

Advertising

Background -

Those working in the advertising field work to increase the sales of products or services to consumers. Advertising is the planning and coordination between company and material (posters, coupons, etc.) to boost interest in a product. Generally as an advertising manager you would work as a point person between the client (account holder) and the company of interest.

What is the median salary for this field? Varies depending on the industry; \$100,810*

What classes at GVSU may help me in my career? Discuss with your advisor which courses among those on this list, along with other courses not listed here, would best serve your career goals.

1. **PSY 360** – Social Psychology
2. **PSY 381** – Group Dynamics
3. **PSY 349** – Applied to Media
4. **COM 202** – Critical Interpretation
5. **CAP 210** – Fundamentals of Advertising
6. **CAP 310** – Advertising Management and Cases
7. **MKT 358** – Marketing and Advertising Communications



Significant background knowledge in business (i.e. minor, major) may be necessary to be successful in this career. What minors could I explore based on my interests?

1. **Business Minor**
 - a. **BUS 201** – Legal Environment for Business
 - b. **ACC 212** – Principles of Financial Accounting
 - c. **ACC 213** – Principles of Managerial Accounting
 - d. **MGT 331** – Concepts of Management
 - e. **MKT 350** – Marketing Management
 - f. **FIN 320** – Managerial Finance
2. **Marketing Minor**
 - a. **MKT 350** – Marketing Management
 - b. **MKT 351** – Consumer Behavior
 - c. **MKT 352** – Marketing Research
 - d. **MKT 375** – Marketing Ethics
 - e. **MKT 451** – Marketing Strategy
 - f. **MKT 300/400**

What experiences outside of my classes could I explore? Explore career fairs hosted by GVSU with the hope of expanding your network of potential employers. In addition, searching Handshake for opportunities within this field would be a great idea for those looking for employment at the undergraduate level.

Applicable Skills – Creativity, analytical skills, problem solving skills, ability to work effectively with teams and individually, communication skills would be important within this field.

*Bls.gov (2016) for “advertising, promotions and marketing managers”

Employer Possibilities – Can work in a variety of sectors (nonprofit, governmental, private, etc.) and in many industries (healthcare, clothing, technology, etc.).