

# ADVERTISING

What can I do with this degree?

AREAS	EMPLOYERS	PREPARATION
<b>ACCOUNT MANAGEMENT</b> <ul style="list-style-type: none"> <li>• Sales</li> <li>• Development</li> <li>• Marketing</li> <li>• Administration</li> </ul>	<b>Advertising agencies</b> <b>Corporate advertising departments</b> <b>Specialty advertising firms</b> <b>Consulting firms</b> <b>Marketing firms</b> <b>Self employed / freelance</b>	<ul style="list-style-type: none"> <li>❖ Gain sales experience.</li> <li>❖ Work in sales at campus newspaper or radio station.</li> <li>❖ Develop organizational and communication skills.</li> <li>❖ Learn to think strategically.</li> </ul>
<b>CREATIVE SERVICES</b> <ul style="list-style-type: none"> <li>• Art</li> <li>• Copywriting</li> <li>• Print Production</li> <li>• Publishing</li> <li>• Technical Writing</li> </ul>	<b>Advertising agencies</b> <b>Consulting firms</b> <b>Publishers including:</b> <ul style="list-style-type: none"> <li>• Trade books</li> <li>• Paperback</li> <li>• Educational materials</li> <li>• Technical, scientific and medical</li> </ul> <b>Internet sites</b>	<ul style="list-style-type: none"> <li>❖ Develop and strengthen art skills. This is the creative side of advertising.</li> <li>❖ Compile a portfolio of writing, graphics and ideas.</li> <li>❖ Gain knowledge of production and printing.</li> <li>❖ Work with college or regional magazines and campus publications.</li> <li>❖ Take technical writing courses for technical areas of interest.</li> <li>❖ Learn how to sell your ideas.</li> <li>❖ Get experience in the field, even if unpaid.</li> </ul>
<b>MEDIA</b> <ul style="list-style-type: none"> <li>• Advertising Sales</li> <li>• Planning / buying</li> <li>• Public relations / promotion</li> <li>• Research</li> <li>• Design, art and production</li> <li>• Direct Marketing (direct marketers advertise directly to the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail or fax.</li> </ul>	<b>Advertising agencies</b> <b>Business corporations</b> <b>Publishers</b> <b>Television</b> <b>Radio</b> <b>Newspapers</b> <b>Magazines</b> <b>Government agencies</b> <b>Internet marketers</b>	<ul style="list-style-type: none"> <li>❖ Secure internships.</li> <li>❖ Get practical experience through part-time or summer positions.</li> <li>❖ Develop creativity and learn to take initiative.</li> <li>❖ Join campus or local newspaper or radio advertising staff.</li> <li>❖ Create a portfolio.</li> </ul>
<b>RESEARCH</b> <ul style="list-style-type: none"> <li>• Statistics</li> <li>• Focus Group moderation</li> <li>• Interviewing</li> <li>• Project Management</li> <li>• Supervision</li> </ul>	<b>Advertising firms</b> <b>Corporate advertising departments</b> <b>Specialty advertising firms</b> <b>Research laboratories</b> <b>Consulting firms</b>	<ul style="list-style-type: none"> <li>❖ A Master's or Ph.D. may be required for advanced statistical analysis.</li> <li>❖ Need experience with statistics, data interpretation and writing.</li> <li>❖ Complete a co-op program or internship at a market research firm.</li> <li>❖ It is critical to be computer literate and somewhat mathematically adept since research tends to involve "number crunching."</li> </ul>

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<p><b>SALES</b></p> <ul style="list-style-type: none"> <li>• Advertising sales</li> <li>• Industrial sales</li> <li>• Consumer product sales</li> <li>• Financial services sales</li> <li>• Services sales</li> <li>• Retail sales</li> </ul>	<ul style="list-style-type: none"> <li>• Television</li> <li>• Radio</li> <li>• Newspapers</li> <li>• Magazines</li> <li>• Internet marketers</li> <li>• Manufacturers</li> <li>• Consumer product companies</li> <li>• Pharmaceutical companies</li> <li>• Banks and other financial institutions</li> <li>• Service Providers</li> <li>• Department stores and other retail establishments</li> </ul>	<ul style="list-style-type: none"> <li>❖ Obtain sales and marketing experience in specific area of interest.</li> <li>❖ Develop excellent communication skills and high energy level.</li> <li>❖ Demonstrate curiosity, confidence, assertiveness, outgoing personality, tact and diplomacy.</li> <li>❖ Proven leadership ability is desirable.</li> <li>❖ Develop a strong commitment to customer satisfaction.</li> </ul>
<p><b>PUBLIC RELATIONS</b></p> <ul style="list-style-type: none"> <li>• Special events</li> <li>• Media relations</li> <li>• Risk and crisis communication</li> <li>• Health communication</li> <li>• Fundraising</li> </ul>	<ul style="list-style-type: none"> <li>• Public relations firms</li> <li>• Corporate in-house public relations departments</li> <li>• Trade associations</li> <li>• Government agencies</li> <li>• Colleges and universities</li> <li>• Non-profit organizations</li> <li>• Labor unions</li> <li>• Hospitals</li> </ul>	<ul style="list-style-type: none"> <li>❖ Get practical experience, even if unpaid.</li> <li>❖ Perfect public speaking ability.</li> <li>❖ Demonstrate enthusiasm, interpersonal skills, persuasion, teamwork, integrity, good judgment and intelligence.</li> <li>❖ Develop creativity and initiative.</li> <li>❖ Secure internships, even if unpaid.</li> </ul>

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STRATEGIES	LINKS
<ul style="list-style-type: none"><li>• Earn good grades. Grades are an indicator of technical competence and a person's work ethic.</li><li>• Actively participate in student organizations to develop leadership skills.</li><li>• Develop excellent computer skills.</li><li>• Learn to work well within a team.</li><li>• Develop strong communication skills.</li><li>• Gain work experience and information about careers through internships.</li></ul>	<p><a href="#"><u>Advertising Council</u></a></p> <p><a href="#"><u>Advertising Educational Foundation</u></a></p> <p><a href="#"><u>Advertising Photographers of America</u></a></p> <p><a href="#"><u>Advertising Research Foundation</u></a></p> <p><a href="#"><u>Advertising Specialty Institute</u></a></p> <p><a href="#"><u>American Academy of Advertising</u></a></p> <p><a href="#"><u>American Advertising Federation</u></a></p> <p><a href="#"><u>American Association for Public Opinion Research</u></a></p> <p><a href="#"><u>American Association of Advertising Agencies</u></a></p> <p><a href="#"><u>American Marketing Association</u></a></p> <p><a href="#"><u>Eight-Sheet Outdoor Advertising Association</u></a></p> <p><a href="#"><u>International Advertising Association</u></a></p> <p><a href="#"><u>Outdoor Advertising Association of America</u></a></p> <p><a href="#"><u>Point of Purchase Advertising International</u></a></p> <p><a href="#"><u>Promotional Products Association International</u></a></p>