### ADVERTISING
What can I do with this major?

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<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>ACCOUNT MANAGEMENT</strong></td>
<td>Advertising agencies</td>
<td>Cultivate an eye for detail, strong organizational and communication skills, and the ability to handle multiple clients with various demands.</td>
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<tr>
<td>Sales</td>
<td>Digital/Interactive agencies</td>
<td>Learn to think strategically and to mediate between company and client.</td>
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<tr>
<td>Development</td>
<td>Corporate advertising departments</td>
<td>Gain experience in sales by working at a campus or local newspaper or radio station.</td>
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<tr>
<td>Marketing</td>
<td>Specialty advertising firms</td>
<td>Develop budgeting and scheduling skills and be prepared to enforce deadlines.</td>
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<td>Administration</td>
<td>Consulting firms</td>
<td>Take advantage of computer science classes to learn how to maximize online traffic and digital promotions.</td>
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<tr>
<td>Planning</td>
<td>Marketing firms</td>
<td>Obtain skills and knowledge of statistical analysis.</td>
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<tr>
<td>Information</td>
<td>Self employed/Freelance</td>
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<td>Retail trade</td>
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| **CREATIVE SERVICES** | Advertising agencies | Develop and strengthen art skills. This is the creative side of advertising. |  |
| Art | Digital/interactive agencies | Compile a portfolio of writing, graphics, and ideas. |  |
| Copywriting | Consulting firms | Gain knowledge of production and printing. |  |
| Print production | Publishers including: | Work with college or regional magazines, publications, or radio and television stations. |  |
| Broadcast production | Trade books | Take technical writing courses to enhance writing skills. |  |
| Publishing | Paperback | Learn how to sell your ideas and abilities. |  |
| Technical writing | Educational materials | Seek experience in the field, even if unpaid. |  |
| Web design | Technical, scientific, and medical |  |  |
| Product design | Internet sites |  |  |
| Graphic design |  |  |  |
| Casting |  |  |  |
| Illustration |  |  |  |
### AREAS

**MEDIA**
- Advertising sales
- Planning/Buying
- Public relations/promotion
- Research
- Design, art, and production
- Traffic
- 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
- Social media
- Interactive marketing

**SALES**
- Advertising sales
- Industrial sales
- Consumer product sales
- Financial services sales
- Services sales
- Retail sales
- Online sales
- Operations management

**RESEARCH**
- Product analysis
- Statistical analysis
- Focus group moderation
- Interviewing
- Project management
- Supervision

### EMPLOYERS

**MEDIA**
- Advertising agencies
- Digital/interactive agencies
- Business corporations
- Publishers
- Television
- Radio
- Newspapers
- Magazines
- Government agencies
- Internet marketers

**SALES**
- Television sole practitioners
- Radio
- Newspapers
- Magazines
- Internet marketers
- Manufacturers
- Consumer product companies
- Pharmaceutical companies
- Banks and other financial institutions
- Service providers
- Department stores and other retail establishments

**RESEARCH**
- Advertising firms
- Corporate advertising departments
- Specialty advertising firms
- Market research companies
- Consulting firms

### STRATEGIES

**MEDIA**
- Gain practical experience through internships, part-time, or summer positions.
- Join a campus or local newspaper or radio advertising staff.
- Create a portfolio demonstrating strong creativity and marketing ability.
- Develop strong communication, interpersonal, and negotiation skills. Learn to take initiative.
- Keep up to date with daily changes in digital technologies and its capabilities.
- Develop a strong personal online presence and engage regularly in social media.

**SALES**
- Obtain sales and marketing experience in specific area of interest.
- Develop excellent communication and negotiation skills.
- Demonstrate high energy, confidence, assertiveness, outgoing personality, tact, and diplomacy.
- Seek leadership roles in campus organizations or work settings.
- Develop a strong commitment to customer satisfaction.

**RESEARCH**
- A Master’s or Ph.D. may be required for advanced statistical analysis.
- Gain experience with statistics, data interpretation, and writing.
- Complete a co-op program or internship at a market research firm.
- Obtain additional computer, math, and data analysis skills since research tends to involve “number crunching.”
- Make regular contributions to social media.
GENERAL INFORMATION

- For advertising management positions, courses should include marketing, consumer behavior, and market research.
- Obtain as much relevant experience while in school as possible, paid or unpaid.
- A portfolio is a must have in this industry and should include work that demonstrates writing and design ability, as well as marketing sense. Save work throughout the course of your studies and employment to be used for a portfolio. It is better to have too much to choose from instead of too little.
- Overall, individuals in the advertising area need to be excellent communicators, good listeners, team players, professional, hard working, creative, flexible, and enthusiastic.
- Start exploring and analyzing a variety of ad campaigns you like and be able to explain what is good about them and how they target a particular audience.
- Most advertising positions are filled by promoting experienced staff. Be willing to start in an entry-level position in order to get your foot in the door.
- Prepare to relocate to larger markets such as New York, Chicago, or Los Angeles for more job opportunities.
- Try various routes to find a job in this field: apply directly to an agency, join an in-house advertising department, take a job in a separate department while learning company procedures and advertising department staff, join a support resource group, or freelance.
- When choosing an employer, consider the size of the firm, location, client list, and type of advertising involved.
- You may need additional areas of expertise for newspaper or television, such as printing and photography.
- Read all relevant material to the area you want to work.
- If you have no experience, pick up a running campaign, determine its objectives, and make something new to showcase your talents.
- Increasingly social media applications are becoming a center in this field. Become familiar with utilizing digital space.
- Develop a "unique selling proposition" to market distinctive qualities about yourself in the job search.
- Maintain a good personal and professional social media presence.

PUBLIC RELATIONS

Special events
Media relations
Risk and crisis communication
Health communication
Fundraising
Marketing communication
Labor relations
Consulting

Public relations firms
Corporate in-house public relations departments
Trade associations
Government agencies
Colleges and universities
Non-profit organizations
Labor unions
Hospitals

Get relevant experience through internships, part-time, or summer jobs.
Perfect public speaking ability and writing skills.
Demonstrate enthusiasm, interpersonal skills, persuasion, teamwork, integrity, good judgment, and intelligence.
Gain administrative and event planning skills.
Join a public relations student organization and seek leadership roles.

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