



**Advertising / Public
Relations/Social Media**

Business

Sales

Customer service

Management

Insurance:

- Underwriting
- Claims management
- Sales

Real estate:

- Property management
- Sales

Human resources

Training and development

Labor relations

Writing/Editing

Corporate communication

Office management

Business Employers

Product and service organizations

Retail stores

Hotels

Restaurants

Manufacturers

Banks and financial institutions

Insurance companies

Hospitals and other healthcare organizations

Print and electronic media

Real estate agencies

Consulting firms

Research firms

Business Strategies

Earn a minor in business or take business classes.

Develop strong verbal and written communication, interpersonal, and analytical skills.

Learn to work well on a team.

Seek leadership roles in other campus organizations.

Gain experience through internships, part-time, or summer jobs.

Develop computer skills in areas such as spread sheets, databases, and presentation software.

Join related professional associations.

Conduct informational interviews to learn about jobs of interest and to build a network of contacts.

Be prepared to start in entry-level positions such as management trainee programs.

Look for companies that have an interest in hiring "any major."

Public Relations and Advertising

Public relations

Advertising

Marketing

Corporate public affairs

Investor relations

Development

Event coordination

Media analysis/planning

Creative directing

Writing/Editing

Audience analysis

Public opinion research

Public Relations and Advertising Employers

Private corporations

Public relations firms

Advertising agencies

Radio and television companies

Public opinion research firms

Sports and entertainment organizations

Hospitality and tourism industry

Nonprofit organizations

Government agencies

Labor unions

Educational institutions

Consulting firms

Freelance

Public Relations and Advertising Strategies

Take courses in marketing, advertising, public relations, or other area of interest.

Gain experience through internships, even if unpaid.

Develop excellent writing and public speaking skills.

Serve as public relations officer of an organization.

Develop a portfolio of writing samples, ad campaigns, and other relevant work.

Join related professional associations.

Find a mentor in a related field to provide career guidance.

Consider moving to cities with larger numbers of job opportunities.

Be prepared to start at the bottom and work into positions with greater responsibility.

Media

Writing

Editing

Copywriting

Publishing

Producing

Managing/Directing

Research

Media sales

Media planning

Broadcasting

Media Employers

Publishing firms including
newspaper, magazine and book

Wire services and syndicates

Literary agencies

Internet sites

Television and radio stations

Film industry

Freelance

Media Strategies

Take elective courses in journalism, broadcasting, public relations, and advertising.

Develop excellent interpersonal, presentation, and research skills.

Work for campus or local newspaper, radio station, or television station.

Get related experience through internships, even if unpaid.

Learn webpage design and software packages relevant to publishing and media.

Develop a portfolio or audition tape depending on the industry.

Be willing to take any job in the field to get a foot in the door.

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.

Non-Profit

Administration

Management

Grant writing

Writing/Editing

Fundraising/Development

Public relations

Volunteer coordination

Program coordination

Research

Religious Work:

- Pastoral and other religious leadership
- Mission work
- Religious camp administration
- Local ministries, e.g. youth, adult, education

Non-Profit Employers

Local and national nonprofit organizations

Professional associations

Chambers of commerce

Community centers

Philanthropies

Hospitals

Foundations

Churches, synagogues, mosques

Religious organizations (e.g. camps, retreat centers, denominational boards)

Think tanks

Non-Profit Strategies

Take courses in psychology, sociology, or social work to broaden perspective.

Develop a wide array of skills including writing, speaking, budgeting, and grant writing.

Obtain leadership roles in relevant campus, church, or community groups.

Complete one or more internship(s) with nonprofit organizations.

Learn to work well with different types of people.

Demonstrate knowledge and experience in a specialty area, e.g. public health, environment, urban issues.

Research organizations' values to find a good fit with yours. It is critical that you are knowledgeable about and care about the organizations' missions.

Consider earning a master's degree in public administration or non-profit administration.

For religious work, research requirements to enter leadership in the faith you want to pursue. For example, Master of Divinity and denominational ordination are required for most clergy positions.

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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 Communication Information

Communication Studies is a broad degree that can lead to job opportunities in many different fields. Skills and experiences gained through co-curricular activities, internships, part-time jobs, and volunteering are critical in shaping a career path. Develop a career goal and seek the right background to become a strong candidate.

Communication Studies is good preparation for graduate school in many disciplines including communication, law, education, business, public administration. Maintain a strong grade point average to increase opportunities for admission into graduate programs.

Explore specializations within major and professional field. Select electives to enhance knowledge in area(s) of interest or find a minor that will add value.

Develop strong written and verbal communication skills and excellent interpersonal skills. Gain experience with public speaking by joining Toastmasters.

Get involved in campus activities and professional organizations. Learn to work well on a team and develop leadership skills.

Build a network of contacts. Once in a position, find an experienced mentor.

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.