

Advertising Major Overview:

The Advertising major focuses on developing creative, strategic, and communication skills to design effective marketing campaigns that promote products, services, or ideas. Students learn about consumer behavior, media planning, digital marketing, brand management, and creative content development. The program emphasizes understanding target audiences, crafting compelling messages, and utilizing various media platforms, including digital and traditional outlets. Graduates are prepared for careers in advertising agencies, media firms, and marketing departments, where they contribute to building brand awareness and driving consumer engagement.

Typical Industry Sectors:

1. Advertising Agencies
2. Marketing and Public Relations
3. Digital Marketing and Social Media
4. Media Planning and Buying
5. Brand Management and Consumer Research

10 Sample Entry-Level Job Titles:

1. Advertising Account Coordinator
2. Media Planner
3. Copywriter
4. Social Media Specialist
5. Marketing Assistant
6. Brand Assistant
7. Digital Marketing Coordinator
8. Advertising Sales Assistant
9. Creative Assistant
10. Public Relations Assistant

5 Hard Skills:

1. Media Buying and Planning
2. Digital Advertising and Social Media Marketing
3. Copywriting and Content Creation
4. Data Analysis and Reporting (Google Analytics, etc.)
5. Graphic Design and Visual Communication (e.g., Adobe Creative Suite)

5 Soft Skills:

1. Creativity
2. Communication
3. Time Management

4. Collaboration
5. Problem-solving

Additional Training or Certifications:

While an undergraduate degree in Advertising prepares students for entry-level roles, additional certifications in areas like Google Ads, Facebook Ads, or HubSpot can enhance skills in digital marketing. A strong portfolio showcasing creative work and campaign successes is often crucial for advancement. Some roles in marketing and advertising may also benefit from further study, such as pursuing a Master's in Marketing or Business Administration.

Student and National Organizations:

1. [American Advertising Federation \(AAF\)](#)
2. [Public Relations Society of America \(PRSA\)](#)
3. [American Marketing Association \(AMA\)](#)
4. [International Association of Business Communicators \(IABC\)](#)