

For electronic resources, links to relevant websites, and for further information on this occupational sector, visit the 'I want to work in' section of the Careers Centre website:

[www.st-andrews.ac.uk/careers/students/careerchoices/iwanttoworkin/](http://www.st-andrews.ac.uk/careers/students/careerchoices/iwanttoworkin/)

## Overview

Advertising embraces a range of activities from new media and digital campaigns, to the management of huge national campaigns using film, television, radio, direct mail and the press, to small advertisements in local newspapers. There has been a massive change in advertising with the impact of digital technology forcing a rethink of many creative approaches in advertising. The move from five terrestrial and 40 plus cable and satellite channels to hundreds of different channels delivered by competing technologies has had dramatic implications for advertisers. Advertising is not only concerned with persuading people to buy goods or services but also raising money for charity, gaining support for political parties, encouraging certain actions, e.g. youth campaigns to address drugs education. The activities within the industry are equally varied. They cover graphic design, printing, photography and film making on the technical side. At the business end they involve market research, campaign planning and management, new product development, sales promotion and direct marketing.



80% of opportunities are with agencies. Many of the larger agencies are based in London but also have branches in other major cities in the UK, presenting the chance to work with regional, national and international clients. A large number of agencies are part of multinational advertising and/or media groups, such as Omnicom and WPP.

## How do I find out more?

- Use the Careers Centre website to begin an on-line search and find links to information on courses and vacancies. [www.st-andrews.ac.uk/careers/students/careerchoices/iwanttoworkin/](http://www.st-andrews.ac.uk/careers/students/careerchoices/iwanttoworkin/). Start with The Institute of Practitioners in Advertising -IPA.
- Visit the Careers Alumni Network on the Careers Centre website (Networking section) and find alumni of the university who work in advertising.
- Books at the Careers Centre
- Take-away literature at Reception
- Read 'Campaign' magazine (the industry publication), available in the Information Room

## Is it right for me?

Do I genuinely enjoy watching, reading advertising and do I notice distinctive advertising campaigns?	✓
Am I motivated enough to think of advertising campaigns that appeal to me and am I able to communicate why I like them and why I think they work to others?	
Do I know the difference between the key roles for graduates eg account executive, account planner media planner, media buyer and which would suit me best?	
Have I spoken to someone who actually works in the industry to find out more about it?	
Have I read the recent issue of Campaign magazine to learn more about agencies and their clients?	
Have I looked at agency websites to find out more about them and their clients?	
Can I confidently communicate why I am interested in advertising and why I am suited to it?	

(continued overleaf)

Do I have what it takes?	Evidence
Ability to work under pressure and meet deadlines	
Able to communicate clearly and effectively to people at all levels	
A creative approach to problem solving	
Ability to persuade and negotiate effectively	
Ability to work as part of a team	
Confidence, patience and a good sense of humour	
A genuine passion for advertising	

### Tactics for success

- Try and get relevant experience. Agencies offer few formal internships so consider getting experience creating an advertising campaign for a student club or society. The IPA Summer School is highly regarded.
- Try and build a network with people working in the industry to get some work-shadowing to find out whether you enjoy the atmosphere and culture in the industry. Read the Quick Guide on Networking.
- Be aware of new advertising campaigns in the media and think about why you like / dislike them and why you think they're effective or not.
- Advertising agencies have early closing dates for graduate schemes. Keep your eye on the graduate recruitment round so that you don't miss key deadlines.
- Get your CV and at least one of your application forms checked at the Careers Centre before sending them off to employers. Application forms for careers in advertising are often quite different to those in other industries and it will help to get another opinion on your answers.
- Allow plenty of time for completing application forms. Applications for top agencies are demanding and require considerable thought. They can't be written at the last minute!
- For careers in media planning and buying good numerical skills are essential. Brush up on these if yours are a little rusty.

### Next Steps

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**Helen Butt is the careers adviser responsible for this occupational area.**  
**Visit the Careers Centre website to check when Helen is drop-in adviser.**

**THIS SHEET CAN BE MADE AVAILABLE IN ALTERNATIVE (EG LARGE PRINT) FORMATS  
PLEASE ASK AT RECEPTION**

July 2011