

# Careers in Advertising

Firms in the advertising industry prepare advertisements for other companies and organizations and also arrange to place them in print, broadcast, interactive, and other media. This industry also includes firms that sell advertising space for publications, radio, television, and the Internet. Companies often look to advertising as a way of boosting sales by increasing the public's exposure to a product. There are more than 21,000 advertising establishments in the United States. About six out of ten write, copy, and prepare artwork, graphics, and other creative work, and then place the resulting ads on television, radio, the Internet, or in periodicals or newspapers. Many of the largest advertising agencies are international, with a substantial proportion of their revenue coming from abroad.

## **Typical Job Titles/Positions**

- Employee Communications
- Ad Placement
- Direct Marketing
- Media Relations
- Account Executive
- Creative Group
- Marketing Research
- Event Planning
- Print Production

## **Customer Bases**

1. Business to Consumer (B2C) - Advertise through television, newspapers, or other media to everyday consumers. Design hip and fresh ads that will attract customers.
2. Business to Business (B2B) – Advertise to other businesses; these ads will have a more serious feel to them. The advertising is about strategy; quality and convenience are key.

## **What to Expect**

- Long hours (evenings and weekends are common)
- Fast-paced and exciting work environment
- Strict deadlines can lead to high stress projects
- Substantial travel to meet with clients and media representatives

## **What Firms are Looking for in Recruits**

Internships are vital in the Advertising field. Students should realize that most of the internships in this area are unpaid but will prove to be an invaluable asset once they start to look for full-time employment. Courses of study in marketing, consumer behavior, market research, sales, communication methods and technology, and visual arts will also prepare a candidate for a career in advertising.

### **Skills Required:**

- Communication Skills
- Problem Solver
- Creativity
- Self-starter
- Initiative
- Leadership

## **Potential Employers**

BBDO  
Bates Worldwide  
Fellers Marketing & Advertising  
Fogarty Klein Monroe  
GSD&M  
Publicis  
Ogilvy & Mather  
Charland Communications Agency

Rhino Marketing  
Roger Christian & Co.  
SicolaMartin  
SWG&M  
The Olson Group  
Trance Production Group  
Woodrow Advertising & Design

## **Entry Level Salary**

The National Association of Colleges and Employers reports in 2006 an average starting salary in Advertising of \$33,500.

## **Student Groups on Campus**

American Advertising Federation  
American Marketing Association

<http://business2.tamu.edu/ama/>

## **Professional Associations**

American Advertising Federation  
American Association of Advertising Agencies  
American Marketing Association  
The Association for Advertising & Communications

<http://www.aaf.org>  
<http://www.aaaa.org>  
<http://www.marketingpower.com>  
<http://www.bostonideagroup.org>