

EXPLORE MARKETING, ADVERTISING & PR

WHAT ARE MARKETING, ADVERTISING & PR?

Marketing and advertising professionals are creative people who think “outside the box” to help companies and other clients more effectively manage marketing campaigns, reach potential customers, and develop or improve their presence in brick-and-mortar stores and/or on the Internet. There are three main areas in advertising: marketing, public relations, and social media strategies.

FREQUENT JOB TITLES

- Media Relations Specialist
- Media Operations Specialist
- Marketing & Research Specialist
- Content Marketing Coordinator
- Brand Management

KEY SKILLS

- Artistic & aesthetic skills
- Analytical skills
- Communication skills
- Strong interpersonal skills
- Critical thinking skills

PROFESSIONAL ORGS

- Association of National Advertisers (ANA)
- American Advertising Federation (AAF)
- American Marketing Association (AMA)
- American Association of Advertising Agencies

COMMON EMPLOYERS

- American Family Insurance
- UW-Madison
- Leo Burnett
- GMR Marketing
- Hiebing Marketing

RELATED STUDENT ORGS

- American Marketing Association (AMS)
- UW-Madison: Advertising Club
- Public Relations Student Society of America (PRSSA)

HIRING TIMELINE

- Spring Hiring Timeline
- January to June