

## Career Information for Mass Communications-Advertising

A College of Fine Arts and Humanities Major

### **General Overview Information**

Advertising majors learn how to create and spread messages used to promote and sell products and services. Students study a combination of writing, art, and business and learn about advertising principles, copywriting and layout, media campaigns, and media economics. Advertising is about understanding what motivates people to buy a product, use a service, or support a cause.

### **Do You Have These Characteristics?**

Creativity · Detail Oriented · Good Judgment · Ability to Function as a Team · Flexible  
Decision Making Skills · Problem Solving Skills · Outgoing Personality · Motivated

### **Salary Information Can Be Found At:**

[www.bls.gov/bls/blswage.htm](http://www.bls.gov/bls/blswage.htm)

[www.iseek.org](http://www.iseek.org)

[www.stcloudstate.edu/careerservices](http://www.stcloudstate.edu/careerservices)

### **What Can You Do?**

- Marketing Manager
- Advertising/Promotions Manager
- Account Manager
- Copywriter
- Art Director
- Media Planner
- Media Buyer
- Advertising Sales Agent
- Media Director
- Creative Director

### **Where Can You Work?**

- Management Companies
- Radio & Television Stations
- Educational Institutions
- Membership Organizations
- Health Care Organizations
- Social Service Agencies
- Advertising Agencies
- Federal, State, & Local Government
- Newspapers & Magazines
- Self-Employed

### **Resources**

- SCSU Mass Communications – <http://bulletin.stcloudstate.edu/ugb/programs/comm.asp>
  - Occupational Outlook Handbook – <http://www.bls.gov/oco/ocos020.htm>,  
<http://www.bls.gov/oco/cg/cgs017.htm>
  - American Association of Advertising Agencies – [www.aaaa.org](http://www.aaaa.org)
  - *Career Opportunities in Television and Cable*
  - *Careers in Advertising*
  - *Great Jobs for Communication Majors*
  - *Internships with America's Advertising Agencies*
  - *Media Internship Book, The*
  - *Minnesota Business Directory*
  - *National Director of Arts Internships*
  - *National Trade and Professional Associations*
  - *Opportunities in Retailing Careers*
  - *Performing Arts Directory*
  - *Real Resumes for Media, Newspaper, Broadcasting & Public Affairs Jobs*
  - *Resumes for Communications Careers*
  - *Sports Marketing*
  - *The Gold Book*
  - *Top Careers for Liberal Arts Graduates*
- (Books are available at SCSU Career Services Center)