

Career Information – Marketing & Advertising

Marketing is concerned with identifying consumer demand relative to a product or service and developing ways in which consumers can purchase these in the optimum amounts to make your company profitable. This involves analysing market research, distribution, design of the product, place (i.e. where to sell it), pricing and promotion – also known as the 4 'Ps'.

Companies who want to advertise their products or initiatives will often go to an advertising agency for help. The agency then conducts research, plans and creates adverts on their behalf. Advertising agencies use a variety of different media (TV, radio, billboards, websites, virals etc.) to persuade an audience to buy things or take certain actions. Many advertising agencies offer an integrated advertising service while some smaller agencies specialise in niche areas, such as [digital or online advertising](#).

Learn from people in the industry discuss what the difference between marketing and advertising [here](#)

Hear from a student at Coventry University about his placement during his BA Advertising and Marketing course [here](#)

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Resources to help you discover a careers in Marketing and Advertising

[Marketing Manager Careers Profile](#)

[What is Marketing?](#)

[Digital Marketing Apprenticeship from QA Apprenticeships](#)

[Careers in Advertising](#)

[Careers in Marketing Advertising and PR](#)

[Tips to get a job in advertising](#)

[Advertising Degrees and Careers](#)

Media Agencies to explore

[MediaCom](#)

[Carat UK](#)

[MEC UK](#)

[GroupM](#)

Information about Social Media Marketing

[Careers Paths for SMM](#)

[Social Media Manager](#)

[Work and Social Media](#)