DESIGN YOUR JOURNEY



College of Liberal Arts

Department of Communication

Bachelor of Arts in Advertising

	Beginning the Journey	Trailblazing the Path	Destination Graduation
EDUCATE	- Be familiar with your degree plan. - Meet with a Department of Communication advisor. - Focus on core courses for your major: COMS2305; ECON 2305; MATH 1308; PREL 2338; ADVT 2337.	- Attend a Communication Department student organization meeting: American Advertising Federation (AAF), Public Relations Student Society of America (PRSSA), Society for Professional Journalists (SPJ), Broadcast Education Association (BEA), National Association of Hispanic Journalists (NAHJ). - Examine research opportunities in your career field. - Attend a Students for Global Change meeting; explore study abroad opportunities for your field of study. - Learn more about study abroad opportunities for advertising majors.	- Consult with the Career Development Center about on-campus jobs for advertising majors. - Any of our majors (ADVT, BCMN, COMM, COMS, CTEC, JOUR, PREL) can apply for: - Donald & Dorothy Bunnell Endowed Scholarship, - Phillip Lynn Hall Endowed Scholarship, - Glenda Hobbs-Reynolds Endowed Scholarship - If you?re an Advertising major, you can apply for: - DFW Interactive Marketing Association Scholarship - George W. & Lana B. Proctor Endowed Scholarship
ENGAGE	- Enhance your UTA experience? take part in community outreach through volunteer programs with local city and business initiatives for community relations. - Consider a minor in an area that expands your career opportunities in your field of study, such as business, journalism, visual communication, or public relations; discuss these with your advisor. - Consider a double major in advertising and public relations.	- Amplify your skills in graphic design. - Take a leadership position with a Communication Department student organization: AAF, PRSSA, SPJ, BEA, NAJH, NABJ. - Discuss career goals with your advisor. - Focus on your upper-level major courses: ADVT 3304; 3305; 3306; ECON 2305; COMM 3303; 3300; 3310; ADVT 4300; 4301. - Discuss required department electives with your advisor. - Explore the CoLA Spotlight research forum.	- Apply for the DFW Internet Marketing scholarship; apply for the George and Lana Proctor scholarship. - Be ambitious finding internship options in your career field to gain experience for your career. - Become a Communication Department ambassador.
EXCEL	- Attend an AAF and PRSSA organization meeting, career orientations, and career fairs. - Develop a list of career goals; discuss with advisor to stay on track. - Practice interview skills with professors and Career Development Center staff.	- Gain leadership skills and practice them in an internship and student organizations. - Discover how the Communication Honor Society can further your career goals. - Engage with the Festival of Ideas.	- Build networking opportunities - Attend an alumni event or the Fort Worth or Dallas AAF meetings and consider volunteering for organizational events - Discover how research opportunities in your department can lead to more knowledge for your career field

*You can ask your freshman advisor about what these requirements are



MAVERICK ADVANTAGE

Be Bold. Be Ambitious. Set Yourself Apart.

CAREER DEVELOPMENT

- All majors job fair
- Federal work study programs
- Internships
- Interview
- Mavmentors
- The Career Development Center

GLOBAL ENGAGEMENT

- Global Grounds
- Global Mavericks Program
- International Week
- Language exchange program

LEADERSHIP DEVELOPMENT

- Take leadership roles in student projects and a student organization in your career field
- Student Governance
- Grant proposal development seminar
- Fraternity and Sorority Life
- Leadership Institute
- Leadership Minor

COMMUNITY ENGAGEMENT

- Alternative Break trips
- Service learning with major classes

UNDERGRADUATE RESEARCH

- Involve professor and business leaders to conduct research in a needed area of your field

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THE UNIVERSITY OF TEXAS AT ARLINGTON



College of Liberal Arts

Department of Communication

Bachelor of Arts in Advertising

What career options do I have with this major?

- Account Executive
- Ad Sales
- Art Director
- Copywriter
- Corporate Communication
- Creative Services
- Government - Advertising and Communications
- Graphic Design
- Marketing
- Media Buyer
- Media Placing
- Media Relations
- Nonprofit - Advertising and Communications
- Production Coordinator

Workforce Skills

- Communication: Develop and articulate ideas clearly and effectively across all mediums, including but not limited to written, oral, and digital communication.
- Creativity/Ingenuity: Synthesize existing ideas and concepts in innovative and creative ways to develop new ways of thinking or working, and engage in divergent thinking and risk taking.
- Teamwork/Collaboration: Work within a team and foster collaborative relationships with peers and supervisors. Use interpersonal skills to demonstrate respect and dignity for others while working toward a common goal.

Career Readiness

- Ability to Make Crucial Observations and Decisions
- Campaign Management
- Collaboration
- Computer Programs Proficiency
- Creativity
- Critical Thinking and Reasoning Skills
- Graphic Design
- Media Planning
- Interpreting Research and Statistics Related to Consumer Behavior
- Persuasive Communication
- Production
- Professionalism
- Research Methods
- Understanding of Diverse Viewpoints

Take Action

- Explore workforce skill development through on and off-campus activities.
- Engage with the UTA Career Development Center at uta.edu/careers.
- Meet with a career consultant.
- Network with employers.
- Discover internships and co-ops.
- Join Handshake, our career services platform.
- Participate in career development programs.
- In addition, students are highly encouraged to create a LinkedIn profile and be involved in a student organization to develop leadership skills

Visit **www.uta.edu/student-success/major_maps** for the latest version of this major map.

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