

Professional Occupations in Advertising, Marketing and Public Relations

Job Description: Duties involve analyzing advertising needs, developing plans for advertising and marketing, organizing and publicizing campaigns, activities, and events. People in this role are responsible for advising clients, preparing communication materials, arranging interviews, and preparing reports, presentations, websites, and press releases



Wage Range: \$17.31 - \$46.00

BC Labour Market Outlook 2021-2031: Over 5,240 job openings throughout BC

- [Click here](#) to visit the WorkBC labour market outlook site

Future Opportunities:

Managerial Positions in Public Relations, Communication and Fund Raising



Northern Lights
College

Skills and Competencies Courses: Skills and competencies such as effective communication, persuasion, and speaking are what employers look for in their employees. These skills transfer over to a wide variety of job market sectors and are valuable for everyone.

Click on the course titles below for more information:

- [Communication Strategies](#)
- [Keys to Effective Communication](#)
- [Interpersonal Communication](#)
- [Writing Essentials](#)
- [Persuasive Communication](#)
- [Time Management](#)

Online-Self Directed	Online Instructor Lead	Virtual Face to Face	Instructor Support Add on	In Class Face to Face
●	●	●	●	●
●	●		●	
●	●		●	
●	●		●	
●	●		●	
●	●	●	●	●

Exploratory Courses: These courses are a great start for those who are interested in pursuing a career in advertising, marketing, and public relations.

Click on the course titles below for more information:

- [Small Business Marketing on a Shoestring](#)
- [Marketing Your Non-profit](#)
- [Business Marketing Writing](#)
- [Marketing Your Business on the Internet](#)
- [Blogging and Podcasting for Beginners](#)
- [Introduction to Microsoft Publisher 2013](#)

Online-Self Directed	Online Instructor Lead	Virtual Face to Face	Instructor Support Add on	In Class Face to Face
●	●		●	
●	●		●	
●	●		●	
●	●		●	
●	●		●	
	●		●	

Professional Development: These courses are for those who are currently working or have worked in similar area as this that would like to advance in position and/or would like to grow their knowledge base.

Click on the course titles below for more information:

- [Mastering Public Speaking](#)
- [Online Marketing Communications Suite](#)
- [Digital Marketing Suite](#)
- [Speaking as a Leader](#)
- [Advanced Leadership Development](#)
- [Leadership](#)
- [Supervising Others](#)

Online-Self Directed	Online Instructor Lead	Virtual Face to Face	Instructor Support Add on	In Class Face to Face
●	●		●	
	●		●	
	●		●	
	●	●	●	
	●	●	●	
●	●		●	
●	●	●	●	●

Online-Self Directed Offering: These courses are for those who have moderate computer experience and want to be able to fit course work around their schedules. These courses are entirely done online with the majority of courses having a 3-month completion time frame. (with some exceptions) These courses can be enrolled in at any time.

Online Instructor Lead: These courses have a structured schedule and are instructor lead. This is a great option for those who have time in the schedules and who need some support of an instructor

Virtual Face to Face: These courses have a structured schedule and are conducted like a more traditional face to face course that allows instructor and students to communicate in real time and collaborate together in break out rooms.

Instructor Support Add On: These courses can have the option of instructor support added on to the course itself. This is the perfect option for those are new to online courses or just need a bit of extra support and check ins. This option would have more of a structured schedule.

In Class Face to Face: These courses are delivered in the traditional classroom setting. This option is great for courses that have hands on components as well as deeper discussions, role play and a more personal setting.

Customized Private Group Training: If you have a group of people that you want to train at one time, you can have a class that is just for your group. This can be for one course or a group of courses. Group trainings can also be customized to fit the needs of your group.