

# Advertising and Promotion Career Pathways

## Account Management

- Serve as the liaison between the client and ad agency by communicating client's needs to agency staff and agency's strategy to client
- Provide interpretation support to client at campaign presentations
- Coordinate the planning, creation, production and implementation of an ad campaign
- Monitor the in-house progress of a campaign in order to meet client's needs in a timely manner

**Job Titles:** *Traffic, Account Coordinator, Assistant Account Executive, Account Executive, Account Manager, Account Supervisor, Senior Vice President or Account/Client Services*

## Media Services Planning and/or Buying

- Determine the type of advertising to meet campaign requirements
- Contract with media organizations in order to purchase media reaching client's target audience
- Apply statistical models to audience members and cost figures to minimize media cost and maximize media effectiveness
- Supervise the execution of media plans (non-entry level)
- Prepare and present media plans

**Job Titles:** *Assistant Planner/Buyer, Media Planner, Negotiators, Media Directors, Media Supervisors*

## Creative Services

\*A second major focused in a creative area is necessary for this pathway.

- Develop and present artistic strategy for advertising campaign (art direction)
- Create visual elements in-print and broadcast to the specifications of campaign (art direction)
- Compose copy in line with campaign objectives (copywriting)
- Collaborate with all creative department members to brainstorm visual and verbal content of advertising
- Oversee progression of campaign from rough drafts through final production

**Job Titles:** *Junior Copywriter, Junior Art Director, Copywriter, Illustrator, Art Director, Creative Director*

## Market Research

- Collect, organize and analyze data from local, regional, national or other areas to assist advertising team with campaign design
- Investigate consumer reactions to new or improved products/services in order to understand consumer perceptions
- Conduct focus groups and observe people to understand consumer behavior and trends
- Monitor campaigns to ensure accuracy and validity of findings, which are then reported and presented to clients

**Job Titles:** *Account Planner, Strategic Planner, Market Researcher, Market Research Analyst, Project Manager, Market Research Consultant, Client Services and Consulting Manager*

## Media Sales

- Sell and solicit advertising, including graphic art, radio and TV time and space in print or interactive advertising
- Identify types of advertising to support client's campaign
- Prepare and deliver sales presentations to current or prospective clients and ad agency representatives
- Confer with clients/ad agency to negotiate contracts specifying terms, dates and prices

**Job Titles:** *Advertising Sales Representative, Display Advertising Sales Representative, Sales Manager, District Sales Manager, Regional Sales Manager, Sales Supervisor, General Manager*

Job titles listed range from entry-level positions to those requiring many years of experience in the industry. The jobs listed first are entry-level positions.



The Career Center  
Haworth College of Business

WESTERN MICHIGAN UNIVERSITY

# Advertising and Promotion Career Pathways

## Public Relations

- Analyze and evaluate objectives, promotional polices, and needs of an advertising campaign to develop public relations strategies
- Write and edit organizational publications (press releases, in-house newsletters, speeches, articles, annual reports, etc.); distribute press releases and materials to media outlets
- Respond to requests for information from the media
- Arrange public appearances, lectures, contests, or exhibits for clients to increase product and service awareness

**Job Titles:** *Public Relations Specialist, Event Planner, Public Relations Manager, Communication Specialist, Media Specialist*

## Direct Marketing

- Develop and execute a direct marketing strategy for clients that could include direct mail, telemarketing, email marketing, leaflet marketing, voicemail marketing, couponing, direct response television marketing and/or direct selling
- Analyze and present product or service performance to clients or ad agency
- Manage all production responsibilities for a client's direct marketing plan

**Job Titles:** *Direct Response Media Planner, Direct Mail Production Manager, Associate Manager - Direct Marketing*

## Interactive/ Digital

\*Additional knowledge of computer information systems is needed in this pathway.

- Design the look and feel of promotional websites in contract with an ad agency
- Write code necessary to make website function
- Ensure websites are user-friendly
- Monitor progress of project to ensure timely completion

**Job Titles:** *Interactive Designer, Interactive Programmer, Information Architect, Interactive Producers*

## Sales Promotion

- Utilize promotional tools such as time constraints or activity requirements to build product awareness, create consumer interest, provide product information, stimulate product demand and/or reinforce a brand
- Coordinate product and audience research to select sales promotion incentives (ex: rebate, price deal, rewards program, etc.) used to increase sales
- Identify product features that should be stressed in an ad campaign

**Job Titles:** *Sales Promoter, Manager - Sales Promotion, Advertising Sales Promotion Administrator*

## Collateral Services

- Participate in the final promotional process, including package design, photography and production either in-house or contracted through an ad agency
- Establish and maintain relationships with outside vendors such as printers and recording studios to complete projects
- Prepare ads for printing and collaborate with typesetters, color separators, printers and other suppliers

**Job Titles:** *Photographer, Production Manager, Print Production Manager*

Job titles listed range from entry-level positions to those requiring many years of experience in the industry. The jobs listed first are entry-level positions.



The Career Center  
Haworth College of Business

WESTERN MICHIGAN UNIVERSITY