



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

Social Media Manager	Advertising Manager	Marketing Strategist
Art Director	Production Designer	UX/UI Researcher
Account Executive	Content Producer	Communications Consultant
Advertising Analyst	Ad Sales Rep	Copywriter
Internet Marketer	Strategy Officer	Graphic Designer
Traffic Coordinator	Marketing Coordinator	Creative Director
Product Manager	Program Coordinator	Digital Media Strategist
Promotion Manager	Public Relations Manager	Production Manager
Media Buyer	Brand Manager	SEO Strategist

Links to explore

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

Career Descriptions:

- <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
- <https://thecreativeham.com/advertising-jobs/>
- <https://jobs.venturebeat.com/>
- <https://jobs.marketinghire.com/jobseekers/>

Affiliations:

- Ana Educational Foundation: http://www.aef.com/industry/links/associations_affiliations/index.html
- 4A's: <https://www.aaa.org/Pages/default.aspx>
- American Marketing Association: <https://www.ama.org/Pages/default.aspx>
- Assoc. for Audience Marketing Professionals: <https://audiencemarketing.org/>