

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 that 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.

Researching Job Titles and Careers

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)

Georgia Career Information Center <http://www.gcic.peachnet.edu> (accessible only on campus computers)

Career Insider: Vault Guides http://career.uga.edu/resources/online_resources (Under the “Resources” tab and select “Online Resources”)

Candid Career http://career.uga.edu/resources/online_resources (View professionals speaking about their careers under the “Resources” tab and select “Online Resources”)

Possible Job Titles

Account Executive	Director of Sales and Marketing	Pharmaceutical Sales Rep
Advertising Sales	E-Marketing Manager	Project Manager
Agency Media Buyer	Editor	Promotion Manager
Art Director	Graphic Designer	Public Relations Assistant
Blogger	Healthcare Consultant	Publications Designer
Brand Consultant/ Coordinator	Interactive Media Assistant	Recruiter
Character Performer	Marketing & PR Coordinator/ Specialist	Regional Sales Manager
Copy Writer	Market Researcher	Reporter
Creative Director	Media Planner	Sales Associate
Designer	Media Researcher	Social Media/Project Manager
Digital Media Strategist	Online Media Coordinator	Strategic Planner
Director of Public Relations	Package Designer	Website Designer/Developer

Possible Employers

Atlanta Business Chronicle	Digitas	Newell Rubbermaid
Atlanta Journal Constitution	Flagpole Magazine	Ogilvy & Mather
AT&T	Grey Advertising	Omnicom Media Group
BBDO	Insight Global	PHD Worldwide
Blur Magazine	J. Walter Thompson, USA	SinglePlatform Corporation
Brides World	Lee Epting Events	Spunky Productions
Cartoon Network	McGarry Bowen	Target Corp
Chick-fil-A	Media Kitchen	Turner Broadcasting System
Clear Channel Communication	Morris Communications	United States Air Force
Coca-Cola Company, The	Moxie	Walt Disney World
Comcast Spotlight	MTV Networks	Yelp
Cox Publishing	NBC Universal, Inc.	Zenith Otimedia
Digital Sherpa	Neiman Marcus	

To learn what types of positions and companies UGA students are working with, see the UGA Career Center Post Graduation Survey at www.career.uga.edu/gradsurveyresults/ and search for alumni on Linked In at www.linkedin.com.

Campus Resources

Ad Club- www.uga.edu/adclub

American Marketing Association- <http://amauga.org/>

Association for Women in Sports Media at the University of Georgia, The- <https://www.facebook.com/AWSMatUGA>

Critical Media Studies- <https://www.facebook.com/UGACultureClub>

International Association of Business Communicators- <http://ugaiabc.com>

Magazine Club – UGAzine- <https://twitter.com/ugamagazineclub>

National Association of Black Journalists – UGA Chapter- <http://nabj.uga.edu>

Online News Association / Society of Professional Journalists at UGA - <https://www.facebook.com/ONASPJPandora> Pandora

Yearbook- <http://pandora.uga.edu>

Professional Entertainment & Sports Association, The – PESA- <http://pesauga.com>

Public Relations Student Society of America- <http://ugaprssa.org/>

Talking Dog Advertising- <http://talkingdogadvertising.wordpress.com/>

The Red and Black- <http://www.redandblack.com/>

Women in Sports and Events (WISE)- <http://wiseworks.org/>

To find additional clubs and organizations, go to the Center for Student Organizations at- <http://stuorgs.uga.edu/find/index.html>

Connect with your Career Consultant <http://career.uga.edu/contact#careerconsultants>

Employment Websites

GENERAL:

CareerSearch http://career.uga.edu/resources/online_resources (Research employers by location and/or industry)

DAWGlink www.career.uga.edu/ (login with your UGA MyID and password)

GoinGlobal (To access GoinGlobal, login to your DAWGlink account)

Idealist www.idealists.org/ (nonprofit jobs)

USAJobs www.usajobs.gov/ (federal jobs)

MAJOR/CAREER SPECIFIC:

Ad Council- <http://www.adcouncil.org/>

Advertising Age- www.adage.com

AdWeek- www.adweek.com

American Ad Agencies- <http://www.americanadagencies.com/>

American Marketing Association- www.marketingpower.com

Association of National Advertisers- www.ana.net

Brand Republic- <http://www.brandrepublic.com/>

CreativePool- <http://creativepool.com/>

Digital Media Jobs Network- <http://www.digitalmediajobsnetwork.com/jobs/index.cfm>

Entertainment Careers- <http://www.entertainmentcareers.net/jcat.asp?jcat=120>

Internship King <http://www.internshipking.com/>

J-Jobs- <http://www.journalism.berkeley.edu/jobs/>

Journalism Jobs- <http://www.journalismjobs.com>

Marketing Research Association- <http://www.marketingresearch.org/>

Media Bistro- <http://www.mediabistro.com/>

Media Post- <http://www.mediapost.com/jobs/>

National Association of Black Journalists- <http://www.nabj.org/>

Nation Job- <http://www.nationjob.com/media>

Production Hub- <http://www.productionhub.com/>

PRSA/Georgia Chapter- <http://www.prsageorgia.org/>

PR Week Magazine- <http://www.prweek.com/>

Public Relations Society of America (PRSA National)- <http://www.prsa.org/>

Talent Zoo- <http://www.talentzoo.com/>

T. Howard Foundation – Diversity in the Media- <http://www.t-howard.org/>

Turner Broadcasting System- <http://www.turner.com/>

Professional Information Resources

American Association of Advertising Agencies, Career Center- www.aaaa.org

American Advertising Federation- <http://www.aaf.org/>

Association of National Advertisers- <http://www.ana.net/>

Outdoor Advertising Association of America- <http://www.oaaa.org/>

Women in Sports and Events (WISE)- <http://wiseworks.org/>

LinkedIn Groups to join:

Advertising and PR at UGA Grady College

Internships and Interns

PRSSA

Public Relations Society of America (PRSA National)

University of Georgia Alumni Association Group (UGA)

University of Georgia Grady College of Journalism and Mass Communication Alumni

Tip: Join LinkedIn groups that are related to your career interest. Need help finding groups? Check out the Groups You May Like link under the Interests/Groups tab. Review the groups that professionals in your field of interest have joined and consider joining them as well.

Additional Career Consultant Recommendations:

Knowledge/Skills Needed in Advertising

- Students interested in the accounts and management side of advertising should consider taking at least one course in marketing, business management, accounting, and/or finance. Try to become proficient in Excel before you graduate.
- Gain practical experience in problem solving, customer service, marketing, writing, management and sales.
- Gain persuasion skills through sales and learn how to sell your ideas.
- Demonstrate enthusiasm, interpersonal skills, teamwork, integrity, organizational and communication skills, and good judgment.
- For students interested in the creative side of advertising, develop and strengthen art skills, creativity and initiative.
- Gain experience with social media marketing using platforms such as Facebook, Twitter, and Instagram. Become proficient in social media analytics by using HootSuite.
- More students are becoming proficient in online advertising services such as Google AdWords.
- Get experience with a variety of software programs, including Adobe Photoshop, InDesign, Photo Mechanic, Apple - Final Cut Pro X, Audacity and Soundslides. Additionally, Dreamweaver, Macromedia Flash, Adobe Premiere Pro, Avid, and Fireworks are also very useful in the multimedia industry.
- Consider enrolling in New Media Certificate courses to gain understanding and proficiency in digital media such as the Internet, websites, computer multimedia, and social media. For more information, visit <http://mynmi.net/certificate/>.
- Create a portfolio of writing samples, ad campaigns, marketing strategies, graphics and ideas. Making an online portfolio is a good way to market your skills for job opportunities by using websites such as www.behance.net/, <http://cargocollective.com/>, www.issuu.com/, and <http://wordpress.com>.

Campus Involvement, Domestic Field Study and Study Abroad Opportunities

- Participate in organizations such as the Ad Club and Talking Dog Advertising, a student-run, full service advertising agency.
- Members of UGA's Ad Club travel to Chicago and New York for an advertising agency tour every fall. In the past, the group made stops at DDB, Digital Kitchen, Ogilvy, Leo Burnett, and McGarry Bowen to name a few.
- Join the American Marketing Association at UGA to gain knowledge in marketing strategies and research. Also, you will gain practical experience in applying social and digital marketing techniques with local and national businesses.
- Students interested in pursuing careers in the creative industry are encouraged to enroll in Summer at the Circus, a partnership between Grady College and Creative Circus in Atlanta <http://www.summeratthecircus.com/>. Creative Circus is one of the top portfolio schools in the country, offering programs in Art Direction, Copywriting, Design, Image, Interactive Design and several other areas. Find more information at <http://www.creativecircus.edu/>.
- Participate in the UGA Global Advertising and PR Program in China, and learn about brand communication <http://china-studyabroad.uga.edu/>.
- Consider attending the Cannes Lions International Festival of Creativity which allows students to witness thousands of ads from around the world being showcased and judged. This opportunity also allows students to network with producers, directors, and actors who have starred in motion pictures <http://canneslions-studyabroad.uga.edu/>.

Additional Internship/Job Search Tips

- For additional information on internships and job opportunities, look out for emails sent every Monday on the **Grady Career Services Update listserv**. If you are not on that listserv, please email Cecil Bentley at cbentley@uga.edu or call or (706) 542-4993.
- If you're interested in working or interning for a specific company, visit that company's website. Job and internship opportunities are usually listed under the "Careers" tab. For a complete list of advertising agencies and PR firms, visit <http://grady.uga.edu/AdPR/agencies>.
- For information about job salary, company reviews, and job openings, visit <http://www.internshipking.com/>, <http://www.glassdoor.com/index.htm> and <http://www.careerbliss.com/>.
- For a general job search, visit www.indeed.com, www.monster.com, and www.simplyhired.com.