

# Careers in Marketing/Advertising

## Career Library Resources

- 3.22 - Careers in Focus: Advertising & Marketing
- 8.08 - Careers in Advertising
- IS.34 - Mastering the Case Interview: The Complete Guide to Management, Marketing, and Strategic Consulting Case Interviews
- 2.31 - Opportunities in Commercial Art and Graphic Design Careers
- 8.03 - Pick Me: Breaking into Advertising and Staying There
- 8.38 - Plunkett's Advertising & Branding
- Wetfeet Guides (Login information can be found on the Penn State Career Information Center webpage - <http://studentaffairs.psu.edu/career/cic/>)
  - "Careers in Advertising and Public Relations"
  - "Careers in Marketing"
  - "Careers in Brand Management"
  - "Careers in Entertainment and Sports"
  - "Careers in Consumer Products"
- Vault Guides (Login information can be found on the Penn State Career Information Center webpage - <http://studentaffairs.psu.edu/career/cic/>)
  - "Vault Guide to Advertising and Marketing Jobs"
  - "Career Launcher: Advertising and Public Relations"
  - "Vault Guide to the Top Advertising and PR Employers" (2010 edition)

## General Resources

- O\*Net
  - Marketing Occupations - <http://www.onetonline.org/link/summary/11-2021.00>
  - Advertising Occupations - <http://www.onetonline.org/link/summary/11-2011.00>
- Occupational Outlook Handbook (Bureau of Labor Statistics) - Advertising, Promotions, and Marketing Managers - <http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>
- Indeed Salary Search - <http://www.indeed.com/salary>
- Ed2010 - <http://ed2010.com/>
- Center for Communications - <http://www.centerforcommunication.org/>
- Creative Skill Sets - Advertising and Marketing Communications - [http://creativeskillset.org/creative\\_industries/advertising\\_and\\_marketing\\_communications/job\\_roles](http://creativeskillset.org/creative_industries/advertising_and_marketing_communications/job_roles)

## Job Hunting Resources

- Agency List - <http://agencylist.org/pittsburgh> (Local/PA resource)
- Greater Philadelphia Cultural Alliance (Job Bank) - <https://www.philaculture.org/jobbank>

- American Marketing Association Job Board - <http://jobs.ama.org/>
- Idealist - <http://www.idealist.org/>
- Intern Queen - <http://www.internqueen.com/internships>
- Journalism Jobs - <http://www.journalismjobs.com/index.php>
- Media Bistro - <https://www.mediabistro.com/>
- Talent Zoo - <http://www.talentzoo.com/index.php?SearchType=Simple&RecordCount=20>

## **Specific Marketing Resources**

- Careers-in-Marketing - <http://www.careers-in-marketing.com/>
- About Money - <http://marketing.about.com/od/careersinmarketing/u/marketingcareers.htm#s5>
- CareerOverview.com – International Marketing - <http://www.careeroverview.com/international-marketing-careers.html>
- Marketing Sherpa - <http://www.marketingsherpa.com/>

## **Specific Advertising Resources**

- Advertising Educational Foundation (Careers) - <http://www.aef.com/industry/careers/index.html>
- Advertising Age - <http://adage.com/>

## **Professional Associations**

- American Marketing Association (AMA) - <http://marketingpower.com/>
- Direct Marketing Association (DMA) - <http://www.the-dma.org/>
- eMarketing Association - <http://www.emarketingassociation.com/>
- National Retail Federation - <https://nrf.com/>
- Sales and Marketing Executives International - <http://www.smei.org/>
- Social Media Club - <http://socialmediacub.org/>
- The National Association of Sales Professionals - <http://www.nasp.com/>
- Association for Women in Communications (AWC) - <http://www.womcom.org/>