Marketing practices have evolved with technology to take advantage of the opportunities presented by email, social media, website development, and smartphone connectivity. Today’s marketers must incorporate these new pillars of customer outreach to boost awareness and sales.

**Key Findings**

The latest trends in internet marketing revolve around constant consumer engagement by mobile and tailoring approaches to consumer preferences. Consumer data analysis makes this possible.

Search: marketing strategists are part of an emerging specialization, where discoverability of products and applications is critical for consumer outreach.

Orange County’s strengths in tech consulting make it an ideal home for marketing professionals.

**Most Important Tasks and Duties**

1. Plan, direct, or coordinate advertising policies and programs or produce collateral material such as posters, contests, or sweepstakes.
2. Seek and provide information to help companies determine their position in the marketplace.
3. Inspect layouts and advertising copy and scripts; audio and video tapes and other promotional material for adherence to specifications.
4. Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.
5. Gather and organize information to plan advertising campaigns.

**Judgment and Decision-Making**

Active Listening, Oral Comprehension, Written Comprehension

**Analyzing Data or Information**

Critical Thinking, Analytical Thinking, Initiative

**Getting Information**

Design Skills, Integrity

**Getting Information**

Interpreting Outcomes from Campaigns

**Top Skill Sets**

English Language, Administration and Management, Customer and Personal Service, Sales and Marketing, Computers and Electronics

**Employment Overview**

<table>
<thead>
<tr>
<th>California</th>
<th>Marketing Managers</th>
<th>Market Research Analysts and Marketing Specialists</th>
<th>Public Relations Specialists</th>
<th>Computer Occupations, All Other</th>
<th>Advertising and Promotions Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange County</td>
<td>ANNUAL SALARY $147,072</td>
<td>$72,805</td>
<td>$64,537</td>
<td>$76,455</td>
<td>$126,311</td>
</tr>
<tr>
<td>PROJECTED GROWTH</td>
<td>2010-2020</td>
<td>12.3%</td>
<td>36.0%</td>
<td>17.6%</td>
<td>14.6%</td>
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<tr>
<td>California</td>
<td>ANNUAL SALARY $154,376</td>
<td>$78,004</td>
<td>$72,226</td>
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<tr>
<td>PROJECTED GROWTH</td>
<td>2010-2020</td>
<td>18.3%</td>
<td>45.8%</td>
<td>21.3%</td>
<td>12.6%</td>
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<tr>
<td>United States</td>
<td>ANNUAL SALARY $133,700</td>
<td>$67,810</td>
<td>$61,020</td>
<td>$83,260</td>
<td>$112,870</td>
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<tr>
<td>PROJECTED GROWTH</td>
<td>2010-2020</td>
<td>12.0%</td>
<td>31.6%</td>
<td>12.0%</td>
<td>13.8%</td>
</tr>
</tbody>
</table>

* Right Outlook: occupations are projected to grow rapidly; the next decade, will have large numbers of job openings, or are new-emerging occupations according to the U.S. Department of Labor.
** Includes Business Intelligence Analysts and Search Marketing Strategists

**Related Coursework**

Marketing & Communications Certificate Program
Social Media Specialized Studies Program
Web Intelligence Certificate Program
Big Data Specialized Studies Program