

The background features a series of concentric circles in light gray, some solid and some dashed, creating a sense of depth and movement. A large, solid blue oval is positioned in the center, serving as a container for the text. A thick, dark gray curved line sweeps across the lower-left portion of the blue oval.

Social Media Strategies

Media Advertising

Advertising sales

Planning/Buying

Public Relations/Promotion

Research

Design, art, and production

Direct marketing

- Direct marketers advertise directly to the customer through mail, magazines, radio, or TV to get an immediate response by telephone, mail, or fax

Traffic

Social media

Interactive marketing

Media Advertising Employers

Advertising agencies

Digital/interactive agencies

Business corporations

Publishers

Television

Radio

Newspapers

Magazines

Government agencies

Internet marketers

Media Advertising Strategies

Gain practical experience through internships, part-time, or summer positions.

Join a campus or local newspaper or radio advertising staff.

Create a portfolio demonstrating strong creativity and marketing ability.

Develop strong communication, interpersonal, and negotiation skills. Learn to take initiative.

Keep up to date with daily changes in digital technologies and its capabilities.

Research

Product analysis

Statistical analysis

Focus group moderation

Interviewing

Project management

Supervision

Research Employers

Advertising firms

Corporate advertising departments

Specialty advertising firms

Market research companies

Consulting firms

Research Strategies

A Master's or Ph.D. may be required for advanced statistical analysis.

Gain experience with statistics, data interpretation, and writing.

Complete a co-op program or internship at a market research firm.

Obtain additional computer, math, and data analysis skills since research tends to involve "number crunching."

General Advertising Information

Obtain as much relevant experience while in school as possible, paid or unpaid.

A portfolio is a must have in this industry and should include work that demonstrates writing and design ability, as well as marketing sense. Save work throughout the course of your studies and employment to be used for a portfolio. It is better to have too much to choose from instead of too little.

Overall, individuals in the advertising area need to be excellent communicators, good listeners, team players, professional, hard working, creative, flexible, and enthusiastic.

Start exploring and analyzing a variety of ad campaigns you like and be able to explain what is good about them and how they target a particular audience.

Most advertising positions are filled by promoting experienced staff. Be willing to start in an entry-level position in order to get your foot in the door.

Be willing to relocate to larger markets such as New York, Chicago or Los Angeles for more job opportunities.

When choosing an employer consider the size of the firm, location, client list, and type of advertising involved.

You may need additional areas of expertise for newspaper or television, such as printing and photography.

If you have no experience, pick up a running campaign, determine its objectives, and make something new to showcase your talents.

Increasingly social media applications are becoming a center in this field. Become familiar with utilizing digital space.

Develop a "unique selling proposition" to market distinctive qualities about yourself in the job search.

Maintain a good personal and professional social media presence.