Careers in Marketing/Advertising

Career Library Resources

- 3.22 - Careers in Focus: Advertising & Marketing
- 8.08 - Careers in Advertising
- IS.34 - Mastering the Case Interview: The Complete Guide to Management, Marketing, and Strategic Consulting Case Interviews
- 2.31 - Opportunities in Commercial Art and Graphic Design Careers
- 8.03 - Pick Me: Breaking into Advertising and Staying There
- 8.38 - Plunkett’s Advertising & Branding
- Wetfeet Guides (Login information can be found on the Penn State Career Information Center webpage - http://studentaffairs.psu.edu/career/cic/)
  - “Careers in Advertising and Public Relations”
  - “Careers in Marketing”
  - “Careers in Brand Management”
  - “Careers in Entertainment and Sports”
  - “Careers in Consumer Products”
- Vault Guides (Login information can be found on the Penn State Career Information Center webpage - http://studentaffairs.psu.edu/career/cic/)
  - “Vault Guide to Advertising and Marketing Jobs”
  - “Career Launcher: Advertising and Public Relations”

General Resources

- O*Net
- Indeed Salary Search - http://www.indeed.com/salary
- Center for Communications - http://www.centerforcommunication.org/
- Creative Skill Sets - Advertising and Marking Communications - http://creativeskillset.org/creative_industries/advertising_and_marketing_communications/job_roles

Job Hunting Resources

- Agency List - http://agencylist.org/pittsburgh (Local/PA resource)
- Greater Philadelphia Cultural Alliance (Job Bank) - https://www.philaculture.org/jobbank
• American Marketing Association Job Board - http://jobs.ama.org/
• Idealist - http://www.idealist.org/
• Intern Queen - http://www.internqueen.com/internships
• Media Bistro - https://www.mediabistro.com/
• Talent Zoo - http://www.talentzoo.com/index.php?SearchType=Simple&RecordCount=20

Specific Marketing Resources

• About Money - http://marketing.about.com/od/careersinmarketing/u/marketingcareers.htm#s5
• Marketing Sherpa - http://www.markettingsherpa.com/

Specific Advertising Resources

• Advertising Educational Foundation (Careers) - http://www.aef.com/industry/careers/index.html
• Advertising Age - http://adage.com/

Professional Associations

• American Marketing Association (AMA) - http://marketingpower.com/
• Direct Marketing Association (DMA) - http://www.the-dma.org/
• eMarketing Association - http://www.emarketingassociation.com/
• National Retail Federation - https://nrf.com/
• Sales and Marketing Executives International - http://www.smei.org/
• Social Media Club - http://socialmediacclub.org/
• The National Association of Sales Professionals - http://www.nasp.com/
• Association for Women in Communications (AWC) - http://www.womcom.org/