# ADVERTISING

## What can I do with this major?

<table>
<thead>
<tr>
<th>AREAS</th>
<th>EMPLOYERS</th>
<th>STRATEGIES</th>
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<tbody>
<tr>
<td><strong>ACCOUNT MANAGEMENT</strong>&lt;br&gt;Sales&lt;br&gt;Development&lt;br&gt;Marketing&lt;br&gt;Administration&lt;br&gt;Planning</td>
<td>Advertising agencies&lt;br&gt;Digital/interactive agencies&lt;br&gt;Corporate advertising departments&lt;br&gt;Specialty advertising firms&lt;br&gt;Consulting firms&lt;br&gt;Marketing firms&lt;br&gt;Self employed/Freelance</td>
<td>Cultivate an eye for detail, strong organizational and communication skills, and the ability to handle multiple clients with various demands.&lt;br&gt;Learn to think strategically and to mediate between company and client.&lt;br&gt;Gain experience in sales by working at a campus or local newspaper or radio station.&lt;br&gt;Develop budgeting and scheduling skills and be prepared to enforce deadlines.</td>
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<td><strong>CREATIVE SERVICES</strong>&lt;br&gt;Art&lt;br&gt;Copywriting&lt;br&gt;Print Production&lt;br&gt;Broadcast Production&lt;br&gt;Publishing&lt;br&gt;Technical Writing&lt;br&gt;Web Design&lt;br&gt;Product Design&lt;br&gt;Graphic Design&lt;br&gt;Casting</td>
<td>Advertising agencies&lt;br&gt;Digital/interactive agencies&lt;br&gt;Consulting firms&lt;br&gt;Publishers including:&lt;br&gt;Trade books&lt;br&gt;Paperback&lt;br&gt;Educational materials&lt;br&gt;Technical, scientific, and medical&lt;br&gt;Internet sites</td>
<td>Develop and strengthen art skills. This is the creative side of advertising.&lt;br&gt;Compile a portfolio of writing, graphics, and ideas.&lt;br&gt;Gain knowledge of production and printing.&lt;br&gt;Work with college or regional magazines, publications, or radio and television stations.&lt;br&gt;Take technical writing courses to enhance writing skills.&lt;br&gt;Learn how to sell your ideas and abilities.&lt;br&gt;Seek experience in the field, even if unpaid.</td>
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<td><strong>MEDIA</strong>&lt;br&gt;Advertising Sales&lt;br&gt;Planning/Buying&lt;br&gt;Public Relations/Promotion&lt;br&gt;Research&lt;br&gt;Design, Art, and Production&lt;br&gt;Traffic&lt;br&gt;Direct Marketing</td>
<td>Advertising agencies&lt;br&gt;Digital/interactive agencies&lt;br&gt;Business corporations&lt;br&gt;Publishers&lt;br&gt;Television&lt;br&gt;Radio&lt;br&gt;Newspapers&lt;br&gt;Magazines&lt;br&gt;Government agencies&lt;br&gt;Internet marketers</td>
<td>Gain practical experience through internships, part-time, or summer positions.&lt;br&gt;Join a campus or local newspaper or radio advertising staff.&lt;br&gt;Create a portfolio demonstrating strong creativity and marketing ability.&lt;br&gt;Develop strong communication, interpersonal, and negotiation skills. Learn to take initiative.</td>
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- Direct marketers advertise directly to the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail, or fax.
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<td><strong>RESEARCH</strong></td>
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<tr>
<td>Product Analysis</td>
<td>Advertising firms</td>
<td>A Master’s or Ph.D. may be required for advanced statistical analysis.</td>
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<tr>
<td>Statistical Analysis</td>
<td>Corporate advertising departments</td>
<td>Gain experience with statistics, data interpretation, and writing.</td>
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<td>Focus Group Moderation</td>
<td>Specialty advertising firms</td>
<td>Complete a co-op program or internship at a market research firm.</td>
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<td>Interviewing</td>
<td>Market research companies</td>
<td>Obtain additional computer, math, and data analysis skills since research tends to involve “number crunching.”</td>
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<td>Project Management</td>
<td>Consulting firms</td>
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<tr>
<td>Supervision</td>
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<td><strong>SALES</strong></td>
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<tr>
<td>Advertising Sales</td>
<td>Television sole practitioners</td>
<td>Obtain sales and marketing experience in specific area of interest.</td>
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<td>Industrial Sales</td>
<td>Radio</td>
<td>Develop excellent communication and negotiation skills.</td>
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<tr>
<td>Consumer Product Sales</td>
<td>Newspapers</td>
<td>Demonstrate high energy, confidence, assertiveness, outgoing personality, tact, and diplomacy.</td>
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<td>Financial Services Sales</td>
<td>Magazines</td>
<td>Seek leadership roles in campus organizations or work settings.</td>
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<td>Services Sales</td>
<td>Internet marketers</td>
<td>Develop a strong commitment to customer satisfaction.</td>
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<tr>
<td>Retail Sales</td>
<td>Manufacturers</td>
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<tr>
<td>Online Sales</td>
<td>Consumer product companies</td>
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<tr>
<td>Operations Management</td>
<td>Pharmaceutical companies</td>
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<td></td>
<td>Banks and other financial institutions</td>
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<td>Service providers</td>
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<td></td>
<td>Department stores and other retail establishments</td>
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<td><strong>PUBLIC RELATIONS</strong></td>
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<tr>
<td>Special Events</td>
<td>Public relations firms</td>
<td>Get relevant experience through internships, part-time, or summer jobs.</td>
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<td>Media Relations</td>
<td>Corporate in-house public relations departments</td>
<td>Perfect public speaking ability and writing skills.</td>
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<tr>
<td>Risk and Crisis Communication</td>
<td>Trade associations</td>
<td>Demonstrate enthusiasm, interpersonal skills, persuasion, teamwork, integrity, good judgment, and intelligence.</td>
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<tr>
<td>Health Communication</td>
<td>Government agencies</td>
<td>Gain administrative and event planning skills.</td>
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<tr>
<td>Fundraising</td>
<td>Colleges and universities</td>
<td>Join a public relations student organization and seek leadership roles.</td>
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<td>Marketing Communication</td>
<td>Non-profit organizations</td>
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<td>Labor Relations</td>
<td>Labor unions</td>
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<td>Consulting</td>
<td>Hospitals</td>
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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.
- Be willing 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 take a chance and 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.