

# E-Marketing and Advertising



## PROFESSION

Advertising is an exciting yet demanding field, requiring creative results, often on tight deadlines.

There are more than 21,000 advertising firms in the United States, according to the Bureau of Labor Statistics. Of these, about 60 percent are full-service advertising agencies offering an array of services, including advertising, marketing, public relations and interactive media, to clients across the country and around the world. All have one goal — boost the client's sales.

Various departments within an agency work together to meet that goal. The account management department is the link between the client and the agency. It procures business for the agency and is ultimately responsible for the quality of work. Next, the creative team brings the idea to life through copy and visual concepts.

The media department then places the advertisement in the right medium at the right time so that the ad reaches the desired audience for the least amount of money. Media planners monitor the public's viewing and reading habits, while media buyers track media space and time available for purchase, negotiate space for ads, and make sure ads appear correctly as scheduled. Workers in the research department analyze buyer behaviors.

The Internet also plays a vital role in the advertising field. In fact, specific departments have been developed to serve the electronics advertising needs of clients.

Manufacturers, retailers, service and nonprofit organizations, Web development companies, research firms and other consultants seek employees with Internet expertise. Other positions within this realm include Web site managers, media buyers, site development firm representatives and campaign planners.

## JOB OUTLOOK/SALARY

The federal government predicts employment within the advertising field will grow faster than that of other fields during the next few years. However, it

## FOR MORE INFORMATION, VISIT THESE WEB SITES:

Department of Marketing:

<http://www.uakron.edu/colleges/cba/departments/marketing/index.php>

College of Business Administration: <http://www.uakron.edu/colleges/cba/>

The University of Akron: <http://www.uakron.edu>

Office of Admissions: <http://www.AkronAdvantage.com>

University Honors Program: <http://www3.uakron.edu/honors/admission.html>

reports competition will be keen as the industry generally attracts more jobseekers than job openings. There are many opportunities for self-employment within the field.

Employers are looking for creative workers with good people and communications skills. They also want problem solvers who can keep abreast of new technologies as well as changing values and cultures.

Annual earnings for advertising and promotions managers averaged \$57,135 in 2002, reports the federal government.

## DEGREE PROGRAM AT UA

This E-Marketing/Advertising program is accredited by The Association to Advance Collegiate Schools of Business.

Housed within the Department of Marketing, the E-marketing and Advertising program maintains a balance of broad basic theoretical principles and immediate applied practices that go beyond traditional classroom lectures.

You'll begin with the fundamentals of business by studying a core curriculum of economics, accounting, finance, business law and marketing courses. You'll then receive in-depth instruction in a variety of e-marketing and marketing topics, as well as buyer behavior, communications, selling and business administration.

While a major focus of this program is on electronic and traditional advertising, you also will be exposed to elements of the Web promotional mix, including sales promotion, public relations, professional selling and merchandising.

In addition, the curriculum emphasizes the competencies companies want — communication, ethics, interpersonal,

leadership, problem-solving and teamwork skills. You'll learn professionalism, public service responsibilities and the role of business in society. You'll also develop a respect for learning and a preference for solutions that advance the public good.

You are encouraged to pursue a dual major. By adding a limited number of credit hours, you can receive a dual major in E-Marketing/Advertising and Sales Management, E-Marketing/Advertising and Marketing Management, or E-Marketing/Advertising and International Business. Dual majors are one of the best methods for expanding your career specializations and opportunities.

In 2003, Entrepreneur Magazine ranked UA's College of Business Administration among the top 25 business schools that offer an emphasis in entrepreneurship education. This recognition places the college in the top 15 percent of 200 universities nationwide with an entrepreneurship emphasis in their programs.

Our faculty are enthusiastic and innovative. They bring the business world to life through a variety of teaching methods — case studies, seminar presentations and discussions, and skills performance. You'll work in teams on real-world business cases, applying your classroom knowledge to help solve problems facing local businesses.

Classroom knowledge is enhanced by visits to businesses, the college's excellent tradition of student organizations, guest speaker programs, and other efforts to bring students and business people closer together. In fact, the college main-

tains close connections to the business community, inviting area executives to participate in our students' educations through our "Professor for a Day" program, guest lecturing, student organizations, mentoring and coaching, and other activities.

The annual Goodyear Executive Leadership Forum brings internationally distinguished business leaders to campus to meet with students and faculty. Past speakers have included Stan Gault, chairman of The Goodyear Tire & Rubber Company; Hiroshi Okuda, chairman of Toyota Motors; Tim Timken, chairman of Timken Industries; Joseph Magliochetti of the Dana Corporation; and Andrea Jung, CEO of Avon.

### REAL-WORLD EXPERIENCE

You are encouraged to participate in the University's cooperative education program. Taking part in the program gives you firsthand, professional experience in the business field of your choice. Through co-op, you'll alternate semesters of work and school, and as an added benefit, you'll earn a competitive salary.

Classroom instruction also is enhanced through student activities. The Department of Marketing is host to three student organizations — Pi Sigma Epsilon, Mu Kappa Tau and the International Business Association. These organizations help to develop leadership, teamwork and interpersonal skills. Members plan and carry out a number of real world projects every semester, and function just like small businesses. The PSE chapter is nationally recognized as exceptional. Our chapter has been ranked among the top chapters in the country for the past 17 years.

The College of Business Administration offers a variety of general business student groups as well. These include:

- Beta Gamma Sigma — an honorary fraternity
- Delta Sigma Pi — a professional fraternity
- Minority Business Student Association
- Student Toastmasters
- Dean's Advisory Council

### HIGH SCHOOL PREPARATION

High school students considering the e-marketing and advertising program are encouraged to follow the college prep curriculum while in high school. This includes four years of English, three years each of math, natural science and social science, and two years of foreign languages. Clear, concise writing skills also are imperative. If you have not completed the recommended courses, you may be required to take University courses to meet the basic criteria.

### THE UNIVERSITY OF AKRON

You may already know that The University of Akron is the public research university for Northern Ohio. But we're much more than labs and lasers.

Our 23,300 students choose from approximately 350 academic programs and areas of study, from accounting to zoology. Many of our undergraduate programs have gained national recognition, including psychology, sales and marketing, dance, global business and gerontological nursing.

About 7,000 students live in our 13 residence halls or just a short walk from campus. When they aren't hitting the books, thousands take advantage of the University's fraternities, sororities and more than 200 student organizations, from gospel choir and alpine skiing to career-building professional and academic societies. We also offer 17 intramural sports and clubs, from bowling to cardio kickboxing.

In 2004 we completed the New Landscape for Learning program, a \$300 million campaign that has revitalized our 134-year-old campus. That means you can be among the first to use our new:

- Student Recreation and Wellness Center, a massive structure with ball courts, fitness facilities, rock climbing wall and a recreational pool that includes a 30-seat spa, "lazy river" and fountain.

- Student Union, containing a movie theatre, billiards/bowling room, food court, Starbucks, bookstore and headquarters for student organizations.

- Honors Complex with combination residence hall and academic facilities.
- Gardens, lawns, amphitheatre and tree-lined pathways.

You'll also discover a campus retooled for your academic success. We are Ohio's most wired-for-wireless public university, and can provide you reduced-rate, high-speed Internet access off campus.

### ADMISSION INFORMATION

The Office of Admissions  
330-972-7077 or 800-655-4884  
[admissions@uakron.edu](mailto:admissions@uakron.edu)  
<http://www.uakron.edu/admissions/>  
<http://www.AkronAdvantage.com>

*Job statistics and information provided by the Bureau of Labor Statistics.*