



Internship and Career Services Industry Guide: Advertising

OVERVIEW

All businesses, from small stores to large corporations, depend on advertising to get their products or services in front of consumers. Putting together an ad campaign requires the work of both creative talent to plan, design, and write copy while business experts manage sales and track results. While advertising careers were once limited to print, television, and radio rapid advances in technology have expanded opportunities to online media as well.

STEPS TO PURSUING AN ADVERTISING CAREER

Intern at an agency or with a firm in need of advertising: Interning will help you get an "in" to the agency, but you'll also be able to work in various areas you wouldn't otherwise. The experience you gain as an intern is invaluable and could lead to a permanent position.

Take an Entry Level Position: Many people have successfully started their career in marketing or advertising by taking any job in an agency or firm environment, and then working their way up. Get in there and learn everything you can and gain valuable skills and experiences. If you're unable to move up within that particular agency, you can still use that experience to get you a job somewhere else.

Freelance Work: If you're interested in being a copywriter or graphic designer, consider freelancing as a way to get into the business. You should have an online portfolio ready to go and be available to network like crazy. Freelancing is not only a great way to do a lot of networking, and build a portfolio of legitimate published work, but it gives you a wide range of projects and campaigns to hone your skills.

Introduce Yourself to Key People & Network: If you're looking for a position on the creative side of advertising, you could send an email to the Creative Director. Look for opportunities to meet with people in your area that are actively working in the industry. Many cities have local advertising clubs that sponsor special events, educational seminars, and professional workshops (i.e. "Indy Hub"). Get out there and meet the people who could be your next potential employer. Lastly, use your immediate network! Start by sharing your work/portfolio with peers and alumni.

CAREERS IN ADVERTISING

On a basic level, advertising professionals create, sell, and measure the effectiveness of advertising campaigns. Creative professionals, such as copywriters and art directors, and business-oriented professionals, such as brand managers and product managers, all play important roles in the effectiveness of ad campaigns. While most advertising professionals work for ad agencies, they may also work for newspapers, magazines, radio, and TV. There are many different roles in advertising and your skills and interests will guide you to the career path that is a perfect fit for you!

New Business

New business is the area of advertising responsible for generating strategies to bring in clients.

Assistant Client Manager, Business Development Assistant, Event Planner

Account Services	Once the advertising agency has gained a new client, the account services department manages the relationship. This is a fantastic field for people who are enthusiastic about the power of advertising and also energized by interpersonal connections.	Account Executive, Account Director, Account Manager
Planning	Strategic planning is an integral part of creating effective advertising strategies. Planning departments are responsible for generating and processing quantitative and qualitative consumer data through methods such as focus groups and surveys.	Project Manager, Planning Director, Account Planning Assistant
Creative	The creative department creates the artwork or content used in all of the agency's media campaigns. Artists who enjoy putting their skills to work in a fast-paced environment and working within set parameters will excel in advertising.	Graphic Designer, Art Director, Copywriter, Photographer
Production	Production is the behind-the-scenes magic of advertising and involves making television ads, radio spots, posters and other media to be used in promotions. All ads involve a number of moving pieces during pre-production, production and post-production.	Production Assistant, Broadcast Producer, Executive Producer
Interactive	The interactive branch of advertising involves developing websites, online ads, games, blogs, and apps. These things can either be the product itself or serve to attract people to the product.	Web Designer, Application Developer, Interactive Designer
Social Media	Similar to interactive advertising, those in social media engage consumers. Professionals who manage social media accounts conceptualize and present media strategies, implement these strategies and engage with consumers to generate a positive online community surrounding the client's brand.	Social Media Analyst, Community Manager, Social Media Coordinator, Social Media Strategist
Media	Advertising departments and agencies need to get their product in front of the consumer, a task often done by purchasing print media, radio, television, or Internet media spots.	Media Buyer, Media Planner

Online Resources:

[Butler University College of Communication Internships](#)

[Butler University PR & Advertising](#)

[Internship & Career Services: Guide to Professional Success PDF](#)

[Advertising Career Information \(monster.com\)](#)

[What to Expect from a Career in Advertising \(thebalancecareers.com\)](#)

[Top 20 Advertising Agencies Serving Indianapolis \(expertise.com\)](#)

[Indiana Internships \(indianaintern.net\) *search Advertising](#)

[Advertising Internships Postings \(wayup.com\)](#)

[Advice To Graduates Starting A Career In Advertising \(forbes.com\)](#)