

Advertising

Entry Level Positions

Assistant Account Executive, Assistant Copywriter, Promotion Assistant, Publicity Assistant, Traffic Controller.

Duties

There are three departments that make up an agency: creative, account, and media. The creatives are the copywriters, artists, and film makers who come up with the ideas and create the finished project. The account side deals directly with the client or account- the business side. The media department is in charge of buying broadcast time or print space and deciding when and where to run the ad.

Graduate Programs

Virginia Commonwealth, Univ. Of Memphis, Murray State, Univ. Of N. Carolina, Suffolk Univ., Emerson College, Boston Univ., Syracuse U., Univ. Of Alabama, Rutgers Univ., Rowan Univ.

Internships

Use eRecruiting.com to find local, regional and national internships. Attend a Jobs Orientation to learn how it's done. Sample Internships: LevLane Advertising, BSA Advertising, American Advertising Services, Haney & Associates, Lynons, Inc., Reese, Tomases & Ellick, Inc., Shipley Associates.

Web Sites and Resources

- www.adweek.com *AdWeek* magazine
- www.adage.com *Advertising Age* magazine
- www.nationjob.com/media/
- www.careers-in-marketing.com
- www.marketingjobs.com
- www.talentzoo.com
- www.adjob.com
- www.webadvertisingjobs.com/
- www.hotjobs.com/htdocs/channels/advertising
- www.birschbachmedia.com

CSE 230: Career Opportunities in Advertising and Public Relations

Top Ten Agencies

J.Walter Thompson (N.Y.), Leo Burnett (Chicago), Grey Advertising (N.Y.), Foote, Cone & Belding (Chicago), McCann-Erickson (N.Y.), DDB Neeham (N.Y.), Young & Rubicam (N.Y.), BBDO (N.Y.), Saatchi & Saatchi (N.Y.), Oglivy & Mather/