









MARKETING & ADVERTISING

RELATED CAREERS

Marketing & Advertising is part of both the Marketing as well as Arts, Audio/Video Technology, and Communications career clusters. Careers in Marketing involve promoting and selling products and services. Careers in Arts, Audio/Video Technology, and Communications involve creative tasks, such as performing or writing.

CAREER TITLE	MID-RANGE ANNUAL SALARY IN SD	SD PROJECTED ANNUAL OPENINGS	DEGREE TYPICALLY ACQUIRED
<p>GRAPHIC DESIGNER <i>HOT CAREER IN SD</i></p> <p>Design or create graphics to meet specific commercial or promotional needs, such as packaging, displays, or logos. May use a variety of mediums to achieve artistic or decorative effects.</p>	\$29,700 – \$44,900	96	 ASSOCIATE OR  BACHELOR
<p>COPY WRITER/CONTENT CREATOR</p> <p>Originate and prepare written material, such as scripts, stories, advertisements, and other material.</p>	\$34,800 – \$59,300	19	 BACHELOR
<p>DIGITAL AND SOCIAL MEDIA STRATEGIST</p> <p>Promote or create an intended public image for individuals, groups, or organizations. May write or select material for release to various communications media. May specialize in using social media.</p>	\$43,300 – \$66,900	79	 BACHELOR
<p>CREATIVE DIRECTOR</p> <p>Formulate design concepts and presentation approaches for visual productions and media, such as print, broadcasting, video, and film. Direct workers engaged in artwork or layout design.</p>	\$56,600 – \$81,700	5	 BACHELOR
<p>MARKETING DIRECTOR</p> <p>Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.</p>	\$118,500 – \$198,500	8	 GRADUATE