Advertising/Promotions/ Marketing Manager

Snapshot

Career Cluster(s): Arts, A/V Technology & Communications; Business, Management & Administration; Human Services; Marketing

Interests: Sales; Advertising; Marketing; Creativity

Earnings (Yearly Average): $133,380

Employment & Outlook: Faster Than Average Growth Expected

OVERVIEW

Sphere of Work

Advertising, promotions, and marketing managers plan programs to generate interest in products or services. They work with art directors, advertising sales agents, and financial staff members. They may work for a firm or agency or be self-employed. They may apply their talents to a wide array of products and services, or focus on certain markets. They may oversee the implementation of marketing strategies that rely on artificial intelligence (AI), such as targeted advertising.

Marketing team at work. Photo via iStock/PeopleImages. [Used under license.]

Work Environment

Advertising, promotions, and marketing managers typically work in an office, and often work closely with the company's top executives. They may regularly travel to meet with clients.

artists may work additional hours to meet deadlines. Those who are self-employed usually determine their own schedules, although those employed in forensics may be on call.

Profile

Working Conditions: Both Inside and Outside
Physical Strength: Medium Work; Varies
Education Needs: On-the-Job Training; Bachelor's Degree
Licensure/Certification: Usually Not Required
Opportunities for Experience: Internship; Apprenticeship; Volunteer Work; Part-Time Work
Interest Score: ARE

Occupation Interest

Professional craft and fine artists are creative individuals by nature and have a desire to not only share their creations, but to turn their passion into a source of income. Over half of all craft and fine artists are self-employed, meaning these individuals must have a drive to succeed in a crowded and highly entrepreneurial field. In many cases, they should expect to work another job to make a living wage.

A Day in the Life—Duties and Responsibilities

Artists create objects that are beautiful, thought provoking, and sometimes shocking. They often strive to communicate ideas or feelings through their art.

Duties and Responsibilities

- Using techniques such as knitting, weaving, glassblowing, painting, drawing, and sculpting
- Developing creative ideas or new methods for making art
- Creating sketches, templates, or models to guide work
- Selecting materials to use based on color, texture, strength, and other criteria
- Shaping, joining, or cutting materials for a final product
- Using visual techniques, such as composition, color, space, and perspective, to produce desired artistic effects
- Developing a portfolio that highlights artistic style and ability to show to gallery owners and others
- Displaying work at auctions, craft fairs, galleries, museums, and online marketplaces
- Completing grant proposals and applications to obtain financial support for projects

Craft artists work with many different materials, including ceramics, glass, textiles, wood, metal, and paper. They use these materials to create unique pieces of art, such as pottery, quilts, stained glass, furniture, jewelry, and clothing. Many craft artists also use fine art techniques—for example, painting, sketching, and printing—to add finishing touches to their products.

Fine artists typically display their work in museums, in commercial or nonprofit art galleries, at craft fairs, in corporate collections, on the Internet, and in private homes. Some of their artwork may be commissioned (requested by a client), but most is sold by the artist or through private art galleries or dealers. The artist, gallery, and dealer together decide in advance how much of the proceeds from the sale each will keep.

Industrial Designer

Snapshot

Career Cluster(s): Architecture & Construction; Arts, A/V Technology & Communications; Manufacturing; Science, Technology, Engineering & Mathematics

Interests: Design; Industrial Processes; Business

Earnings (Yearly Average): $77,030

Employment & Outlook: As Fast As Average Growth Expected

OVERVIEW

Sphere of Work

Industrial designers develop the concepts for manufactured products, such as cars, home appliances, and toys. They combine art, business, and engineering to make products that people use every day. Industrial designers consider the function, aesthetics, production costs, and usability of products when developing new product concepts. This may include incorporating elements of artificial intelligence (AI), depending on the product and its end-use.

Work Environment

Industrial designers primarily work in offices, but may also travel to meet with clients, as well as locations where the product is manufactured.

Industrial designers combine art, business, and engineering to develop the concepts for manufactured products. Photo via iStock/gorodenkoff. [Used under license.]

Occupation Interest

Industrial designers are both creative and technically minded individuals who want to use their skills to create the next generation of products that people

What do you wish you had known going into this profession?

There's a big knowledge gap for me with certain detail design characteristics, and I wish I had known that gap was there. In addition, it was a huge shock to encounter bureaucracy-related waste, especially in government work. In addition, this is an age-dominated industry. There's not a lot of innovation and oftentimes I think there's too much value put on the number of years of experience a person has. That applies to both marine engineering and government. I've had to learn to work around that.

Are there many job opportunities in your profession? In what specific areas?

Yes. There's a shortage of licensed marine engineers in both the commercial and naval marine engineering markets. With a marine engineering license, you can operate commercial propulsion plants onboard ships or work shoreside in engineering fields, such as aerospace or defense engineering. Many of the systems and components you find on a ship are the same components found on other types of products, like airplanes.

How do you see your profession changing in the next five years, what role will technology play in those changes, and what skills will be required?

The biggest technological changes will be in how ships are fueled and powered. Commercial ships are seeking to lower fuel costs by using liquefied natural gas instead of diesel, and Navy ships are seeking to have more power for advanced warfighting capabilities.

What do you enjoy most about your job? What do you enjoy least about your job?

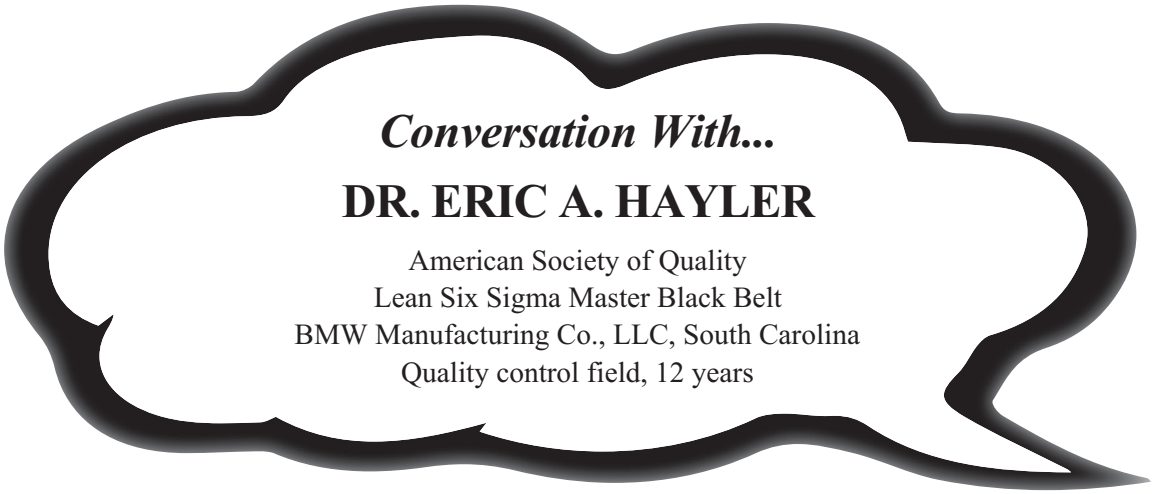
I get to choose whether I want to "geek out" on technical projects or stay on the project management side of things. There's a shortage of engineers and technical folks out there, so if somebody's willing to step up and do the technical work, organizations are willing to let you do that.

I least enjoy dealing with difficult people. When I went through engineering school, I was told that 90 percent of engineering is dealing with people and 10 percent is technical, and that's pretty much how it turned out.

Can you suggest a valuable "try this" for students considering a career in your profession?

Many of the nation's maritime universities have special days where they invite high school students to visit, get exposure to the curriculum and actually board a training ship. Take advantage of those opportunities!

This interview was originally published in 2015.



Conversation With...

DR. ERIC A. HAYLER

American Society of Quality
Lean Six Sigma Master Black Belt
BMW Manufacturing Co., LLC, South Carolina
Quality control field, 12 years

What was your individual career path in terms of education/training, entry-level job, or other significant opportunity?

I went to college to study physics, then changed to chemistry and earned my bachelor's, masters, and PhD in chemistry, all at Rutgers University. I did my post-doc at Brookhaven National Laboratory, then spent eight years in mining as a chemist for the J.M. Huber Corp. I transitioned to BMW seventeen years ago, and worked as their laboratory manager for five years. During that time I became involved with the company's Lean Six Sigma program, a method of continuous improvement, then made my jump into the quality field, which includes a number of areas: quality control, quality management, auditing, and continuous improvement.

Six Sigma started in the 1980s at Motorola; companies such as DuPont were early adopters. In the last ten to fifteen years, it's been combined with the Lean principles that were perfected at Toyota. The result is a statistics-based program to improve quality and efficiency throughout an organization; in our case, from the process of building a car to human resources to our recruiting or purchasing departments.

My background as a chemist is a natural fit with the quality profession. In the mining industry, I solved problems with chemical analysis and created test methods. I measured things and monitored how processes were running.

At BMW, imagine we were to have an issue with how a car's dashboard and trim and body fit together. We'd go back and say: What are the specifications? Does everything meet the specs? We follow a five-part process to define, measure, analyze, improve, and control. We get at the root cause of problem, act to take care of it, and take actions so the improvements are sustained.

Quality also includes the ISO management standards, a basic set of standards that third-party auditors review.