

## **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.

- **Arnold Worldwide** 101 Huntington Ave. Boston, MA 02199. [www.arnoldworldwide.com/splash.cfm](http://www.arnoldworldwide.com/splash.cfm)
- **BBDO Worldwide** 1285 Avenue of the Americas. New York, NY 10019. [www.bbdo.com](http://www.bbdo.com)
- **Cliff Freeman and Partners** 375 Hudson St. New York, NY 10014. [www.clifffreeman.com](http://www.clifffreeman.com)
- **DDB Worldwide** 437 Madison Ave. New York, NY 10022. [www.ddb.com](http://www.ddb.com)
- **Dentsu** 1-11-10 Tsukji Chuo-ku. Tokyo, 104-8426. [www.dentsu.co.jp](http://www.dentsu.co.jp)
- **FCB Worldwide** 150 E. 42<sup>nd</sup> St. New York, NY 10017. [www.fcb.com](http://www.fcb.com)
- **G2 Direct & Digital** 777 Third Ave. New York, NY 10017. [www.g2directanddigital.com](http://www.g2directanddigital.com)
- **J. Walter Thompson** 466 Lexington Ave. New York, NY 10017. [www.jwt.com](http://www.jwt.com)
- **Leo Burnett Co.** 35 West Wacker Drive. Chicago, IL 60601. [www.leoburnett.com](http://www.leoburnett.com)
- **McCann World Group** 622 3<sup>rd</sup> Ave. New York, NY 10017. [www.mccann.com](http://www.mccann.com)
- **Ogilvy & Mather** Worldwide Plaza, 309 W. 49<sup>th</sup> St. New York, NY 10019. [www.ogilvy.com](http://www.ogilvy.com)
- **Saatchi & Saatchi** 375 Hudson Street. New York, NY 10014. [www.saatchi.com](http://www.saatchi.com)
- **Young & Rubicam (Y&R Advertising)** 285 Madison Ave. New York, NY 10017. [www.yr.com](http://www.yr.com)

### Public Relations

- **Brodeur Worldwide** 855 Boylston Street. Boston, MA 02116. [www.brodeur.com](http://www.brodeur.com)
- **Burson Marsteller** 230 Park Avenue South. New York, NY 10003. [www.bm.com/pages/home](http://www.bm.com/pages/home)
- **Cohn & Wolfe** 292 Madison Ave. New York, NY 10017. [www.cohnwolfe.com](http://www.cohnwolfe.com)
- **Edelman Worldwide** 1500 Broadway. New York, NY 10036. [www.edelman.com](http://www.edelman.com)
- **Euro RSCG Corporate Communications** 350 Hudson St. New York, NY 10014. [www.eurorscg.com](http://www.eurorscg.com)
- **Fleishman-Hillard Inc.** 200 N Broadway. St. Louis, MO 63102. [www.fleishman.com](http://www.fleishman.com)
- **GCI GROUP/APCO Worldwide** 825 Third Avenue. New York, NY 10022. [www.gcigroup.com](http://www.gcigroup.com)
- **Golin/Harris International** 111 East Wacker Drive, 10<sup>th</sup> Floor. Chicago, IL 60601. [www.golinharis.com](http://www.golinharis.com)
- **Hill and Knowlton, Inc.** 466 Lexington Ave., 3<sup>rd</sup> Floor. New York, NY 10017. [www.hillandknowlton.com](http://www.hillandknowlton.com)
- **Ketchum, Inc.** 1285 Avenue of the Americas. New York, NY 10019. [www.ketchum.com](http://www.ketchum.com)
- **Manning, Selvage & Lee** 1675 Broadway. New York, NY 10019. [www.mslpr.com](http://www.mslpr.com)
- **Ogilvy Public Relations Worldwide** 909 Third Avenue. New York, NY 10022. [www.ogilvypr.com](http://www.ogilvypr.com)
- **Porter Novelli** 450 Lexington Avenue. New York, NY 10017. [www.porternovelli.com](http://www.porternovelli.com)
- **Ruder Finn Group** 301 East 57<sup>th</sup> St. New York, NY 10022. [www.ruderfinn.com](http://www.ruderfinn.com)
- **Waggener Edstrom, Inc.** Three Centerpointe Drive, Suite 300. Lake Oswego, OR 97035. [www.wagged.com](http://www.wagged.com)
- **Weber Shandwick Worldwide** 640 5<sup>th</sup> Ave. New York, NY 10019. [www.webershandwick.com](http://www.webershandwick.com)