ABOUT A DEGREE IN ADVERTISING
Advertising prepares students for positions in news, media, advertising, in-house advertising departments, and advertising agencies. They may work as copywriters, production artists, researchers, account supervisors, media buyers and sales representatives. Advertising professionals create persuasive messages that are intended to inform consumers about products and services and persuade them to purchase the products. Outlets for advertising messages include print magazines and newspapers, radio and television, and billboards. The Internet and other new media are creating new and exciting challenges.

HIRING INSTITUTIONS
Advertising Agencies
Corporate Advertising Departments
Magazines
Colleges and Schools
Community Organizations
Government Agencies
Newspapers
Consumer Affairs Office
Radio/Television
Federal Communications Commission
Foreign Service
Hospitals
Market Research Firms
Public Relations Agencies
Media
Sales

RELATED SKILLS
Evaluate ideas and presentations
Gather and organize information and data
Compare and contrast evidence
Evaluate information and sources
Critical thinking skills
Develop market research
Measure media effects
Planning and managing skills
Work with deadlines
Work independently
Attention to details
Work in teams/small groups
Create powerful images
Ability to write clearly
Write press releases, scripts or other promotional materials
Effective public speaking
Present specific viewpoints
Influential/persuasion skills
Synthesize information
Interpretation skills
Create entertaining and persuasive messages
Reporting and editing skills
Demonstrate creativity and artistic expression
Define hypotheses