CAREER OPPORTUNITIES FOR ADVERTISING MAJORS

SKILLS & ABILITIES OF THE ADVERTISING MAJOR

Skills
- Social Perceptiveness
- Persuasion
- Active Listening
- Reading Comprehension
- Critical Thinking
- Coordination
- Time Management
- Negotiation
- Service Orientation
- Speaking

Abilities
- Selling or Influencing Others
- Communicating with Persons Outside Organization
- Thinking Creatively

Knowledge
- Sales and Marketing
- Customer and Personal Service
- Communications and Media
- Clerical
- Computers and Electronics
- Mathematics

POTENTIAL CAREERS

Account Management
- Sales
- Development
- Marketing
- Administration
- Planning

Creative Services
- Art
- Copywriting
- Print Production
- Web Design
- Graphic Design
- Design, Art, Production

Media
- Planning/Buying
- Advertising Sales
- Direct Marketing

Research
- Product Analysis
- Focus Group Moderation
- Project Management

Sales
- Advertising Sales
- Consumer Product Sales
- Financial Services Sales
<table>
<thead>
<tr>
<th>TYPES OF EMPLOYERS</th>
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</thead>
<tbody>
<tr>
<td>• Advertising Agencies</td>
<td>• Specialty Advertising Firms</td>
</tr>
<tr>
<td>• Digital/Interactive Agencies</td>
<td>• Manufacturers</td>
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<tr>
<td>• Publishers</td>
<td>• Hospitals</td>
</tr>
<tr>
<td>• Television</td>
<td>• Trade Associations</td>
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<tr>
<td>• Radio</td>
<td>• Public Relations Firms</td>
</tr>
<tr>
<td>• Newspapers</td>
<td>• Consumer Product Companies</td>
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<tr>
<td>• Magazines</td>
<td>• Pharmaceutical Companies</td>
</tr>
<tr>
<td>• Government Agencies</td>
<td>• Banks/Financial Institutes</td>
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<tr>
<td>• Internet Marketers</td>
<td>• Service Providers</td>
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<tr>
<td>• Market Research Companies</td>
<td>• Colleges and Universities</td>
</tr>
<tr>
<td>• Consulting Firms</td>
<td>• Non-profit Organizations</td>
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</tbody>
</table>

*Sources: University of Tennessee – Career Services, Bureau of Labor Statistics*