Bachelor of Arts in Mass Communications/Advertising

There are numerous opportunities in the advertising field, such as working as a advertising manager, account executive, media director or creative director. Advertising managers direct a firm's or group's advertising and promotional campaign. They can be found in advertising agencies that put together advertising campaigns for clients, in media firms that sell advertising space or time, and in companies that advertise heavily. In advertising agencies, account executives maintain the accounts of clients whereas the creative services department develops the subject matter and presentation of advertising. The media director oversees planning groups that select the communication medium—for example, radio, television, newspapers, magazines, the Internet, or outdoor signs—that will disseminate the advertising.

Entry-Level Positions
Advertising & Promotion Managers
Broadcast News Analyst
Copy Writer
Correspondence Clerks
Editor
Entertainment Agent
Market Research Analyst
Media Buyer
Meeting, Convention, Event Planner
Newscaster
Photo Editor
Public Relations Specialist
Producer
Program Directors
Reporters and Correspondents
Technical Writer

Curriculum Information
Mass Communications/Advertising Eight Semester Plan

Positions with a Graduate Degree
Communications Teachers, Postsecondary

Professional Organizations and Related Resources
American Society of Magazine Editors
Newspaper Guild
National Newspaper Association
National Newspaper Publisher Association
National Association of Broadcasters
Online News Association
Association of National Advertisers
American Advertising Federation
Public Relations Society of America

Where else can I find information?
Occupational Outlook Handbook
O*NET Online
USF Career Services