Advertising/Public Relations

The Bachelor of Science degree in advertising & public relations combines courses offered through the Department of Communication in the College of Liberal Arts and the Department of Marketing in the College of Business. The program takes an integrated approach to the study of communication and communications media by combining the breadth of the social sciences and humanities with the depth and understanding of the marketing process. Students are trained in (1) analyzing audiences/publics, (2) creating messages, (3) selecting media, and (4) managing campaigns in corporate, government, and non-profit settings.

Areas of Interest
Media Options: Television: Network TV, Spot TV, and Cable TV
Print Advertising: Consumer and Trade Magazines, and Newspaper
Radio

PROFESSIONAL ASSOCIATION INFORMATION
The Advertising Club: http://www.theadvertisingclub.org
American Marketing Association: http://www.marketingpower.com – has unpaid internships
American Association of Advertising Agencies: http://www.aaaa.org – has co-op opportunities
American Business Media: http://www.americanbusinessmedia.com – has co-op opportunities
AAAA internship program: http://www.aaaa.org/diversity/maip/about.htm - has paid internships
National Public Radio: http://www.npr.org/about/jobs/intern/ - has co-op opportunities
CNN: http://www.cnn.com/: has unpaid internships
National Advertising & Public Relations Firms

Advertising

These are some of the larger Advertising/PR firms in the US that offer internships paid/unpaid on their websites.

- **BBDO Worldwide** 1285 Avenue of the Americas. New York, NY 10019. www.bbdo.com
- **Cliff Freeman and Partners** 375 Hudson St. New York, NY 10014. www.clifffreeman.com
- **Dentsu** 1-11-10 Tsukiji Chuo-ku. Tokyo, 104-8426. www.dentsu.co.jp
- **FCB Worldwide** 150 E. 42nd St. New York, NY 10017. www.fcb.com
- **G2 Direct & Digital** 777 Third Ave. New York, NY 10017. www.g2directanddigital.com
- **J. Walter Thompson** 466 Lexington Ave. New York, NY 10017. www.jwt.com
- **Leo Burnett Co.** 35 West Wacker Drive. Chicago, IL 60601. www.leoburnett.com
- **McCann World Group** 622 3rd Ave. New York, NY 10017. www.mccann.com
- **Saatchi & Saatchi** 375 Hudson Street. New York, NY 10014. www.saatchi.com

Public Relations

- **Brodeur Worldwide** 855 Boylston Street. Boston, MA 02116. www.brodeur.com
- **Burson Marsteller** 230 Park Avenue South. New York, NY 10003. www.bm.com/pages/home
- **Cohn & Wolfe** 292 Madison Ave. New York, NY 10017. www.coahnwolfe.com
- **Euro RSCG Corporate Communications** 350 Hudson St. New York, NY 10014. www.eurorscg.com
- **Fleishman-Hillard Inc.** 200 N Broadway. St. Louis, MO 63102. www.fleishman.com
- **GCI GROUP/APCO Worldwide** 825 Third Avenue. New York, NY 10022 www.gcigroup.com
- **Golin/Harris International** 111 East Wacker Drive, 10th Floor. Chicago, IL 60601. www.golinharis.com
- **Ketchum, Inc.** 1285 Avenue of the Americas. New York, NY 10019. www.ketchum.com
- **Manning, Selvage & Lee** 1675 Broadway. New York, NY 10019. www.mslpr.com
- **Ruder Finn Group** 301 East 57th St. New York, NY 10022. www.ruderfinn.com
- **Waggener Edstrom, Inc.** Three Centerpointe Drive, Suite 300. Lake Oswego, OR 97035. www.wagged.com