Both functions are essential to communicating the value of a company's products and managing customer/stakeholder relationships. Marketing can take the form of advertising, events, or promotional deals. Communications can refer to public relations, customer outreach, and B2B relations.

### Key Findings

- **Successful marketing** requires mastery of new technology, skilled writing, and leadership for moving projects forward.
- **Marketing and communications work** requires a bachelor's degree or greater; continuing education opportunities are essential to job growth.
- **Orange County's public relations job growth** is slightly ahead of the overall occupational average.

### Most Important Tasks and Duties

1. **Respond to requests for information** from the media or designate an appropriate spokesperson or information source.
2. **Write press releases or other media communications to promote clients.**
3. **Establish or maintain cooperative relationships** with representatives of community, consumer, employee, or public interest groups.
4. **Plan or direct development or communication of programs to maintain favorable public or stockholder perceptions of an organization's accomplishments, agenda, or environmental responsibility.**

### Educational Level by Type

- Bachelor's, 92%
- Master's Degree, 8%

### Key Traits

- **Active Listening**
- **Oral Comprehension**
- **Attention to Detail**
- **Time Management**
- **Persistence**
- **Leading**
- **Coordinating**
- **Integrity**
- **Getting Information**
- **Making Decisions**
- **Speaking**
- **Dependability**
- **Familiarity with Communication Platforms**
- **Interacting with Computers**

### Top Skill Sets

- Communications and Media
- English Language
- Sales and Marketing
- Customer and Personal Service
- Administration and Management

### Employment Overview

<table>
<thead>
<tr>
<th>California EDD: 6084</th>
<th>Marketing Managers</th>
<th>Meeting Convention and Event Planners*</th>
<th>Market Research Analysts and Marketing Specialists*</th>
<th>Survey Researchers</th>
<th>Public Relations Specialists</th>
<th>Advertising Sales Agents</th>
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<tbody>
<tr>
<td>ORANGE COUNTY</td>
<td>$137,012</td>
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</tbody>
</table>

*Bright Outlook*: occupations are expected to grow rapidly in the next decade will have large numbers of job openings, or are among the fastest growing occupations according to the U.S. Department of Labor.

### Related Coursework

- Social Media Specialized Studies Program
- Web Intelligence Certificate Program
- Meeting & Events Management Specialized Studies Program
- Digital Marketing Certificate Program

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