

Advertising | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	<p>Meet with a First Year Advisor to develop your academic planning.</p> <p>Embark on your first year by aligning your vision with "the system" in the Advertising program.</p> <p>Take advantage of the Student Learning Assistance Center (Tutoring).</p> <p>Explore majors with a MyMajors assessment.</p>	<p>Meet with the College of Fine Arts and Communications Advising Center for questions about your major.</p> <p>Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad.</p> <p>Share your knowledge as a Peer Mentor or Tutor at SLAC.</p> <p>Explore Campus Resources for academic and personal support.</p> <p>Meet with a faculty mentor to select an undergraduate research opportunity.</p>	<p>Check your Degree Audit & meet with your academic advisor.</p> <p>Explore potential next steps including a the Master of Fine Arts or MFA Residency program.</p> <p>Complement your degree with a micro credential.</p> <p>Meet with a faculty mentor or peer advisor.</p> <p>Complete a capstone project related to major.</p>
EXPAND your personal and social development	<p>Review your degree plan for courses that include the Service-Learning Excellence program.</p> <p>Begin expanding your student experience by joining the American Advertising Federation TXST student chapter.</p> <p>Find additional events and organizations through the Bobcat Organization HUB.</p>	<p>Sharpen your leadership by preparing for the National Student Advertising Competition (NSAC).</p> <p>Consider the School of Journalism and Mass Communication's specially tailored study abroad and study in America programs led by faculty.</p> <p>Discover Global Online Learning Experiences for courses with culturally dynamic perspectives.</p> <p>Participate in The Big Event to give back to the regional community.</p> <p>Attend a Nonprofit and Volunteer Fair from Student Involvement to jump into meaningful service in TXST's community.</p>	<p>Select a service activity through Student Involvement to give back to the area community.</p> <p>Seek out a leadership role with the Leadership & Service program.</p> <p>Attend a Student Government Senate meeting to contribute to the TXST community</p> <p>Attend financial literacy workshops (e.g., budgeting, student loans, taxes).</p>
ENRICH your practical competence	<p>Connect your schedule to the SJMC calendar each year to attend MassCommWeek and more.</p> <p>Explore the TXST One Stop for more information about the scholarships provided to new and continuing students.</p> <p>Attend an IDEA Center workshop to learn more about undergraduate research.</p>	<p>Learn the SJMC internship policies before taking the major's internship course.</p> <p>Take advantage of the activities and opportunities in the Media Innovation Lab.</p> <p>Attend a conference related to your major (get recommendations from a faculty) or your student organization.</p> <p>Review micro internship opportunities for professional development in which you learn and earn.</p>	<p>Learn about Global Career Accelerator options that give you experience with global companies and in-demand tech skills.</p> <p>Attend a professional conference, such as (department recommendation).</p> <p>Deliver a presentation in a student conference, workshop, seminar or community organization.</p>
ELEVATE your career and professional life	<p>Complete your Career Assessments, such as Focus2.</p> <p>Create your Handshake profile.</p> <p>Create your LinkedIn profile and connect with colleagues and leaders.</p> <p>Develop and review your resume with Career Services.</p>	<p>Develop an internship plan with Career Services or your academic department.</p> <p>Report your internship offers to Career Services.</p> <p>Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities.</p> <p>Join Employer Information Sessions at Career Services or your department.</p> <p>Prepare to ace your job interviews with Career Services or your academic department.</p>	<p>Develop a full-time employment or graduate school plan with Career Services.</p> <p>Attend employer info sessions at Career Services.</p> <p>Complete your First Destination Survey to share your post-graduation plans.</p> <p>Identify faculty and professional references.</p>

OUTCOMES

Marketable Skills

- Think critically
- Analyze and solve problems
- Communicate clearly and effectively
- Conduct research, analyze data and uncover insights using methods appropriate for the Advertising industry
- Create fully integrated advertising campaigns
- Create strategic communications executions across industry relevant media

[See more marketable skills for this major](#)

Experiences in Advertising

The advertising major offers a student-centered approach in which essential components of advertising principles and campaign design are featured while students develop their unique vision and approach to the field. Students may participate in faculty-led study abroad or Study in America trips, learn with peers in Living and Learning Communities, develop a professional community at networking events, compete in student competitions, or join student organizations for a well-rounded experience. An optional concentration in sports media is available.

Career Opportunities

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| Account executive or manager | Public relations specialist |
| Copywriter | Social media manager |
| Art director | Production manager |
| Creative director | Media sales representative |
| Media planner/buyer | Account coordinator |
| Digital marketing specialist | Event coordinator |
| Brand manager | |
| Market research analyst | |
| Account planner/strategist | |