



what can I do with a degree in...

advertising



OCCUPATIONAL TITLES

- Account Assistant
- Account Executive
- Advertising Executive
- Advertising Research Specialist
- Art Director
- Assistant Advertising Manager
- Assistant Art Director
- Assistant Public Relations Director
- Copywriter
- Corporate Communication Specialist
- Corporate Designer
- Creative Director
- Environmental Communication Specialist
- Graphic Designer
- Illustrator, Advertising
- Information Coordinator
- Marketing Assistant
- Media Buyer/Seller
- Promotion Coordinator
- Public Affairs Coordinator
- Public Information Officer
- Public Relations Assistant
- Copy Editor/Reader
- Industrial Designer
- Lobbying Organizer
- Publications Marketing Representative

EMPLOYMENT SETTINGS

- Advertising agencies
- Corporate advertising departments
- Specialty advertising firms
- Consulting firms
- Public relation firms
- Marketing firms
- Self-employment
- Publishers
- Media institutions
- Government agencies
- Non-profit agencies
- Sales promotion agencies
- Direct marketing firms
- Corporate marketing departments

SKILLS & ABILITIES

- High level of creativity in specific fields
- Strong communication skills
- Ability to work under pressure and meet deadlines
- Strong computer skills in specific fields
- Highly motivated
- Ability to use proper judgment and tact
- Exceptional ability to establish and maintain effective relationships
- Strong math skills in specific fields

TYPICAL WORK ACTIVITIES

- Coordinate and manage advertising campaigns
- Write advertising for media
- Research target markets
- Create visual concepts
- Direct art and visuals for books, magazines and newspapers
- Media planning
- Promote company and corporate images
- Write press releases
- Establish company and corporate identities through graphic representation
- Conduct community relations
- Promote products or services via marketing communications
- Disseminate information to press and public
- Coordinate marketing strategies
- Develop services and products
- Event advertising

INTERNET SITES AND PROFESSIONAL ASSOCIATIONS

- American Association of Advertising Agencies: www.aaaa.org
- American Advertising Federation: www.aaf.org
- Public Relations Society of America: www.prsa.org
- American Marketing Association: www.marketingpower.com
- AdAge.com Career Center: www.crain.com/classified/adage/index.cfm
- Advertising Media Internet Center: www.amic.com
- Advertising and Media Jobs: <http://www.nationjob.com/media>
- Direct Marketing Association: www.the-dma.org
- Marketing Jobs: www.marketingjobs.com
- Richard Harrison Bailey: www.rhb.com



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