

Bachelor of Arts in Mass Communications/Advertising

There are numerous opportunities in the advertising field, such as working as an 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