

What Can I do with a major in....?

Advertising

Typical Employers

- AOL
- CBS
- Chevron
- Coca- Cola
- Entertainment Magazine
- Disney World
- Galaxy Advertising
- IBM
- MTV Networks
- Target Corp.

Typical Work Activities

- Oversee Advertising and Promotion staff
- Oversee communication media
- Create, Design and Promote
- Implement Public Relations Activities
- Product Development
- Product Pricing

Occupational Titles

- Advertising Coordinator
- Advertising Agent
- Art Director
- Art Buyer
- Assistant Media Planner
- Assistant Consultant
- Event Coordinator
- Director of Programs
- Designer
- Editor
- Electronic Artist
- Graphic Designer
- Market Researcher
- Legal Assistant
- Marketing Recruiter
- Package Designer
- Reporter
- Teacher
- Traffic Manager
- Public Relations Assistant
- Sales Rep
- Promotion Manager

Professional Associations

- American Association of Advertising Agencies
- Public Relations Society of America
- American Advertising Association

Skills and Abilities

- Competitive
- Creative
- Effective Communicator
- Computer Literacy
- Organized

Internet Sites

- www.siu.edu/~aaf/career.html
- www.wetfeet.com
- www.careers-in-marketing.com
- www.bls.gov



Barry University
Career Planning & Placement Services

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