

## Related Careers

Sales, Marketing and Promotions, Public Relations, Sales Representatives, Writers and Editors, Artists, Market and Survey Researchers.

## Resources

- Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov)  
*2004 Occupational Outlook Handbook*
- O\*Net Online  
[online.onetcenter.org/](http://online.onetcenter.org/)
- American Association of Advertising Agencies  
[www.aaaa.org](http://www.aaaa.org)
- American Advertising Federation  
[www.aaf.org](http://www.aaf.org)

### Sources of information for this publication:

Bureau of Labor Statistics, [www.bls.gov](http://www.bls.gov)  
*2004 Occupational Outlook Handbook*  
O\*Net Online, [online.onetcenter.org/](http://online.onetcenter.org/)



## Pathways to Media

For more information, contact:  
Academic Exploration and Advising Services  
M110 Student Success Center  
Columbia, Missouri 65211  
(573) 884-9700



## Pathways to Media



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- Related Majors at Mizzou
- How to Prepare for a Career in Advertising
- Career Information
- Required Skills and Abilities



## Description and Job Duties

Firms in the advertising and public relations services industry prepare advertisements for other companies and organizations and design campaigns to promote the interests and image of their clients. There are four main areas of work in advertising: creative, research, media and account services.

**Creative.** The creative department is responsible for generating creative ideas/solutions, providing verbal and visual concepts and executing the products of their ideas.

**Research.** Advertisers need to know who they're talking to. Much of the direction for advertising ideas and concepts comes from having information about the motivations, desires and needs of consumers. Market Researchers conduct primary research and utilize secondary research to find out more about their targeted consumers.

**Media.** The media department looks at all of the media options available and determines a plan so that the right people see the advertising at the right time. They take the product generated by the creative department, determine the right target audience(s) and develop an effective plan to reach them.

**Account Services.** This department serves as a liaison between the clients/accounts and the ad agency. They perform a balancing act, working to meet the needs of the clients and keeping the agency team informed and on track, as well as representing the agency's point of view to the clients.

## Skills and Abilities

Creative, effective and concise communication, conceptual and artistic abilities, analytical, diplomatic leadership, creative problem-solving, sensible decision-making, organized and thorough, passionate, initiative and high energy, enthusiasm and flexibility.

## Majors at MU

- |   |                    |
|---|--------------------|
| Communication (A&S)                     | Sociology (A&S)    |
| English (A&S)                           | Anthropology (A&S) |
| Art (A&S)                               | Economics (A&S)    |
| Psychology (A&S)                        |                    |
| Journalism-Advertising (JOURN)          |                    |
| Business Administration-Marketing (BUS) |                    |

Employers look at a wide-range of liberal arts backgrounds and value hands-on experience and internships.

## Preparation

- A Liberal Arts background is strongly encouraged. Degrees and experience in/exposure to journalism, advertising, communication, psychology, sociology, marketing, economics, anthropology and fine arts provide appropriate education and training for work in the advertising industry.
- Internships and opportunities to gain experience are helpful when applying for entry-level jobs in advertising.
- A portfolio or "book" that showcases original advertising concepts and designs is imperative when seeking creative positions.

## Typical Career Opportunities

- |   |                     |
|---|---------------------|
| • Art Director                            | • Market Researcher |
| • Copywriter                              | • Media Researcher  |
| • Computer Design & Production Specialist | • Media Planner     |
| • Account Manager                         | • Media Buyer       |
| • Traffic Manager                         | • Account Executive |
| • Art Buyer                               | • Account Planner   |

## Career Information

Although advertising and public relations services firms are located throughout the country, they are concentrated in the largest states and cities. Practitioners may work for a large advertising or PR agency/firm with a variety of accounts and clients, or for smaller companies, or even perform freelance work. Long hours, including evenings and weekends, are common. Also, depending on the position, substantial travel may be required.

Median annual earnings of advertising and promotions managers in May 2004 in the advertising and related services industry were \$89,570. According to a National Association of Colleges and Employers Survey, starting salaries for advertising majors averaged \$31,340. Jobs in this field are highly coveted, resulting in keen competition.

