A graduate of the Mass Communication-Advertising program is a communications generalist who can apply his or her knowledge and skills in a wide variety of settings. Students are able to apply their knowledge of communication processes to persuading, negotiating and designing projects. They are also capable of evaluating and solving problems. The skills acquired in the Advertising emphasis of Mass Communications allows students the opportunity to coordinate and direct advertising and promotional campaigns, to represent agencies to clients or handle the internal advertising efforts and/or supervision of the agency.

**Advertising Skills**

| Persuading, Negotiating, Selling | Planning, Making Decisions |
| Coordinating Work With Others    | Developing Ideas            |
| Explaining, Answering Questions  | Developing Budgets          |
| Making Presentations             | Attention To Detail         |
| Gathering Information, Conducting Research | Managing Time/resources |
| Analyzing, Interpreting, Evaluating |

**Advertising Interests and Values**

- Artistic and creative design
- Oral and written expression
- Desire for achievement
- Independence and initiative
- Personal integrity
- Competitive instinct
- Imagination

**Potential Job Titles**

- Account Executive
- Advertising Manager
- Hospitality Manager
- Marketing Manager
- Copywriting Specialist
- Sales Representative
- Purchasing Agent
- Creative Director
- Public Relations Specialist
- Special Events Coordinator

**Texas State Degrees and Certifications**

- B.S. in Mass Communication - Advertising
- M.A. in Mass Communication
CAREER PATHS
(Some of the occupations outlined in this brochure may require additional education or training)

...in Account Management

- Sales
- Development
- Marketing
- Administration
- Planning
- Advertising agencies
- Digital/interactive agencies
- Corporate advertising departments
- Specialty advertising firms
- Consulting firms
- Marketing firms
- Self employed/Freelance

...in Creative Services

- Art
- Copywriting
- Print Production
- Broadcast Production
- Publishing
- Technical Writing
- Web Design
- Product Design
- Graphic Design
- Casting
- Internet Sites
- Advertising agencies
- Digital/interactive agencies
- Consulting firms
- Publishers including:
  - Trade books
  - Paperback
  - Educational materials
  - Technical, scientific, and medical

......in Media

- Advertising Sales
- Planning/Buying
- Public Relations/Promotion
- Research
- Design, Art, and Production
- Traffic
......in 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
- Digital/interactive agencies
- Business corporations
- Publishers
- Internet marketers
- Television
- Radio
- Newspapers and Magazines
- Government agencies

...in Research

- Product Analysis
- Statistical Analysis
- Focus Group Moderation
- Interviewing
- Project Management
- Supervision
- Advertising firms
- Corporate advertising departments
- Specialty advertising firms
- Market research companies
- Consulting firms

......In 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

......in Education

- Secondary
- Post-Secondary
- Publication Advising
- Public or private high schools
- Colleges and universities
RESOURCES

Texas State University - List of internships
http://www.masscomm.txstate.edu/resources/internship/advertising.html

Student organizations

Texas State PRSSA www.txstatepssra.org
American Advertising Federation (AAF) www.aaf.org
Ad Club http://www.studentorgs.txstate.edu/adclub/Home.html
Kappa Tau Alpha http://uweb.txstate.edu/~me04/inducted.html
Student Event Planners Association (SEPA) http://studenteventplanners.webs.com/
Association of Women in Communication (AWC) http://awctxstate.webs.com/

Professional Organizations

- American Association of Sunday and Feature Editors www.aasfe.org
- American Association of Advertising Agencies http://www.aaaa.org
- Ad Council http://www.adcouncil.org/
- Advertising Research Foundation http://www.thearf.org
- American Advertising Federation http://www.aaf.org
- American Association of Advertising Agencies www.aaaa.org
- American Marketing Association www.marketingpower.com
- Asian American Advertising Federation www.3af.org
- Association of Hispanic Advertising Agencies www.ahaa.org
- Association of National Advertisers www.ana.net
- Better Business Bureau www.bbb.org/advertising.asp
- Interactive Advertising Bureau www.iab.net
- International Advertising Association www.iaaglobal.org
- The Direct Marketing Association www.the-dma.org
- World Advertising Research Center www.warc.com
- World Federation of Advertisers www.wfanet.org
- eMarketing Association www.emarketingassociation.com

Job/Internship Search Links

- Indeed www.indeed.com
- AdWeekOnline Career Network http://www.adweekjobs.com/
- Creative Hotlist http://www.creativehotlist.com/
- Media Bistro http://www.mediabistro.com/
- Publishers’ Weekly http://jobs.publishersweekly.com/
- TalentZoo http://www.talentzoo.com/website/content/
• The Write Jobs  http://www.writejobs.com/
• The National Diversity Newspaper Job Bank  http://newsjobs.com/
• AAAA Multicultural Advertising Intern Program  www.aaaa.maip.org/
• Advertising Educational Foundation  www.adjobsinc.com
• Advertising Age Career Center  www.crain.com/classified/adage/index.cfm
• Advertising Crossing  www.advertisingcrossing.com/
• Adweek Jobs  www.adweekjobs/jobs/aw/index.jsp
• Magazine Publishers of America Career Center  www.magazine.org/careers/
• Ad Week  www.adweek.com
• Media Week  www.mediaweek.com
• Mashable  www.mashable.com
• Direct Marketing News  www.dmnews.com
• eMarketer  www.emarketer.com
• Click Z  www.clickz.com
• Direct Magazine  http://directmag.com/Ad Forum  www.adforum.com
• Direct Marketing Association  www.the-dma.org/
• Creativity  http://creativity-online.com/interactive/Brand Channel  www.brandchannel.com

Career Library Resources
• Occupational Outlook Handbook
• Careers in Advertising
• Careers in Communications and Entertainment
• Great Jobs for Communication Majors
• Vault Career Guide to Media and Entertainment

Information for this handout compiled from:
EducationPortal.com, Advertising Educational Foundation, University of Wisconsin-Eau Claire, Texas State University-Mass Communications, Sigi3