

Mayborn School of Journalism Strategic Communications - Advertising

Nationally Accredited

A degree in Strategic Communications - Advertising from the Mayborn School of Journalism prepares students for careers in advertising agencies, corporations, nonprofit organizations and media. Journalism faculty possess a wide range of professional experience, which they bring into the classroom.

Jobs in Advertising

• **Account management**

Account executives coordinate projects between the client and the advertising agency. They are often involved in developing the advertising and marketing strategies for clients.

• **Creative**

Copywriters and art directors create the ads you see on TV or online, hear on the radio, read in magazines, newspapers and on billboards plus everything from naming products to packaging. Creative teams also develop innovative non-traditional messages.

• **Media/engagement planning**

Media planners find creative ways to engage consumers through media — both traditional and non-traditional — that connects the consumers with the client's brand. Media buyers buy the space and time in which the advertising appears. Media sales executives sell that space and time.

• **Account planning**

Account planners are the “voice of the consumer” at advertising agencies and use a variety of methods to understand consumers and discover the insights that become the basis for the client's message.

• **Client-side**

There are jobs at in-house advertising departments and working within large companies with advertising agencies. Many non-profit organizations also handle advertising in-house.

Examples of Previous Student Internships

- Publicis (advertising agency)
- TracyLocke (advertising agency)
- Tribal/DDB (advertising agency)
- Texas Motor Speedway
- mundayMorning Creative Group
- The Ward Group (media)
- Zeko Media
- Allied Integrated Marketing
- Moroch Partners (advertising agency)
- Texas Entertainment Services
- Texas Tornado Hockey
- The Integer Group (advertising agency)

Student Organizations

- UNT Ad Club - affiliated with the American Advertising Federation
- National Association of Black Journalists (NABJ)
- National Association of Hispanic Journalists (NAHJ)
- Kappa Tau Alpha (KTA) Journalism Honorary
- REAL Community (Residents Engaged in Active Learning) - Residence-hall living learning community

