

**What can I do with a major in
“Advertising”?**
The University of Georgia Career Center
Clark Howell Hall, 706-542-3375, www.career.uga.edu
Advertising/Public Relations, 706.542.4791, www.grady.uga.edu



This information describes typical occupations and employment settings associated with this major. Understand some of these options may require additional training. Moreover, you are not limited to these options when choosing a possible career path.

Description of Advertising

Advertising aims to educate students about the role of advertising, public relations and marketing communication in business and in the social and economic orders. The advertising department seeks to acquaint students with advertising in a variety of contexts and from a number of different viewpoints. It attempts to explain why businesses and others use advertising as a form of communication: how advertising affects the mass media; how advertising is used by consumers in making buying decisions; how advertising is controlled and regulated; and what effects advertising has on the economy. People who work in advertising include artists, statisticians, writers, psychologists, salespeople, researchers, designers, managers, account planners, analysts, and others. Studying advertising will not train the student in any one of the specialized skill areas, but will give the students an overall understanding of how these skills are brought together and used to help solve advertising communication problems.

Research Careers

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)
O*NET <http://online.onetcenter.org> (click on Find Occupations)
Occupational Outlook Handbook <http://www.bls.gov/oco> (type in general term for career of interest)
Alberta Occupational Profiles <http://www.alis.gov.ab.ca/occinfo/frameset.asp> (click on Occupational Title Search)
Please visit the Career Center Library or your Career Consultant for additional information or assistance.

Possible Job Titles of Advertising Graduates

(*Jobs secured as reported by UGA Career Center post-graduate survey)

Account Manager	Event Marketing	Promotion Manager
Advertising Sales	Financial Advisor	Public Relations Assistant
Agency Media Buyer	Graphic Designer	Publications Designer
Art Director	Legislative Aide	Reporter
Communications Assistant	Market Researcher	Sales Associate
Copy Writer	Marketing PR Specialist	Social Media Strategist
Creative Director	Media Planner	Strategic Planner
Designer	Media Researcher	Teacher
Digital Communication Specialist	Member Relations Manager	Volunteer Service Coordinator
Director of Sales and Marketing Editor	Package Designer	Website Designer
	Pharmaceutical Sales Rep	
	Production Advertising	

Possible Employers of Advertising Graduates

(*Jobs secured as reported by UGA Career Center post-graduate survey)

22squared	Cooking Light Magazine	McRae Communications
America Online	Council on Foreign Relations	Media Kitchen
Atlanta Journal Constitution	Fahlgren Advertising	Morris Communications
Austin Kelley Advertising	Fayette Publishing	MTV Networks
BBDO	Flagpole Magazine	Neiman Marcus
Blur Magazine	France Publications, Inc	Spunky Productions
Brides World	Grey Advertising	Target Corp
Clear Channel Communication	Hauser Group, The	Walt Disney World
Coca-Cola Company, The	Hook Media	Zimmerman Agency
	J. Walter Thompson, USA	

Career Center Library Resources

Opportunities in Event Planning by B. Camenson
Spark Your Career in Advertising by R. Zuckerberg
Vault Career Guide to Advertising

Campus Resources

UGA Ad Club - www.uga.edu/adclub
Di Gamma Kappa Broadcasting Society - <http://dgk.uga.edu/>
HSBT, student run ad agency - <http://www.uga.edu/hsbt/>
International Association of Business Communicators - <http://ugaiabc.com/>
Magazine Club – <http://ugamagclub.blogspot.com/>
National Association of Black Journalists - www.uga.edu/~nabj
Pandora Yearbook - www.uga.edu/pandora
Public Relations Student Society of America - <http://www.ugaprssa.org/>

Employment Websites

American Advertising Federation - www.aaf.org
American Marketing Association - www.marketingpower.com
Advertising Age - www.advertisingage.com
Adweek - www.adweek.com
Talent Zoo - www.talentzoo.com

Additional Resources

American Association of Advertising Agencies, Career Center - <http://www.aaaa.org/>
International Advertising Association - <http://www.iaauae.org/>