

# What Can I Do With a Major in...?

# Advertising

## Related Career Titles

- Advertising Coordinator
- Advertising Agent
- Art Director
- Art Buyer
- Assistant Media Planner
- Director of Programs
- Designer
- Editor
- Electronic Artist
- Graphic Designer
- Market Researcher

## Related Major Skills

- Competitive
- Creative
- Effective Communicator
- Organizing and Planning
- Adobe Illustrator and Photoshop
- Attention to detail

## Typical Employers in South Florida

- AOL
- CBS
- Chevron
- Coca-Cola
- Entertainment Magazine
- Disney World
- Galaxy Advertising
- Zimmerman Advertising
- Omni Advertising
- Cohen & Co. Creative

## Typical Work Activities

- Oversee Advertising and Promotion Staff
- Oversee communication media
- Create, Design and Promote
- Implement Public Relations Activities
- Product Development and Pricing
- Plan advertising campaigns
- Interact with clients

## Professional Associations

- [American Association of Advertising Agencies](#)
- [American Advertising Federation](#)

## Job & Internship Search Links

- [AdAge.com](#)
- [AdvertisingCrossing.com](#)
- [Careers-in-marketing.com](#)
- [TalentZoo.com](#)
- [The Creative Loft](#)

**Barry University**

Career Development Center