

## Bachelor of Arts/Science in Advertising

The Advertising major is unique in that it is a collaborative effort of the departments of Mass Communications in the College of Arts and Science and Marketing in the College of Business. The major complements an existing Advertising track in the Mass Communications major and provides students the opportunity to combine the creative aspects of advertising with knowledge, skills, and abilities in accounting, economics, finance, information systems, management, marketing and strategy.

### Entry-Level Positions

[Advertising, Promotions, and Marketing Managers](#)

[Art Director](#)

[Copywriter](#)

[Green Marketers](#)

### Curriculum Information

[Advertising Eight Semester Plan](#)

### Positions with a Graduate Degree

[Communication Teachers, Post Secondary](#)

### Professional Organizations and Related Resources

[Association of National Advertisers](#)

[American Advertising Federation](#)

[American Association of Advertising Agencies](#)

[Advertising Council](#)

[Advertising Educational Foundation](#)

[Advertising Industry Careers](#)

### Where else can I find information?

[O\\*Net Online](#)

[Occupational Outlook Handbook](#)