



# Advertising majors...

adpr.cci.utk.edu

- usually like working with others in competitive and innovative environments, developing creative strategies, meeting deadlines under pressure and persuasive writing and presenting
- study subjects such as advertising research, creative strategy, media planning, campaign development, social media and account planning and client relations
- work in careers such as brand planner, account service manager, ad sales, strategy director, campaign manager, copywriter, research analyst, media buyer/planner and social media marketer



## ***Internships***

**Some of the organizations where advertising interns have recently worked: BOHAN, Nashville | DDB, NYC | Fermata Partners, Atlanta | Y&R, NYC | Scripps Networks Interactive, Knoxville | The Tombras Group, Knoxville**

## ***Study Abroad***

**Recent study abroad opportunities specific to advertising have included: London, England | Sydney, Australia**

Advertising majors also enjoy:

- ✓ Small class sizes
- ✓ Access to Adam Brown Social Media Command Center
- ✓ Ad Club
- ✓ UT Social Media Week
- ✓ Access to world-class faculty
- ✓ Scholarships
- ✓ New York City Agency and Alumni Networking Trips

