

## EMPLOYMENT AND OUTLOOK

Advertising, promotions, and marketing managers held 347,000 jobs in 2021. Overall employment of advertising, promotions, and marketing managers is projected to grow 10 percent from 2021 to 2031, about as fast as the average for all occupations.

Marketing managers will continue to be in demand as organizations use marketing campaigns to maintain and expand their market share. These managers will be sought after for their advice on crafting pricing strategies and finding new ways to reach customers.

The continued rise of electronic media will result in decreasing demand for print advertisements. The newspaper publishing industry, which employs many advertising and promotions managers, is projected to lose jobs over the next 10 years. Despite overall employment declines for advertising and promotions managers, there may be some growth in industries that rely on these workers to create digital media campaigns that target customers using websites, social media, or live chats.

Advertising, promotions, and marketing manager positions are highly desirable and are often sought by other managers and experienced professionals. With internet-based advertising becoming more important, advertising managers who can navigate the digital world should have the best prospects.

### Related Occupations

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- Advertising Sales Agent
- Art Director
- Editor
- Financial Manager
- Graphic Designer
- Market Research Analyst
- Public Relations/Fundraising Manager
- Public Relations Specialist
- Sales Manager

degree, extensive anthropological or archaeological fieldwork experience, and experience in quantitative and qualitative research methods.

### **Related Occupations**

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- Archivist/Curator/Museum Worker
- Economist
- Environmental Scientist/Specialist
- Geographer
- Historian
- Postsecondary Teacher
- Psychologist
- Sociologist
- Survey Researcher

## **MORE INFORMATION**

### **American Anthropological Association (AAA)**

2300 Clarendon Boulevard, Suite 1301  
Arlington, VA 22201  
703.528.1902  
[www.americananthro.org](http://www.americananthro.org)

### **American Association of Physical Anthropologists (AAPA)**

950 Herndon Parkway, Suite 450  
Herndon, VA 20170  
703.790.1745  
[physanth.org](http://physanth.org)

### **American Board of Forensic Anthropology (ABFA)**

[secretary@theabfa.org](mailto:secretary@theabfa.org)  
[theabfa.org](http://theabfa.org)

### **American Ethnological Society (AES)**

[cloperena@gc.cuny.edu](mailto:cloperena@gc.cuny.edu)  
[americanethnologist.org](http://americanethnologist.org)

**MORE INFORMATION****American Society of Home Inspectors (ASHI)**

932 Lee Street, Suite 101  
Des Plaines, IL 60016-6594  
847.759.2820  
[www.homeinspector.org](http://www.homeinspector.org)

**Association of Construction Inspectors (ACI)**

P.O. Box 879  
Palm Springs, CA 92263  
877.743.6806  
[support@assoc-hdqts.org](mailto:support@assoc-hdqts.org)  
[www.aci-assoc.org](http://www.aci-assoc.org)

**International Association of Certified Home Inspectors (InterNACHI)**

1750 30th Street, Suite 301  
Boulder, CO 80301  
888.422.7233  
[fastreply@internachi.org](mailto:fastreply@internachi.org)  
[internachi.org](http://internachi.org)

**International Association of Electrical Inspectors (IAEI)**

901 Waterfall Way, Suite 602  
Richardson, TX 75080  
800.786.4234  
[www.iaei.org](http://www.iaei.org)

**International Association of Plumbing and Mechanical Officials (IAPMO)**

4755 E. Philadelphia Street  
Ontario, CA 91761  
909.472.4100  
[www.iapmo.org](http://www.iapmo.org)

**International City/County Management (ICMA)**

777 N. Capitol Street NE, Suite 500  
Washington, DC 20002-4201  
800.745.8780  
[icma.org](http://icma.org)

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.

Most craft and fine artists spend their time and effort selling their artwork to potential customers and building a reputation. This can include in-person showings and online sales through marketplaces designed specifically for selling one's own art. In addition to selling their artwork, many artists have at least one other job to support their craft or art careers.

Some artists work in museums or art galleries as art directors or as archivists, curators, or museum workers, planning and setting up exhibits. Others teach craft or art classes or conduct workshops in schools or in their own studios. Those in forensics may choose their disciplines, such as composite art, image modification (such as age progression), and post-mortem and facial reconstruction.

## OCCUPATION SPECIALTIES

### **Cartoonist**

Cartoonists create simplified or exaggerated drawings to visually convey political, advertising, comic, or sports concepts. Some cartoonists work with others who create the idea or story and write captions. Others create plots and write captions themselves. Most cartoonists have humorous, critical, or dramatic talent, in addition to drawing skills.

### **Ceramic Artist**

Ceramic artists shape, form, and mold artworks out of clay, often using a potter's wheel and other tools. They glaze and fire pieces in kilns, which are large, special furnaces that dry and harden the clay.

### **Digital Artist**

Digital artists use design and production software to create interactive art online. The digital imagery may then be transferred to paper or some other form of printmaking or made available directly on web-accessible devices. Digital artists may also use artificial intelligence in the creation of their art, including the use of robotic systems or algorithms.

### **Fiber Artist**

Fiber artists use fabric, yarn, or other natural and synthetic materials to weave, knit, crochet, or sew textile art. They may use a loom to weave fabric, needles to

## EDUCATION AND TRAINING

### High School/Secondary

High school students interested in becoming environmental scientists and specialists should focus on science courses such as biology, chemistry, and physics. They should also take relevant math courses, such as geometry, algebra, trigonometry, and calculus. Courses in communication can enhance aspiring technicians' writing skills.

#### Suggested High School Subjects

- Algebra
- AP Science
- Biology
- Calculus
- Chemistry
- Earth Science
- English
- Environmental Science
- Mathematics
- Physical Sciences
- Physics
- Trigonometry

#### Related Career Pathways/Majors

*Agriculture, Food & Natural Resources  
Career Cluster*

- Environmental Service Systems  
Career Pathway

*Health Science Career Cluster*

- Support Services Pathway

*Manufacturing Career Cluster*

- Health, Safety & Environmental Assurance Pathway

*Science, Technology, Engineering & Mathematics (STEM) Career Cluster*

- Science & Mathematics Pathway

*Transportation, Distribution & Logistics Career Cluster*

- Health, Safety & Environmental Management Pathway

### Transferable Skills and Abilities

#### Analytical Skills

- Analyzing scientific data carefully to arrive at solutions and conclusions

#### Communication Skills

- Presenting and explaining findings to audiences of varying backgrounds
- Writing technical reports

#### Interpersonal Skills

- Working effectively on teams alongside scientists, engineers, and technicians

#### Problem-solving Skills

- Finding the best solution to problems that affect the environment and the health of the general public

#### Self-discipline

- Staying motivated to get work done without supervision when working alone