A graduate of the mass communication/advertising program is a communications generalist who can apply his or her knowledge and skills in a wide variety of settings. Students are able to apply their knowledge of communication processes to persuading, negotiating, and designing projects. They are also capable of evaluating and solving problems. The skills acquired in the advertising emphasis of mass communications allow students the opportunity to coordinate and direct advertising and promotional campaigns, to represent agencies to clients, or handle the internal advertising efforts and/or supervision of the agency. University of Wisconsin–Eau Claire offers a major and a minor in mass communications with an emphasis in advertising.

**典型的兴趣和价值观**
- 艺术和创意设计
- 口头和书面表达
- 奋斗精神
- 独立性和主动性
- 个人诚信
- 竞争 instinct
- 想象力

**知识和技能，来自广告学习**
**知识**
作为广告专业学生，他们获得人际、小组、组织和大规模传播过程的知识。此外，他们还获得了这些传播过程的多元文化、社会、法律和伦理背景的意识。毕业生还扩展了他们对创造性和技术方面的传播和广告的知识。

**技能**
- 说服和谈判
- 管理时间和资源
- 与他人合作和协调活动
- 进行研究和评估想法
- 开发预算
- 制作演示文稿
- 表达想法
- 优先处理和协调
- 设定和实现目标
- 决策
- 善于细节
- 向客户销售想法或产品
- 口头/书面沟通

**相关的学生和专业组织**
**学生**
- 广告联合会
- 《The Spectator》
- 传播与新闻组织
- 国际商业沟通者协会

**专业**
- 广告协会
- 美国广告行业协会
- 美国广告联合会
- 妇女在传播协会

**与广告相关的专业领域**

**潜在雇主**
学生完成广告专业后，因为他们在有效沟通方面的技能，能够从事多种工作。除了在广告代理机构工作，广告毕业生还对各种商业领域的必要性至关重要，包括教育、广播和电视，非营利机构，私营部门，和政府部门。

**潜在的头衔**
- 账户执行官
- 广告文案
- 广告经理
- 广告媒体策划
- 公司设计师
- 创意总监
- 图形设计师
- 市场经理
- 市场助理
- 公关专家
- 购物助理
- 特殊活动协调员
- 销售代表

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**职业领域**
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- 图形设计师
- 市场经理
- 市场助理
- 公关专家
- 购物助理
- 特殊活动协调员
- 销售代表
Jobs you Might Also Consider...
- Market Research Analyst
- Editor
- Radio or TV Announcer
- Fund Raiser
- Human Resources Manager
- Journalist
- Industrial Purchaser
- Technical Writer
- Desktop Publisher
- Compensation/Benefits Administrator

Sample entry level jobs held by UW-Eau Claire advertising graduates:
- Marketing Coordinator, Welsh Companies, Minnetonka, MN
- Assistant Manager, Aldi Inc., Eau Claire, WI
- Sales Associate, TDS Telecom, Eagan, MN
- Account Coordinator, Baker Associates, Wayzata, MN
- Marketing Director, Hinterland Brewery, Green Bay, WI

Learn more about advertising:

Department
- Contact UW–Eau Claire’s Department of Communication and Journalism, Hibbard Humanities Hall 152, 836-2528

Getting started at Career Services:
- Meet with a career counselor
- Take interest inventory and self-assessment tests
- Utilize Blugold Career Success Network, a database of UW–Eau Claire alumni & friends who are available for informational interviewing
- Utilize Blugold CareerLink, an online job search database specifically for UWEC students and alum

What you can do now:
- At your local job, ask your supervisor if you could work in the advertising department or participate on marketing committees.
- Work as a teaching assistant for an advertising professor, or work in the Communication Journalism office.
- Volunteer to assist a small business or nonprofit organization with their advertising to learn the business.
- Volunteer to assist student organizations you are involved in with advertising events.

Opportunities to enhance skills in advertising:

Internships
Internships are a way to gain hands-on experience in a position that you may be considering as a potential career. To find an internship in advertising, visit Career Services (Schofield 230) and speak with a career associate. Contact your adviser or the Department of Communication and Journalism chair to enroll in CJ 498 to obtain academic credit for your internship.

Directed Studies or Independent Study Class
By participating in a directed studies or independent study class, students will be able to research an area that they find particularly interesting. Speak with your adviser about enrolling in CJ 495 or 499.

Resources in Career Services:

Yellow Section-
- Sigi 3 handouts:
  -Advertising/Account Executive
  -Marketing/Sales Manager
  -Sales Representative
- Book sections:
  -Advertising & Public Relations

Orange Section-
- “The Internship Series: Internships with America’s Advertising Agencies”
- “Computers: Internship Center Database and Blugold Career Link”

Blue Section-
- Multiple resources to help you create a resume and portfolio to showcase your work.