Strategic Communication emphasis; BS Media Studies—Social Media emphasis;
- LDSBC – AAS Social Media Marketing
- SLCC – AAS Media Studies & Journalism
- SNOW – AS Communications—PR emphasis