

ADVERTISING

What can I do with this degree?

AREAS

ACCOUNT MANAGEMENT

Sales
Development
Marketing
Administration

EMPLOYERS

Advertising agencies
Corporate advertising departments
Specialty advertising firms
Consulting firms
Marketing firms
Self employed/Freelance

STRATEGIES

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.

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Advertising Links

[American Association of Advertising Agencies](#)

[American Advertising Federation](#)

[Careers in Advertising and Public Relations](#)

[Ad Age](#)

[Communications Roundtable](#)

[Advertising, Marketing, and Public Relations Managers from the Occupational Outlook Handbook](#)

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Prepared by the Career Planning staff of Career Services at The University of Tennessee, Knoxville. (2005) UTK is an EEO/AA/Title VI/Title IX/Section 504/ADA /ADEA Employer

