



BROWARD COLLEGE®
BUSINESS PATHWAY
MARKETING CAREER LADDER

BROWARD.EDU

EXECUTIVE DIRECTOR OF MARKETING
 \$166,677 - \$247,440/year

MARKETING DIRECTOR
 \$113,719 - \$166,677/year
 EDUCATION
 Bachelor's/MBA

PUBLIC RELATIONS MANAGER
 \$104,679 - \$133,095/year

MARKET RESEARCH MANAGER
 \$53,642 - \$76,166/year
 EDUCATION
 Bachelor's

EDUCATION
 Bachelor's

MARKETING MANAGER
 \$76,166 - \$113,719/year
 EDUCATION
 Bachelor's

PUBLIC RELATIONS ASSOCIATE
 \$32,791 - \$39,130/year
 EDUCATION
 Associate/Bachelor's

PUBLIC RELATIONS SPECIALIST
 \$52,443 - \$71,206/year
 EDUCATION
 Associate/Bachelor's

MARKET RESEARCH ANALYST
 \$42,524 - \$58,961/year
 EDUCATION
 Associate/Bachelor's

MARKETING COORDINATOR
 \$42,524 - \$58,961/year
 EDUCATION
 Associate/Bachelor's

MARKET RESEARCH ASSOCIATE
 \$28,498 - \$42,524/year
 EDUCATION
 Certificate/Associate,
 Experience from internship

MARKETING SALES ASSOCIATE
 \$36,242 - \$53,941/year
 EDUCATION
 Certificate/Associate,
 Experience from internship

MARKETING ASSISTANT
 \$35,852 - \$45,895/year
 EDUCATION
 Certificate/Associate,
 Experience from internship

INTERNSHIP*

MARKETING MANAGEMENT A.S.

* Not all positions require an internship at entry level.

Data Source: EMSI | Burning Glass | 2021 - 2031 projection. These are general examples of positions that might be found in this career track. Actual positions and salaries vary depending on the industry and individual company.

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