

# Integrated Advertising & Public Relations

## college to career major map



Career Development Center

	1ST YEAR	2ND YEAR	3RD YEAR	4TH OR FINAL YEAR	
<b>Academics</b>	<p>Start taking LASC courses as well as foundational and core <b>Integrated Advertising &amp; Public Relations</b> courses.</p> <p>Need a little help in your classes? <b>Look into tutoring with the Academic Support Center.</b></p>	<p>Take a deeper dive into the discipline of <b>Integrated Advertising &amp; Public Relations</b>. Begin considering a minor in Mass Communications, Media Analysis, or Sports Communication.</p>	<p>In addition to getting your access code, schedule an appointment with your Academic Advisor to ensure you're on track for graduation.</p> <p>Take inventory of your professional goals and decide if your future will need to include graduate school. Take the necessary exams and keep track of application timelines.</p>	<p>Participate in the <b>Student Academic Conference</b> to showcase research, connect with employers, and to boost your resume.</p> <p>Ensure you submit your application for graduation on time.</p>	<p><b>Where can you go?</b></p> <p>A degree in <b>Integrated Advertising &amp; Public Relations</b> can take your career in many directions. Most students choose to enter the workforce right after graduation and many continue their education after a few years in the workforce. Our students are equipped with a strong foundation for a career as a(n):</p> <ul style="list-style-type: none"> <li>• Account manager</li> <li>• Ad designer</li> <li>• Advertising director</li> <li>• Communications director</li> <li>• Copywriter</li> <li>• Event planner</li> <li>• Market researcher</li> <li>• Media planner</li> <li>• PR officer</li> <li>• Social media director</li> </ul> <p><b>What skills will you need?</b></p> <p>To be successful in the world of <b>Integrated Advertising &amp; Public Relations</b> you will need the following skills:</p> <ul style="list-style-type: none"> <li>• analytics</li> <li>• communication</li> <li>• creativity</li> <li>• decision making</li> <li>• interpersonal</li> <li>• organizational</li> <li>• teamwork</li> </ul> <p>Thankfully, through coursework, on-campus involvement, part-time employment, and internships, you will be prepared for life post-graduation.</p>
<b>On-Campus Experience</b>	<p>Join a major-specific student organization such as <b>Public Relations Student Society of America</b> (PRSSA).</p> <p>Participate in <b>Student Life Pathways</b> to continue growing your skills/knowledge outside of the classroom. We recommend starting with the Community Life Pathway.</p>	<p>Find an on-campus job or a part-time position in the community. Visit <b>DragonJobs powered by Handshake</b>, or one of the many other online job boards to find opportunities.</p> <p>Continue your involvement in PRSSA and consider joinin Flypaper. Make progress on the <b>Student Life Pathways</b>. Try working your way through the Personal Wellness and the Equity and Inclusion paths.</p>	<p>Begin your leadership journey by running for a leadership position in your student organization. Find other available leadership positions on <b>DragonJobs</b> in early spring.</p> <p>During your third year, we suggest focusing on the <b>Professional Success and Contribution and Influence Student Life Pathways</b>. These will help connect you to potential employers and develop skills necessary for success post graduation.</p>	<p>Assess what experiences or skills are areas of growth for you and fill in gaps with volunteering, organizations, or part-time employment.</p> <p>Finish up your pathways and be sure to add your accomplishments to your LinkedIn and resume.</p>	
<b>Connect to the Community</b>	<p>Start building your professional network by attending community events such as <b>StartUp Brew Fargo, ND Professional Communicators</b>, and <b>MN PRSA</b>.</p> <p>Participate in <b>PR North</b> with the MSUM Chapter of PRSSA.</p>	<p>Join <b>LinkedIn</b> to begin building your professional network and online presence. Think of your profile as a virtual resume and make sure to update it regularly to reflect new jobs, research, coursework, volunteering, involvement, and skills.</p> <p>Develop an online portfolio to showcase your work and participate in PR North or the Student Advertising Summit.</p>	<p>Continue your involvement with on and off-campus events and organizations. Check out events hosted by the <b>FMWF Chamber of Commerce, Emerging Prairie</b>, and the <b>Economic Development Corporation</b>.</p> <p>Participate in PR North or the Student Advertising Summit and the <b>Executive Mentorship Program</b> to get connected with a local professional.</p>	<p>Join professional organizations such as <b>MN PRSA</b> or <b>AdFed</b> to gain access to research, continuing education opportunities, job boards, and message boards.</p> <p>Get involved in a community organization such as the <b>Young Professionals Network</b> to continue building your professional network.</p>	
<b>Understand Your Career</b>	<p>Explore your interests, skills, and values and learn about the career readiness competencies by taking the <b>FOCUS 2</b>, an online assessment free for all MSUM students.</p> <p>Schedule an appointment with the <b>Career Development Center</b> to review your FOCUS 2 results and to begin building your resume.</p> <p>Begin following industry publications on social media.</p>	<p>Start researching potential career paths on <b>O*Net</b>. Here, you will be able to find valuable information such as typical tasks associated with the profession, skills, and knowledge needed, education and licensures needed, wages and employment trends, professional organizations, and related occupations. We suggest you search for careers such as <b>Advertising, Promotions &amp; Marketing Manager</b>.</p>	<p><b>Attend professional development-related events</b> on-campus, and connect with faculty to learn more about the field and gain insights on how to be successful in your job search.</p> <p>Find an internship or part-time job with a local or regional business to learn the ins and outs of your chosen career. Prior to applying, schedule an appointment with the <b>Career Development Center</b> to help you prepare.</p>	<p>Network relentlessly! Attend the spring Career Fairs to get connected to employers looking to hire soon-to-be grads. Check <b>DragonCentral</b> for more information.</p> <p><b>Schedule appointments with a Career Coach</b> to go over your professional documents and to prepare for upcoming interviews. And remember, once a dragon always a dragon. You have access to these services for life.</p>	

This page is interactive. Click on the **color coded** phrases to be taken to a correlating website. This map is intended to provide suggestions for activities and careers, but everyone's abilities, experiences and constraints are different. Schedule an appointment with a Career Coach to discuss your individual goals and to create a personalized map.