



WHAT CAN I DO WITH A MAJOR IN? ADVERTISING

Career choice may or may not be closely related to the choice of undergraduate major. The following is a short list of ideas and resources to assist with career planning.

SAMPLE JOB TITLES

Advertising Director	Advertising Manager	Marketing Strategist
Art Director	Production Designer	Advertising Executive
Account Executive	Commercial Producer	Communications Consultant
Advertising Analyst	Screen Writer	Copywriter
Internet Marketer	Web Designer	Graphic Designer
Event Planner	Marketing Coordinator	Creative Director
Product Manager	Program Coordinator	Media Director
Promotion Manager	Public Relations Manager	Broadcast Producer

LINKS TO EXPLORE

MTSU Major: <http://www.mtsu.edu/programs/advertising/>

Career Planning

<http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>

<http://www.insidejobs.com/articles/advertising-degree-what-to-expect>

<http://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>

<http://www.bls.gov/ooh/arts-and-design/art-directors.htm>

<http://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>

Job Search

http://jobs.ama.org/home/index.cfm?site_id=14810

<http://www.talentzoo.com/>

<http://www.monster.com/jobs/q-advertising-jobs.aspx>

<http://jobs.adagetalentworks.com/jobseekerx/SearchJobsForm.asp?ft=bas>

<https://thecreativeham.com/advertising-jobs/>

Professional Organizations

http://www.aef.com/industry/links/associations_affiliations/index.html

<http://www.aaf.org/imis/AAFMemberR/>

<https://www.aaaa.org/Pages/default.aspx>

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