ADVERTISING
What can I do with this degree?

Mass Communications studies media content and how people understand media. It also studies how communications are regulated and guided by laws and policies. You will also look at the history, criticisms and interpretation of media contexts. Mass Communications also studies the economics of media industries and the psychology of media messages. (DISCOVER, n.d.)

Mass Communications can choose different paths of advertising, broadcasting, journalism, photojournalism, or public relations to pursue in their career paths. (Winona State University Mass Communications, 2009)

“The Advertising Emphasis area is design for those students planning on going into the field of Advertising, this would include working at an Advertising firm, or working on a freelance basis.” (Winona State University Mass Communication, 2008)

This major focuses on commercial messages and the creation, execution, transmission, and evaluation of advertising. Various means of advertising will be studied and how to use these avenues to promote and sell products, services, and brands. (DISCOVER, n.d.)

The National Association of Colleges and Employers (2011) reports that hiring for the Class of 2011 (all majors) nationally is up 5.9% with an average salary offer of $50,462. Hiring for the Midwest region is reported by The Collegiate Employment Research Institute (2010) as also increasing by 10% for Bachelor graduates with an average salary of $36,866, which is down from the past two years. The Midwest Colleges and Employers Association (2010) reports regional (12 state Midwest region) hiring is increasing by 9% with an average starting salary of $35,453 for all Bachelor degree recipients. The Midwest Colleges and Employers Association (2010) also reports all Liberal Arts majors regionally are expected to earn an average salary of $34,242 while The Collegiate Employment Research Institute (2010) reports Liberal Arts majors are expected to earn an average starting salary of $35,445. All Communication majors are averaging salary offers of $34,223 in the Midwest (Midwest Colleges and Employers Association, 2010). Nationally Communication majors are averaging salary offers of $34,076 (National Association of Colleges and Employers, 2011). Regionally, Communication majors are seeing an increase in hiring of 12% (The Collegiate Employment Research Institute, 2010).

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>PREPARATION</th>
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<tbody>
<tr>
<td>ACCOUNT MANAGEMENT</td>
<td>Advertising agencies</td>
<td>Gain sales experience.</td>
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<td></td>
<td>Corporate advertising departments</td>
<td>Work in sales at campus newspaper or radio station.</td>
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<td></td>
<td>Specialty advertising firms</td>
<td>Develop organizational and communication skills.</td>
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<td></td>
<td>Consulting firms</td>
<td>Learn to think strategically.</td>
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<td></td>
<td>Marketing firms</td>
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<td></td>
<td>Self employed / freelance</td>
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<tr>
<td>CREATIVE SERVICES</td>
<td>Advertising agencies</td>
<td>Develop and strengthen art skills. This is the creative side of advertising.</td>
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<td></td>
<td>Consulting firms</td>
<td>Compile a portfolio of writing, graphics and ideas.</td>
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<td></td>
<td>Publishers including:</td>
<td>Gain knowledge of production and printing.</td>
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<td></td>
<td>• Trade books</td>
<td>Work with college or regional magazines and campus publications.</td>
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<td></td>
<td>• Paperback</td>
<td>Take technical writing courses for technical areas of interest.</td>
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<tr>
<td></td>
<td>• Educational materials</td>
<td>Learn how to sell your ideas.</td>
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<tr>
<td></td>
<td>• Technical, scientific and medical</td>
<td>Get experience in the field, even if unpaid.</td>
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<td></td>
<td>Internet sites</td>
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Winona State University, Career Services, Winona, MN  55987
Phone: 507-457-2906   Web: www.winona.edu/career   Email: career@winona.edu
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<table>
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<tr>
<th>AREAS</th>
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</tr>
</thead>
</table>
| **RESEARCH** | Advertising firms  
Statistics  
Focus Group moderation  
Interviewing  
Project Management  
Supervision  
Corporate advertising departments  
Specialty advertising firms  
Research laboratories  
Consulting firms | ✷ A Master’s or Ph.D. may be required for advanced statistical analysis.  
✷ Need experience with statistics, data interpretation and writing.  
✷ Complete a co-op program or internship at a market research firm.  
✷ It is critical to be computer literate and somewhat mathematically adept since research tends to involve “number crunching.” | |
| **MEDIA** | Advertising agencies  
Business corporations  
Publishers  
Television  
Radio  
Newspapers  
Magazines  
Government agencies  
Internet marketers | ✷ Secure internships.  
✷ Get practical experience through part-time or summer positions.  
✷ Develop creativity and learn to take initiative.  
✷ Join campus or local newspaper or radio advertising staff.  
✷ Create a portfolio. | |
| **SALES** | • Television  
• Radio  
• Newspapers  
• Magazines  
• Internet marketers  
• Manufacturers  
• Consumer product companies  
• Pharmaceutical companies  
• Banks and other financial institutions  
• Service Providers  
• Department stores and other retail establishments | ✷ Obtain sales and marketing experience in specific area of interest.  
✷ Develop excellent communication skills and high energy level.  
✷ Demonstrate curiosity, confidence, assertiveness, outgoing personality, tact and diplomacy.  
✷ Proven leadership ability is desirable.  
✷ Develop a strong commitment to customer satisfaction. | |
## Advertising

**What can I do with this degree?**

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<thead>
<tr>
<th>Areas</th>
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<th>Preparation</th>
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</thead>
<tbody>
<tr>
<td>Public Relations</td>
<td>- Public relations firms</td>
<td>✤ Get practical experience, even if unpaid.</td>
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<td></td>
<td>- Corporate in-house public relations departments</td>
<td>✤ Perfect public speaking ability.</td>
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<td></td>
<td>- Trade associations</td>
<td>✤ Demonstrate enthusiasm, interpersonal skills, persuasion, teamwork,</td>
</tr>
<tr>
<td></td>
<td>- Government agencies</td>
<td>integrity, good judgment and intelligence.</td>
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<td></td>
<td>- Colleges and universities</td>
<td>✤ Develop creativity and initiative.</td>
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<td></td>
<td>- Non-profit organizations</td>
<td>✤ Secure internships, even if unpaid.</td>
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<td>- Labor unions</td>
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<td>- Hospitals</td>
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<td>Special Events</td>
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<td>Media Relations</td>
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<td>Risk and Crisis Communication</td>
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<td>Health Communication</td>
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<tr>
<td>Fundraising</td>
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</table>

**Strategies**

- Earn good grades. Grades are an indicator of technical competence and a person's work ethic.
- Actively participate in student organizations to develop leadership skills.
- Develop excellent computer skills.
- Learn to work well within a team.
- Develop strong communication skills.
- Gain work experience and information about careers through internships.

**Links**

- Advertising Council
- Advertising Educational Foundation
- Advertising Photographers of America
- Advertising Research Foundation
- Advertising Specialty Institute
- American Academy of Advertising
- American Advertising Federation
- American Association for Public Opinion Research
- American Association of Advertising Agencies
- American Marketing Association
- Eight-Sheet Outdoor Advertising Association
- International Advertising Association
- Outdoor Advertising Association of America
- Point of Purchase Advertising International
- Promotional Products Association International

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2003)
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The following is a representative sample of types of job positions relating to advertising (not all possible options are listed):

Account Executive (Advertising)
Advertising Account Executives are projected to decline at a rate of -0.2% with approximately 100 positions cut each year (Economic Research Institute, 2010). Nationally, there are 35,800 employed positions with an annual national salary averaging $85,000 per year (United States Department of Labor, 2009). In Minnesota, there are 350 employed positions with an annual state salary averaging $89,500 per year. Starting salaries for this position are $66,500 per year on the national level and $70,000 per year in Minnesota. A Bachelor’s degree in almost any major is acceptable for entry level Advertising Account Executive positions (DISCOVER, n.d.).

Advertising Manager
Advertising Managers are projected to decline at a rate of -0.2% with approximately 100 positions cut per year (Economic Research Institute, 2010). Nationally, there are 35,800 employed positions with an annual national salary averaging $79,500 per year (United States Department of Labor, 2009). In Minnesota, there are 350 employed positions with an annual state salary averaging $83,500 per year. Starting salaries for this profession are $54,000 per year on the national level and $57,000 per year in Minnesota. Employers prefer a Bachelor’s degree in Advertising or Journalism along with having a broad Liberal Arts background (DISCOVER, n.d.). In addition, having strong computer skills is a component that is encouraged.

Advertising Copywriter
Advertising Copywriters are growing annually at a moderate rate of 1.5% (U.S. Bureau of Labor Statistics, 2008). There are 43,400 positions nationally (U.S. Bureau of Labor Statistics, 2009) averaging an annual salary of $54,500 (Economic Research Institute, 2010). In Minnesota the annual average salary is $57,000. Starting salaries average $40,500 nationally and average $57,500 in Minnesota. A Bachelors degree is required (DISCOVER, n.d.).

Graphic Artist (Print Materials)
Graphic Artists (Print Materials) are growing annually at a moderate rate of 1.3% (U.S. Bureau of Labor Statistics, 2008). There are 232,500 positions nationally (U.S. Bureau of Labor Statistics, 2009) averaging an annual salary of $54,000 (Economic Research Institute, 2010). In Minnesota the annual average salary is $57,000. Starting salaries average $39,000 nationally and average $41,000 in Minnesota. Education beyond High school is required with some employers preferring a Bachelors degree (DISCOVER, n.d.).

For additional information please visit the websites below:

- Career One Stop: http://www.careeronestop.org/
- O*Net Online: http://www.onetonline.org/

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