ADVERTISING

What can I do with this degree?

AREAS	EMPLOYERS	STRATEGIES
ACCOUNT MANAGEMENT Sales Development Marketing Administration	Advertising agencies Corporate advertising departments Specialty advertising firms Consulting firms Marketing firms Self employed/Freelance	Gain sales experience. Work in sales at campus newspaper or radio station. Develop organizational and communication skills. Learn to think strategically.
CREATIVE SERVICES Art Copywriting Print Production Publishing Technical Writing	Advertising 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 and campus publications. Take technical writing courses for technical areas of interest. Learn how to sell your ideas. Get experience in the field, even if unpaid.
MEDIA Advertising Sales Planning/Buying Public Relations/Promotion Research Design, Art and Production 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.	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.

AREAS	EMPLOYERS	STRATEGIES
RESEARCH Statistics Focus Group Moderation Interviewing Project Management Supervision	Advertising firms 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."
SALES Advertising Sales Industrial Sales Consumer Product Sales Financial Services Sales Services Sales Retail 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	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.
PUBLIC RELATIONS Special Events Media Relations Risk and Crisis Communication Health Communication Fundraising	Public relations firms Corporate in-house public relations departments Trade associations Government agencies Colleges and universities Non-profit organizations Labor unions Hospitals	Get practical experience, even if unpaid. Perfect public speaking ability. Demonstrate enthusiasm, interpersonal skills, persuasion, teamwork, integrity, good judgment, and intelligence. Develop creativity and initiative. Secure internships, even if unpaid.

GENERAL INFORMATION

- For advertising management positions, courses should include marketing, consumer behavior and market research.
- Promoting experienced staff fills most advertising positions. 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.
- Obtain experience through a summer job, part-time job or internship.
- Save work along 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.
- You may need additional areas of expertise for newspaper or television, such as printing and photography.
- Overall, individuals in the advertising area need to be excellent communicators, good listeners, team players, professional, hard working, creative, flexible and enthusiastic.