

# 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.

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### 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

### **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

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.

### **RESEARCH**

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."

### **SALES**

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.

## **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.

## **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.