



# ADVERTISING



**Advertising** concentration students learn to plan and develop consumer-focused **media campaigns**. Students are taught to blend **creative strategy and execution** with **consumer and market** research to aid the promotion and sale of products and services.

## RECENT GRADS ARE WORKING AS...

Account Executive	Digital Media Specialist
Account Supervisor	Digital Strategist
Art Director	eCommerce Manager
Brand Manager	Graphic Designer
Content Creator	Interactive Producer
Copywriter	Media Planner
Creative Coordinator	Production Coordinator
Creative Director	Social Media Analyst

## AT THESE COMPANIES...

20th Century Fox	Panda Restaurant Group
72andSunny	PepsiCo
aPunto Advertising	Ricoh Americas
Amusement Park (DGWB)	Saatchi & Saatchi
Best Choice Products	Sega of America
Bristol Farms	So. California PGA
Casanova//McCann	SoCal Edison
CBS Radio	TBWA\Chiat\Day
Deluxe Entertainment	Team One
Gap/Banana Republic	Telemundo
Garage Team Mazda	Vizio
Khan Media	Waldorf Astoria Dubai
Microsoft	Wet Seal

Enrich your **Titan Advertising** experiences with these **High-Impact Programs** where you can work at a student agency, **PRactical ADvantage Communications**; create campaigns for the **National Student Advertising Competition**; and join the campus chapter of **Ad Club**.