

Claremont McKenna College Career Services Center

Resources for Advertising, Marketing, & Public Relations

Career Center Resources

Books in Career Services Library:

- Breaking into Advertising
- O'Dwyer's Directory of Public Relations Firms
- Internships with America's Advertising Agencies
- Vault Marketing & Brand Management
- Careers in Marketing
- Field's Guide to Finding A New Career: Advertising, Sales & Marketing
- Vault's Guide to the Top 50 Consumer Products Employers

CMC Alumni Career Contacts Database:

Go to Career Services Website>Alumni Career Contacts

<https://webapps.cmc.edu/alumni-career/login.php>

- Login & password are the same as school email
- Under Industry Search :
 - Promotions – Advertising
 - Promotions – Marketing
 - Promotions – Public Relations
- Under Profession Search
 - Advertising
 - Marketing
 - Publicist

Other Resources

Brandweek Magazine: www.brandweek.com

The leading source of news and information in the U.S. marketing industry. Offers reports on new spending, promotions, licensing, strategy, and marketing services in major consumer products and services categories.

Mediaweek Magazine: www.mediaweek.com

Reports on magazines, television, out of home, radio, new media, and newspapers. Provides news and analysis of the media industry.

Online Resources

Vault Career Insider (access from [CMConnect](#))

- Online guides available for download:
 - Career Guide to Advertising

- Career Guide to Marketing & Brand Management
- Guide to Top 50 Consumer Products Employers
- Guide to Top Advertising and PR Employers Firms
- For an overall summary of advertising industry, go to Industry Research> Advertising
- For information on careers in the advertising industry, go to Career Advice> Advertising Careers
- For company information, go to Companies> Advertising & Public Relations

U.S. Department of Labor: Bureau of Labor Statistics (<http://www.bls.gov/oco/cg/cgs030.htm>)

- Information from the Occupational Outlook Handbook on careers in Advertising, Marketing, Promotions, Public Relations, and Sales Managers

Adforum.com

- For complete credentials and creative portfolios, search the Ad Firms Search.

CollegeGrad.com (<http://www.collegegrad.com/career/advertisingcareer.shtml>)

- Provides general information about Advertising/Marketing/Public Relations Careers, such as environment, working conditions, and training and qualifications.

Advertising Educational Foundation (<http://www.aef.com/industry/careers.index.html>)

- Career Guide that provides information and tips on the advertising industry and careers.

LAadclub.com (<http://www.thinkla.org/>)

- Advertising Club of Los Angeles, information about internships/jobs, as well as events & conferences.

Public Relations Society of America (<http://www.prsa.org>)

- Job listings in the public relations industry

CIPR (<http://www.ipr.org.uk/Careers/careersframeset.htm>)

- Search public relations employment opportunities in the U.K. by job title or region

JobCenter (<http://www.prssa.org/jobcenter/>)

- Resources for preparation for a career in advertising

RSinternships.com (<http://www.rsinternships.com/typesii.php3>)

- List of currently available internships in advertising, public relations, and marketing

American Association of Advertising Agencies (www.aaaa.org)

American Marketing Association (<http://www.marketingpower.com/Pages/default.aspx>)

Marketing, Sales and Related Careers (<http://www.collegegrad.com/careers/marke.shtml>)