**what can I do with a degree in advertising**

### Occupational Titles
- Account Assistant
- Account Executive
- Advertising Executive
- Advertising Research Specialist
- Art Director
- Assistant Advertising Manager
- Assistant Art Director
- Assistant Public Relations Director
- Copywriter
- Corporate Communication Specialist
- Corporate Designer
- Creative Director
- Environmental Communication Specialist
- Graphic Designer
- Illustrator, Advertising
- Information Coordinator
- Marketing Assistant
- Media Buyer/Seller
- Promotion Coordinator
- Public Affairs Coordinator
- Public Information Officer
- Public Relations Assistant
- Copy Editor/Reader
- Industrial Designer
- Lobbying Organizer
- Publications Marketing Representative

### Employment Settings
- Advertising agencies
- Corporate advertising departments
- Specialty advertising firms
- Consulting firms
- Public relation firms
- Marketing firms
- Self-employment
- Publishers
- Media institutions
- Government agencies
- Non-profit agencies
- Sales promotion agencies
- Direct marketing firms
- Corporate marketing departments

### Skills & Abilities
- High level of creativity in specific fields
- Strong communication skills
- Ability to work under pressure and meet deadlines
- Strong computer skills in specific fields
- Highly motivated
- Ability to use proper judgment and tact
- Exceptional ability to establish and maintain effective relationships
- Strong math skills in specific fields

### Typical Work Activities
- Coordinate and manage advertising campaigns
- Write advertising for media
- Research target markets
- Create visual concepts
- Direct art and visuals for books, magazines and newspapers
- Media planning
- Promote company and corporate images
- Write press releases
- Establish company and corporate identities through graphic representation
- Conduct community relations
- Promote products or services via marketing communications
- Disseminate information to press and public
- Coordinate marketing strategies
- Develop services and products
- Event advertising

### Internet Sites and Professional Associations
- American Association of Advertising Agencies: [www.aaaa.org](http://www.aaaa.org)
- American Advertising Federation: [www.aaf.org](http://www.aaf.org)
- Public Relations Society of America: [www.prsa.org](http://www.prsa.org)
- American Marketing Association: [www.marketingpower.com](http://www.marketingpower.com)
- AdAge.com Career Center: [www.crain.com/classified/adage/index.cfm](http://www.crain.com/classified/adage/index.cfm)
- Advertising Media Internet Center: [www.amic.com](http://www.amic.com)
- Advertising and Media Jobs: [http://www.nationjob.com/media](http://www.nationjob.com/media)
- Direct Marketing Association: [www.the-dma.org](http://www.the-dma.org)
- Marketing Jobs: [www.marketingjobs.com](http://www.marketingjobs.com)
- Richard Harrison Bailey: [www.rhb.com](http://www.rhb.com)

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