

MINOR IN ADVERTISING

This document highlights skills and tools that students in this minor may develop proficiency in throughout their studies. This list serves only as an overview of skills and tools relevant to the minor, and it may not reflect all applicable skills and abilities developed by each individual by the time of graduation.

SKILLS:

- Advertising Campaign Management
- Advertising/Marketing Collateral Design
- Audio Broadcast Development
- Audio Production
- Concept Modeling/Prototyping
- Copyediting/Proofreading
- Copywriting
- Corporate Communications
- Cross-Media Platform Practice
- Data Analysis/Visualization
- Ethnography
- Focus Groups
- Guerilla Tactics
- Integrated Media Campaigns
- Internal/External Media
- Logo Design
- Marketing Research/Strategies
- Pitchmaking
- Project Management
- Promotion/Event Marketing
- Public Presentations
- Research/Analysis
- Social Media Content Creation
- Social Media Management
- Trend Analysis/Forecasting
- Typography
- Voice/Visual Communication Integration

PROGRAM-SPECIFIC SOFTWARE:

- After Effects
- Illustrator
- InDesign
- Media Encoder
- Photoshop
- Premiere Pro

GENERAL SOFTWARE:

- Google Suite
- Microsoft Office Suite

CAREER DEVELOPMENT RESOURCES:

Opportunities for internships, full-time and part-time employment, and work studies are posted on Handshake. All current students and alumni have access to view and apply for these opportunities. New opportunities are posted frequently. Handshake also offers links to internship and employment resources, career development resources, and the option to submit your resume for critique and review. Students and/or alumni are welcome to contact Career Development for one-on-one employment assistance.

- Career and degree/major exploration
- Career development: resumes, cover letters, interviewing skills, professionalism, networking, and informational and mock interviews
- Internship preparation, application, and registration
- Job and internship search strategies
- Job and internship listings and networking contacts
- Employer connections and mentorship

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