## What To Do With A Major In Advertising

<table>
<thead>
<tr>
<th>Area</th>
<th>Employers</th>
<th>Information/Strategies</th>
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</thead>
<tbody>
<tr>
<td><strong>ACCOUNT MANAGEMENT</strong></td>
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<tr>
<td>Sales</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>Development</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>Marketing</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>Administration</td>
<td>Specialty advertising firms</td>
<td>Develop budgeting and scheduling skills and be prepared to enforce deadlines.</td>
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<tr>
<td>Planning</td>
<td>Consulting firms</td>
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<tr>
<td></td>
<td>Marketing firms</td>
<td></td>
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<td></td>
<td>Self-employed/Freelance</td>
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<tr>
<td><strong>CREATIVE SERVICES</strong></td>
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<tr>
<td>Art</td>
<td>Advertising agencies</td>
<td>Develop and strengthen art skills. This is the creative side of advertising.</td>
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<tr>
<td>Copywriting</td>
<td>Digital/interactive agencies</td>
<td>Compile a portfolio of writing, graphics, and ideas.</td>
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<tr>
<td>Print Production</td>
<td>Consulting firms</td>
<td>Gain knowledge of production and printing.</td>
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<tr>
<td>Broadcast Production</td>
<td>Publishers including:</td>
<td>Work with college or regional magazines, publications, or radio and television stations.</td>
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<tr>
<td>Publishing</td>
<td>Trade books</td>
<td>Take technical writing courses to enhance writing skills.</td>
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<tr>
<td>Technical Writing</td>
<td>Paperback</td>
<td>Learn how to sell your ideas and abilities.</td>
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<tr>
<td>Web Design</td>
<td>Educational materials</td>
<td>Seek experience in the field, even if unpaid.</td>
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<tr>
<td>Product Design</td>
<td>Technical, scientific, and medical</td>
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<tr>
<td>Graphic Design</td>
<td>Internet sites</td>
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<tr>
<td>Casting</td>
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<tr>
<td><strong>MEDIA</strong></td>
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<tr>
<td>Advertising Sales</td>
<td>Advertising agencies</td>
<td>Gain practical experience through internships, part-time, or summer positions.</td>
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<tr>
<td>Planning/Buying</td>
<td>Digital/interactive agencies</td>
<td>Join a campus or local newspaper or radio advertising staff.</td>
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<tr>
<td>Public Relations/Promotion</td>
<td>Business corporations</td>
<td>Create a portfolio demonstrating strong creativity and marketing ability.</td>
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<tr>
<td>Research</td>
<td>Publishers</td>
<td>Develop strong communication, interpersonal, and negotiation skills. Learn to take initiative.</td>
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<tr>
<td>Design, Art, and Production</td>
<td>Television</td>
<td></td>
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<tr>
<td>Traffic</td>
<td>Radio</td>
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<tr>
<td>Direct Marketing</td>
<td>Newspapers</td>
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</table>
| -Direct marketers advertise directly to the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail, or fax
| **RESEARCH**        | Corporate advertising departments                                         | A Master’s or Ph.D. may be required for advanced statistical analysis.                                                                                   |
| Product Analysis    | Advertising firms                                                         |                                                                                                                                                        |

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### Statistical Analysis
- Focus Group Moderation
- Interviewing
- Project Management
- Supervision

### Specialty advertising firms
- Market research companies
- Consulting firms

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.

Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville.