

Advertising as a Career in the USA

Careers in advertising may involve working for advertisers, media, advertising agencies, or suppliers and special services. In opinion of American specialists, at most, only 35 colleges and universities in the USA have effective programs of advertising education. Fewer than 10 offer any truly significant amount of graduate work in advertising. However, advertising draws people from a variety of educational backgrounds.

Advertisers. Most companies that advertise extensively have advertising managers, or brand managers. Because these people help to coordinate the company's advertising program with its sales program and with the company's advertising agency, they must have aptitudes for both advertising and management.

Media. All media use salesmen to sell advertising space or broadcasting time. Media salesmen must be knowledgeable about business and skilled in salesmanship.

Advertising agencies. A variety of specialists is required in an advertising agency because it develops advertising programs, prepares advertisements, and places them in media. Those interested in advertising research and fact gathering should know both statistics and consumer psychology. Competence in media planning and evaluation is essential for a career in media. The media buyer must identify and determine the most effective media in which to expose the advertising messages, and purchase space or time in these media.

Copywriting requires creative writing skills and ability to visualize ideas. The copywriter is a developer of advertising ideas and messages.

Layout, typography, and visualization are essential for those in art, both for print advertising and for television commercials. Print-production specialists must know printing, photoengraving, and typography.

Experience in "show business", dramatics, photography, music, playwriting, and allied fields are excellent backgrounds for the television producer.

Besides, every agency needs the account executive to be a mediator between an advertiser and an agency who should have accountant background and managerial skills.

Supplies and special service such as marketing research organizations, television and radio producers, film producers, art studios, photographers, producers of display materials, typographers, photoengravers, and product and package designers support advertising.

Job prospects. More than 0.1 % of the U.S. population work in advertising, but their numbers are expected to grow rapidly. Opportunities for rapid advancement are generally greater in advertising than in most other industries. How rapidly a person moves up in responsibilities and pay is based largely on his own efforts, more than on age or length of employment. For women, opportunities in advertising — at least in advertising agencies and in retailing — tend to be greater than in most other business enterprises.

In general the rate of pay is comparable to that of business executives and professional men, such as physicians and lawyers in the same community.

Exercise: Translate the combinations «noun+ noun» used in the text FYI.

Consumer psychology, media buyers, purchase space, television commercials, print-production specialists, show business, the account executive, accountant background, graduate work, brand managers, sales program, media salesmen, display materials, product and package designers, business enterprises, business executives.