

Career-Related Services

Career Counseling
Graduate School Planning
Career Resource Library
Career Assessments
Internship Planning
Credentials Services

Hours

Monday - Friday
8 am - 5 pm

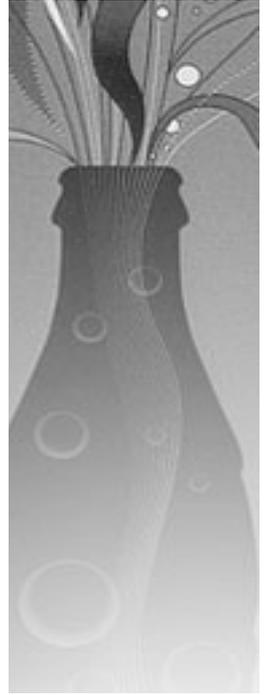


School of UNDERGRADUATE STUDIES

512-232-8400 Jester A115

utexas.edu/ugs/csacc

Advertising & Public Relations



Career Options for Advertising & Public Relations Majors

This booklet contains specific information about majoring in advertising or public relations at The University of Texas at Austin, as well as career opportunities related to this major. The careers listed typically require a bachelor's degree, and special certification or training requirements are noted. Please use this booklet as an idea generator, rather than as a comprehensive list of all career options for advertising and public relations majors. The career descriptions were obtained from the Center for Strategic Advising & Career Counseling (CSA&CC) library resources and career websites (see listing of sources on last page).

The first section, "Direct Career Opportunities," includes careers that use the creativity and communication skills acquired by advertising and public relations majors. The second section, "More Career Opportunities," lists careers that are potentially available to all communication majors who have related experience or coursework.

For advertising and public relations majors, there are many career options that require a master's or doctoral degree but do not require any particular undergraduate degree. Examples of these include law, international affairs, museum administration, library and information studies, hospital administration, and many more. For careers requiring graduate education, please visit our library or speak to a career counselor.

The CSA&CC offers many other services and resources to help you with your career planning. These include:

- Career Counseling
- Career Assessment
- Career Information Library
- Internship Information
- Graduate School Planning Assistance

Visit our website at utexas.edu/ugs/csacc or call 232-8400 for more information.

MAJORING IN ADVERTISING AND PUBLIC RELATIONS AT THE UNIVERSITY OF TEXAS AT AUSTIN

Advertising

Departmental Website: advertising.utexas.edu

Campus Location: CMA 7.142

Phone Number: 471-1101

Public Relations

Departmental Website: advertising.utexas.edu/PublicRelations

Campus Location: CMA 7.142

Phone Number: 471-1101

DESCRIPTION OF MAJOR

Advertising

Advertising is communication that informs potential customers about products and services and how to obtain them.

Advertisements often contain both factual information and persuasive messages. Every major medium is used to deliver these messages including: television, radio, movies, magazines, newspapers, video games, the Internet, and billboards.

Public Relations

Public relations is a form of communication primarily directed toward gaining public understanding and acceptance. Public relations usually deals with issues rather than products or services, and is used to build goodwill with public or employees.

AREAS OF STUDY

Advertising

Texas Creative (copywriting, design and layout, art direction)

Texas Media (media planning and buying, sales, new media development)

Texas Interactive (digital media and interactive communication)

EXAMPLES OF COURSES

ADV 318J. Introduction to Advertising and Integrated Brand Communication

The functions of advertising; role in marketing/communications mix; economic and social influence; advertising institutions and media; campaigns and appropriations; retail and business-to-business aspects.

ADV 447 Art Director's Seminar

Introduction to computer graphics with applications to advertising and other disciplines. Students interact with computer systems to produce artwork and design portfolios.

PR 352 Strategies in Public Relations

Strategies relating to public relations disciplines, including the management of external, internal, community, nonprofit, and media issues, and public relations marketing programs

PR 367 Integrated Communications Management

Public relations as a managerial problem-solving process; strategic management of programs to enhance public-organizational relationships.

Skills gained by Advertising and Public Relations Majors

Creativity and flexibility

Communicating orally and in writing

Leading, managing, and persuading

Using computer graphics and web development software

Media planning

Interpreting research and statistics related to consumer behavior

DIRECT JOB OPPORTUNITIES

This sampling includes careers that use the creativity and communication skills typically acquired by advertising and public relations majors.

Account Manager or District Manager

Sell advertising space for a publication in a specified geographic territory as a member of a media sales department. Maintain old accounts, solicit new ones, keep up-to-date on accounts and competition, and make sales calls.

Advertising and Promotions Manager

Plan and direct advertising policies and programs. Produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Advertising Illustrator

Translate advertising ideas into quick images that can be presented as options for clients and later reworked into final art. Draw variety of subjects using a variety of techniques from pencil sketches to digital rendering.

Advertising Media Planner

Create media plans. Work with clients on the messages they want to get out within the budget constraints they present. Determine the targets for the messages and the media habits of these targets. Decide the kind of media to use for the clients' ads. Negotiate rates for print placements.

Broadcast Producer

Coordinate all parts of the project of creating and producing a television commercial, including the concepts, the people, and the technology, with particular influence over the final form of the commercial. Oversee all tasks from initial budgeting to technical production.

Copywriter

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.

Group or Regional Sales Manager

Supervise a staff of print media sales representatives serving a defined geographic area or branch office. Double-team with individual representatives on challenging prospects, larger

accounts, and difficult sales situations.

Interactive Producer

Create interactive advertising. Work with the account services staff and the agency creative directors to determine the nature of the advertising desired, such as banner ads, search engine positions and hot links, and how to thematically match interactive advertising with the ads created for other media. Create a single database for copy and graphics created for print ads, audio for radio and TV ads, and video for broadcast.

Market Research Analyst

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Media Analyst

Work within the media department under the guidance of senior media planners and media buyers. Analyze data regarding ad placement and strategic planning to buy advertising space in the most cost-efficient manner while maximizing target audience exposure.

Production Manager

Head print ad production. Assign work to the staff and ensure that all of the work being done is up to professional standards. Work closely with the heads of the other agency departments and with the client to ensure that the best print work is being done in the most cost-efficient manner possible.

Trade Show Representative

Travel to different cities to demonstrate a product at the trade show booth, answer questions from potential clients, represent the company in oral and written interviews with local media, and write up sales. Work intensively with company salespeople, technicians, marketing people, and others to understand as much as possible about the product and provide feedback about client responses obtained during trade show demonstrations.

Traffic Manager

Oversee the traffic department, including scheduling, supervising staff, and controlling the agency's print ad activity. Prepare budgets, address personnel matters, and ensure that staff members are working well together and responding to the needs to the agency.

MORE JOB OPPORTUNITIES

This section lists other opportunities that may be available to all communication majors. Entry into these careers usually requires internship or volunteer experience or relevant coursework in addition to an advertising and public relations degree. This is a sampling of job opportunities; for more options and ideas, please visit the CSA&CC career information library.

ADVERTISING/MARKETING/SALES

Advertising and Promotions Manager

Plan and direct advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or give-aways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

Buyer

Purchase merchandise directly from manufacturers and resell it to retailers (wholesale buyer) or purchase goods from wholesalers for resale (retail buyer). Become expert in particular kind of merchandise (such as clothing or electronics), stay informed about new trends, analyze customers' buying preferences, and decide what merchandise employer will sell.

Customer Service Representative

Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints.

Real Estate Agent

Operate real estate office, or work for commercial real estate firm, overseeing real estate transactions. Other duties usually include selling real estate or renting properties and arranging loans. Requires a state license.

Sales/Service Manager

Direct the actual distribution or movement of a product or service to the customer. Coordinate sales distribution by establishing sales territories, quotas, and goals and establish training programs for sales representatives. Analyze sales statistics gathered by staff to determine sales potential and inventory requirements and monitor the preferences of customers.

BUSINESS

Corporate Foundation Worker

Help corporations support projects and social service agencies in the community by screening proposals, giving presentations, and advising company boards which projects to fund.

Insurance Agent

Assist companies and individuals in selecting the most appropriate insurance policies. Consult with clients, write reports, maintain records, and help process insurance claims. A professional license is required, and business courses can be helpful.

Loan Officer

Provide guidance and information for prospective loan applicants. Analyze and verify clients' creditworthiness. May negotiate repayment plans with delinquent borrowers. Work for commercial banks, credit unions, and other financial institutions.

Management Consultant Analyst

Analyze business problems by collecting information from both internal and external sources, developing possible solutions, and then making recommendations to management team. Usually work for consulting firms, who hire recent college graduates for 2-3 year analyst positions.

Retail Manager

Oversee profitable operation of retail stores, including hiring and supervising employees, managing inventory, and managing the budget. May be responsible for merchandise promotions and advertising.

CORPORATE COMMUNICATIONS

Corporate Recruiter

Maintain contacts in the community and travel, often to college campuses, to seek qualified job applicants. Screen and interview applicants and makes job offers. Stay up-to-date on organizational hiring policies, equal employment opportunity, and affirmative action guidelines. Work for companies, government agencies, and non-profit organizations.

Diversity Officer

Research, analyze, and monitor staffing policies to achieve diversity goals. Conduct outreach activities to identify and attract qualified women and minority applicants for company openings.

Human Resources Specialist

Create and carry out human resource programs and policies including staffing, compensation, benefits, immigration, employee relations, training and health and safety programs. Assess employees for promotion.

Meeting & Convention Planner

Coordinate all aspects of group meetings and conventions, including speakers, location, audio-visual equipment, and publicity. Work for nonprofit organizations, professional associations, hotels, corporations, and government agencies.

Public Relations Specialist

Write articles for internal publications, write press releases, assemble press kits, arrange speaking engagements, assist in fundraising activities. Work in a variety of settings: business, government, non-profit, and education.

EDUCATION

College Academic Advisor

Advise communication majors at all levels about selection of courses, schedule planning, and other academic issues. May present seminars and workshops and develop and implement academic programs and refer students to other campus resources.

College Admissions Officer

Evaluate freshman and transfer applicants; counsel and advise the general public including, but not limited to, prospective applicants, parents, faculty, and administration on admission-related issues; and participate in various recruitment and yield activities.

Corporate Trainer

Develop and conduct individual, group, and classroom training for employees on a wide variety of subjects. Develop training manuals, handouts, procedures, and supplemental training materials. Other duties involve test creation and administration for the advancement of employees.

Disability Services Coordinator

Serve as an advocate for students with disabilities. Work with faculty to understand and provide reasonable accommodations for students with documented disabilities. Promote disability awareness on college campuses.

Residence Life Coordinator

Supervise undergraduate and/or graduate staff, develop residence hall community, respond to student concerns, manage administration and facilities, and participate in department initiatives and campus life.

ENVIRONMENT AND OUTDOOR

Environmental Education Specialist

Plan, develop, and conduct programs to inform public of historical, natural, and scientific features of national, state, or local parks.

Environmental Science and Protection Technician

Perform laboratory and field tests to monitor the environment and investigate sources of pollution, including those that affect health. May collect samples of gases, soil, water, and other materials for testing and take corrective actions as assigned.

Green Marketing Analyst

Create innovative ways to introduce environmentally conscious products into the marketplace. Analyze sales data and consumer spending habits and consult with other marketing team members and graphic designers.

Outdoor Guide

Lead groups on trips involving outdoor recreational activities such as fishing, hiking, nature photography, wildlife observation, or canoeing. Provide educational information about physical environment, wildlife, climate, and ecology. Work for tour companies, ranches, parks, or on freelance basis.

Recycling Coordinator

Design and implement curbside and drop-off recycling and hazardous waste programs through city governments or private firms. Conduct public outreach campaigns to educate people about the advantages of recycling. May ensure compliance with ordinances or apply for grants.

Tour Guide

Escort individuals or groups on sightseeing tours or through places of interest, such as national parks, industrial establishments, public buildings, and art galleries.

GOVERNMENT

Legal Assistant

Assist lawyers by researching legal precedent, investigating facts, or preparing legal documents. Conduct research to support a legal proceeding, to formulate a defense, or to initiate legal action.

Legislative Analyst

Perform quantitative and qualitative analysis of information needed by legislators and other government officials. Evaluate policy issues and options, write reports, conduct briefing meetings, and respond to inquiries.

Legislative Assistant

Meet with lobbyists, arrange committee and subcommittee hearings, assist in developing legislation and amendments. Respond to requests for information, prepare memos and reports based on completed research for legislators.

Lobbying Organizer

Distribute information about a particular issue or organization, recruit volunteers, solicit funds, and organize such efforts as rallies, letter-writing campaigns, and voter registrations drives. Work for special and public interest groups as well as professional lobbyists.

Political Party Staffer

Work to advance a political party's agenda by recruiting and training candidates, preparing for conventions, planning fundraisers and publicity events, and supporting elected officials. Internship experience is especially helpful.

HUMAN SERVICES

AmeriCorps Volunteer

Serve full-time for a year in organizations and agencies throughout the country, work to fight illiteracy, improve health services, create businesses, increase housing opportunities, or bridge the digital divide. Benefits include an Education Award or an end-of-service stipend.

Community Organizer

Establish and organize community groups to solve social problems in the community. Assess strengths and weaknesses of existing resources and propose changes. Promote cooperation and coordination among government agencies, nonprofit organizations, and other community groups. Conduct research, prepare budgets, and assist in fundraising.

Social Service Caseworker

Help families and individuals secure assistance from social service agencies. Interview clients to understand degree and nature of problems and refer to appropriate community resources. May determine eligibility for financial assistance and/or advocate on clients' behalf to government or nonprofit agencies.

Volunteer Coordinator

Recruit, train, schedule and provide supervision to volunteers at non-profit organizations. Arrange for on-the-job and other required training, supervision and evaluation of volunteers. Serve as liaison between administration, staff, and volunteers.

Youth Organizer

Manage and administer youth and community projects and resources; conduct needs assessment and plan and deliver relevant programs of personal and social education via discussions, arts-based activities, community/environmental projects, residential activities, and outdoor/sports activities.

INTERNATIONAL

ESL/ESOL Teacher

Provide rigorous and appropriate instruction to international students that supports the acceleration of English and appropriate academic content. Serve as a liaison between the student, his/her family and the school, by providing cross-cultural information to all parties that foster positive relationships.

Foreign Service Officer

Analyze and report on political and economic developments, including agricultural trends, humanitarian and social conditions. Identify export markets, negotiate international agreements, and interpret US policies and interests for foreign governments, opinion leaders and publics. Issue visas to foreign nationals, provide development assistance, and arrange cultural exchanges.

Intelligence Officer

A member of the armed forces, police officer or civilian intelligence agency who specializes in the gathering, fusion and analysis of information and intelligence in order to provide advice to their government or another organization.

Interpreter/Translator

Enable the cross-cultural communication necessary in today's society by converting one language into another. Must remain sensitive to the cultures associated with their languages of expertise.

Peace Corps Volunteer

Peace Corps Volunteers work internationally in the following areas: education, youth outreach, and community development; health and HIV/AIDS; agriculture and environment; business development; and information technology. Within these areas, the specific duties and responsibilities of each Volunteer can vary widely.

MEDIA/PUBLISHING

Copy Editor

Act as liaison between author, editor, and proofreader. Review manuscripts for grammar and style usage. May develop in-house style guide, supervise freelance staff, and handle author queries.

Copywriter

Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material for use by publication or broadcast media to promote sale of goods and services.

Grant Writer

Write and develop grant proposals, which includes conducting needs assessments and matching product needs with available funding. Work for government or non-profit agencies.

Staff Writer

Research and write articles for magazine. May write article promos, short features, author bios, or photo captions. May work on freelance basis or for one particular magazine.

Travel Writer

Write features with detailed, accurate, timely and up-to-date information regarding destinations, hotels, restaurants, tours, activities, etc, using a variety of sources of information. Involves thorough research and travel.

RESEARCH

Information Broker

Perform research for clients in business, healthcare, government, law, and science. Uses Internet, database, and library resources to find specific information. May also analyze information, write reports, and train clients in information retrieval. Often work for consulting firms or on freelance basis.

Institutional Researcher

Write institutional and policy histories; research and report on current issues, long-range trends; edit records; manage archives. Work for government agencies, private corporations, public archives and libraries.

Market Research Analyst

Research market conditions in local, regional, or national areas to determine potential sales of a product or service. May gather information on competitors, prices, sales, and methods of marketing and distribution. May use survey results to create a marketing campaign based on regional preferences and buying habits.

Publications Researcher

Research story and script ideas; maintain research files on topics and people; verify stories for accuracy. Work for newspaper, magazine, or book publishers.

Survey Researcher

Design or conduct surveys. May supervise interviewers who conduct the survey in person or over the telephone. May present survey results to client.

SOURCES

Career Opportunities in Advertising and Public Relations by Shelly Field. Checkmark Books, 2005.

Careers in Advertising by S. William Pattis. McGraw-Hill, 2005.

Careers in Advertising & Public Relations by WetFeet. Wetfeet, 2005.

Public Relations Careers by Morris B. Rotman. McGraw-Hill, 2001.