



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
- Organizing, Planning & Prioritizing Work
- Establishing & Maintaining Interpersonal Relationships
- Interacting with Computers
- Gathering Information
- Performing for or working directly with the public
- Communicating with Supervisors, Peers, and Clients

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

TYPES OF EMPLOYERS

- Advertising Agencies
- Digital/Interactive Agencies
- Publishers
- Television
- Radio
- Newspapers
- Magazines
- Government Agencies
- Internet Marketers
- Market Research Companies
- Consulting Firms
- Specialty Advertising Firms
- Manufacturers
- Hospitals
- Trade Associations
- Public Relations Firms
- Consumer Product Companies
- Pharmaceutical Companies
- Banks/Financial Institutes
- Service Providers
- Colleges and Universities
- Non-profit Organizations