



**PennState**  
Donald P. Bellisario  
College of Communications

## AD/PR Advertising Option



Students who focus on advertising learn how brands develop communications strategies to reach consumers in a rapidly changing media environment.

They learn the art of persuasive storytelling by honing skills in advertising research and strategy. This involves developing big branding ideas and crafting compelling messages across various traditional, digital and interactive media.

Students get the opportunity to gain practical experience by applying both theoretical knowledge and hands-on practice to create and assess messages aimed at effectively and efficiently reaching their target audiences.

## Intern & Work Opportunities



Starcom<sup>sm</sup>

Wieden  
Kennedy<sup>+</sup>

mcgarrybowen



**TURNER**



Clear Channel Outdoor

SAPIENT  
RAZORFISH

**GREY**



## Personal Qualifications

- ✓ Ability to communicate a vision to others
- ✓ Analytical and creative problem solver
- ✓ Curious and inquisitive
- ✓ Energetic and passionate
- ✓ Love of arts and popular culture
- ✓ Strong collaborative and interpersonal skills
- ✓ Visual and verbal persuasion

## Course Topics

- Advertising Campaigns
- Advertising Strategy
- Client-Agency Relations and Management
- Creative Strategy and Execution Development
- Graphics Production Techniques
- Market and Consumer Research
- Media Planning and Placement

## Career Possibilities

- Advertising Agencies
- Consulting Firms
- Corporate Advertising
- Digital, Interactive Agencies
- Internet Marketers
- Media Planning Firms
- Radio, TV

## Job Titles

- Account Manager
- Advertising Researcher
- Advertising Sales Person
- Brand Strategist
- Digital Media
- Media Buyer
- Media Planner
- Web Designer