



PennState
Donald P. Bellisario
College of Communications

AD/PR

Advertising Option



Intern & Work Opportunities



StarcomSM

Wieden
Kennedy⁺

mcgarrybowen



TURNER



Clear Channel Outdoor

SAPIENT
RAZORFISH

GREY



Students who focus on advertising learn how advertising affects the mass media, how it is used by consumers in making strategic decisions, and how it is controlled and regulated.

Students learn the art of persuasive storytelling as they create concepts and craft copy for a variety of media, including outdoor ad placements, print ads, radio scripts and TV storyboards. Through hands-on classes, students create all-encompassing media plans that include research, marketing materials, ratings and costs.

Students learn to develop campaign goals and think strategically to suggest appropriate creative, media and promotional strategies to achieve those goals using current programs and technology.

Personal Qualifications

- ✓ Ability to communicate a vision to others
- ✓ Analytical and creative problem solver
- ✓ Curious and inquisitive
- ✓ Energetic and passionate
- ✓ Love of arts and popular culture
- ✓ Strong collaborative and interpersonal skills
- ✓ Visual and verbal persuasion

Course Topics

- Advertising Campaigns
- Client-Agency Relations and Management
- Creative Strategy and Execution Development
- Graphics Production Techniques
- Market and Consumer Research
- Media Planning and Placement

Career Possibilities

- Advertising Agencies
- Consulting Firms
- Corporate Advertising
- Digital, Interactive Agencies
- Internet Marketers
- Media Planning Firms
- Radio, TV

Job Titles

- Account Manager
- Advertising Researcher
- Advertising Sales Person
- Brand Strategist
- Digital Media
- Media Buyer
- Media Planner
- Web Designer