

Careers By Major

ADVERTISING

BACHELOR'S DEGREE

Advertising Manager/Account Executive	Marketing Researcher
Copywriter	Marketing/Sales Representative
Compensation/Benefits Administrator	Proofreader
Continuity Writer	Industrial/Institutional Purchaser
Compensation	Package Designer
Editor	Public Relations Specialist
Fund Raiser	Police Lieutenant, Community Relations
Grant Coordinator	Radio/TV Announcer
Human Resources Administrator	Writer/Author

MASTER'S/DOCTORAL DEGREE

University/College Communications Professor

TRENDS & SALARY INFORMATION

Occupational Outlook Handbook (national info)

Advertising

www.bls.gov/oco/cg/cgs030.htm

EMPLOYERS IN ADVERTISING

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|------------------------|--------------------------|
| Broadcast Industry | International Agencies |
| Business & Industry | Large Corporations |
| Colleges/Universities | Law Firms |
| Community Agencies | Magazines/Newspapers |
| Consulting firms | Non-profit organizations |
| Computer Industry | Radio |
| Entertainment Industry | Retail |
| Health Agencies | Sales |
| Insurance Companies | State/federal government |

PROFESSIONAL ORGANIZATIONS

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| The Advertising Council | www.adcouncil.org |
| American Association of Advertising Agencies | www.aaaa.org |
| Public Relations Student Society of America | www.prssa.org |

INFORMATIONAL WEBSITES

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| Advertising & Public Relations Jobs | www.jobsearch.about.com |
| Careers in Marketing | www.careers-in-marketing.com/ |
| Federal Government Jobs | www.usajobs.opm.gov |
| NAU School of Communication | www.comm.nau.edu |
| Non-profit organizations | www.idealists.org |
| Showbizjobs | www.showbizjobs.com |

MORE INFORMATION

Contact Gateway Student Success Center
www.nau.edu/gateway