

Career Readiness Online Challenge

“Advertising and Promotions Manager”

Jah’Zyrah LaCroix and Meiling Ravelo

15158A

John F. Kennedy Middle



An advertising and promotions manager works with sales staff and others to create a campaign. They generate ideas and develop plans to nail down a final budget with a finance department. Advertising and promotions managers are usually the so called “glue” between the agency that develops and places ads and the firm in need of advertising. This professional’s use of the design process matches ours due to the fact it introduces a solution for programming. The difference between an advertising and promotions manager’s design process and mine is that they include methods such as directing and coordinating.

We chose an advertising and promotions manager because this STEM career includes a mixture of critical thinking skills, social media, and art. Advertising generally refers to paid news managed by the media, but promotion includes paid and free marketing activities such as sales and sponsorship. Advertising not only helps a business with marketing but gives a company the opportunity to compete with other businesses. Professionals in these positions often work in agencies to help organize campaigns for clients. They may also be responsible for selling advertising space or time for media firms. This job is for creative people with a strong business acumen as they work with sales staff to develop concepts for campaigns, partner with creative teams to produce layouts, negotiate contracts and prepare overall campaign budgets. They also use the engineering design process by planning and preparing advertising or promotional material to increase sales of products or services, working with customers, company officials, sales departments, and advertising agencies.

The resources found showing professionals in their career and how they use the engineering design process are Rasmussen University and O*Net. Advertising and promotion managers are one of the careers that continue to become more technical, meaning they rely on some version of the engineering design process to identify and solve problems. Professionals in this career apply steps of the engineering design process by creating support material to plan, manage, or coordinate advertising policies and programs, or to generate additional interest in purchasing products and service on a departmental, organizational, and account basis.

Advertising and promotions managers also discuss topics such as budgets, contracts, marketing plans, and selection of advertising materials with department heads and employees. They also plan advertising campaigns such as contests, coupons, and giveaways, and negotiate advertising contracts. The professional approach to engineering design differs from the approach we used by including asking to identify the need and constraints, improving and redesigning as needed, imagining possible solutions, and researching the problem. Although Engineers do not always follow the same engineering design process steps in order, it's very common to design something, test it, find a problem, and then go back to the previous steps to make corrections or change the design.

Our participation in VEX Robotics prepared us for a future career by teaching us skills like engineering, planning, construction and teamwork. VEX Robotics Competitions are operated by Robotics Education and Competition. The Foundation is a program that encourages thousands of students around the world to pursue STEM-related education and careers. For example, VEX Robotics and STEM altogether has taught students communication, technology, visual and digital arts and photography. This could help someone with exposure to VEX Robotics to get a job as an advertising and promotions manager. Participation in VEX Robotics prepares students to be scientists, engineers and problem solvers. Chemistry, medicine, materials and physics reveal a new set of challenges and create even bigger one's ability to solve problems through technology. These issues are not academic. These solutions can help save the world, and these technical problem solvers are the people who make it possible!

