**Marketing, Advertising & PR**

**Explore Majors and Careers**

**What Can I Do With This Major:**
- Advertising, Communications, Graphic Design, Marketing, Public Relations

**Industry Overview:**
- Careers in Marketing, Advertising & PR

**Sample CU Majors:**
- Explore Business, Finance, & Economics, Explore Journalism & Communications, Explore Social Sciences, Behavioral Sciences, & Human Services

**Prepare for an Internship/Job Search**

**CU Clubs/Organizations:**
- Boulder Creatives, Communication & Society RAP, CU Ad Club, CU American Marketing Association, CU Sports Marketing Club, University Communications

**Sample Local Opportunities:**
- Creative Industry Jobs - The Denver Egotist, Denver Advertising List, Denver PR Blog, Marketing - Andrew Hudson’s Job List

**Professional Organizations:**
- AD Council, American Association of Advertising Agencies, American Marketing Association, Council of PR Firms, Institute for PR, Public Relations Society of America

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**Description of the Field:**

Advertising, marketing, and public relations often include areas of overlapping skills, but they represent different fields. Marketing involves the overall plan from product development to sales. Advertising focuses on bringing products and services to public attention, through creative or account management tracks. Public relations specialists work with clients to manage their message through the media.

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**Be Boulder.**

Career Services
UNIVERSITY OF COLORADO BOULDER
Start an Internship/Job Search

Search for Internships & Jobs:

Career Buffs, Ad Age, AD Week, Krop, Media Bistro, PR Society, Talent Zoo, Venture Beat

Visit Go Global for additional resources. Login to Careers Buffs to find internship and job postings from employers specifically seeking CU-Boulder students.

Adapt for a Changing World

Insider Advice & Trends:

Many types of companies offer positions for advertisers, marketing, and public relations employees. Some students find positions in agencies that might specialize or consult with one or more areas or industries and within larger organizations as in-house specialists. Explore the variety of work environments in your area of interest to find the best fit for you.

Sample Employers Recruiting at CU:

Barnhart Communications
BKMedia Group
Crispin Porter + Bogusky
Dowling Public Relations
ESPN
Ketchum
Location3 Media
MMGY Global
Momentum Media PR
Ogilvy Public Relations
Ruder Finn
SSPR

colorado.edu/career

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START an internship or job search
ADAPT for a changing world