

ADVERTISING

What can I do with this major?

AREAS

EMPLOYERS

STRATEGIES

ACCOUNT MANAGEMENT

Sales
Development
Marketing
Administration
Planning
Information
Retail trade

Advertising agencies
Digital/Interactive agencies
Corporate advertising departments
Specialty advertising firms
Consulting firms
Marketing firms
Self employed/Freelance

Cultivate an eye for detail, strong organizational and communication skills, and the ability to handle multiple clients with various demands.
Learn to think strategically and to mediate between company and client.
Gain experience in sales by working at a campus or local newspaper or radio station.
Develop budgeting and scheduling skills and be prepared to enforce deadlines.
Take advantage of computer science classes to learn how to maximize online traffic and digital promotions.
Obtain skills and knowledge of statistical analysis.

CREATIVE SERVICES

Art
Copywriting
Print production
Broadcast production
Publishing
Technical writing
Web design
Product design
Graphic design
Casting
Illustration

Advertising agencies
Digital/interactive agencies
Consulting firms
Publishers including:
Trade books
Paperback
Educational materials
Technical, scientific, and medical
Internet sites

Develop and strengthen art skills. This is the creative side of advertising.
Compile a portfolio of writing, graphics, and ideas.
Gain knowledge of production and printing.
Work with college or regional magazines, publications, or radio and television stations.
Take technical writing courses to enhance writing skills.
Learn how to sell your ideas and abilities.
Seek experience in the field, even if unpaid.

AREAS	EMPLOYERS	STRATEGIES
<u>MEDIA</u> 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	Advertising agencies Digital/interactive agencies Business corporations Publishers Television Radio Newspapers Magazines Government agencies Internet marketers	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.
<u>RESEARCH</u> Product analysis Statistical analysis Focus group moderation Interviewing Project management Supervision	Advertising firms Corporate advertising departments Specialty advertising firms Market research companies Consulting firms	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."
<u>SALES</u> Advertising sales Industrial sales Consumer product sales Financial services sales Services sales Retail sales Online sales Operations management	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	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.

AREAS	EMPLOYERS	STRATEGIES
<u>PUBLIC RELATIONS</u> 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.

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.