Advertising and Promotion

Advertising and promotion majors are trained not only in advertising fundamentals, but also in how to plan successful customer-driven business strategies and launch integrated marketing communications campaigns. The program stresses the integrated marketing communication concept and teaches students the process of developing and planning a campaign starting with market research, developing objectives, formulating media and creative strategies, and executing tactics that are both relevant and effective for a target audience. Students will build a strong foundation for more advanced study, gain practical experience in the creation and execution of print, radio, television, and Internet advertisement, develop specialized skills to effectively and efficiently deliver targeted brand messages, and bring together their knowledge when working in teams to research and develop marketing campaigns for firms or for entry in collegiate competitions.

Do Research

Selecting a major that aligns with your interests, personality, skills and abilities is an important part of your career development. The websites below will help you learn more about advertising and promotion.

Advertising and Promotion Websites

- WMU Marketing Department: [www.wmich.edu/marketing](http://www.wmich.edu/marketing)
- American Association of Advertising Agencies: [www.aaaa.org](http://www.aaaa.org)
- Advertising, Marketing, and Graphic Design: [www.creativecentral.com](http://www.creativecentral.com)
- Ad Age: [www.adage.com/talentworks](http://www.adage.com/talentworks)
- Promotion Jobs in Entertainment: [www.entertainmentcareers.net](http://www.entertainmentcareers.net)

General Websites

- The Haworth College of Business Career Center: [www.wmich.edu/business/career](http://www.wmich.edu/business/career)
- O-NET Dictionary of Occupational Titles: [www.onetonline.org](http://www.onetonline.org)
- CareerTV: [www.careertv.com](http://www.careertv.com)

Get Involved

Becoming involved in an organization is an essential part of your career development. The websites below are for WMU registered student organizations and national and international professional organizations related to the advertising and promotion major.

- WMU Ad Club: [www.wmuadclub.com](http://www.wmuadclub.com)
- American Advertising Federation: [www.aaf.org](http://www.aaf.org)
- European Interactive Advertising Association: [www.eiaa.net](http://www.eiaa.net)
- Direct Marketing Association: [www.the-dma.org](http://www.the-dma.org)

Explore Opportunities

Exploring companies that hire advertising and promotion majors is a great way to get a sense of the field. The companies below recruit business students and are a great place to start exploring advertising and promotion jobs.

- Biggs|Gilmore
- BBDO
- Campbell-Ewald
- Dept. of Agriculture
- Digitas
- Doner
- Fontana Chamber Arts
- JWT
- Mars Advertising
- McCann Erikson
- Mediaedge:cia
- Mindshare
- Ogilvy-Mather
- Stap Advertising
- Starcom MediaVest