

# Student Success Map for **ADVERTISING & PR**

|                                 | First Year   | Middle Years   | Final Year   |
|---------------------------------|--|--|--|
| Create Classroom Success        | <ul style="list-style-type: none"> <li><input type="checkbox"/> Meet with your Academic Advisor to review major requirements</li> <li><input type="checkbox"/> Take Media &amp; Society &amp; Media Writing</li> <li><input type="checkbox"/> Tour the CORD to locate the Writing Center and tutoring</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Talk to a professor about your career plans, a research project, and/or grad school</li> <li><input type="checkbox"/> Check with your advisor on your progress</li> <li><input type="checkbox"/> Take Advertising Principles, Public Relations Principles, Intro to Marketing, Consumer Behavior, Media Law, Marketing Research, &amp; additional AD/PR courses</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Meet with your Academic Advisor to confirm you are ready to graduate</li> <li><input type="checkbox"/> Take Ethics in Journalism, Media Writing, and upper-level AD/PR and Journalism courses</li> </ul>   |
| Find Campus Belonging           | <ul style="list-style-type: none"> <li><input type="checkbox"/> Attend HillFest in September</li> <li><input type="checkbox"/> Read the "One Community, One Book"</li> <li><input type="checkbox"/> Join an RSO like Public Relations SSA or Advertising Club</li> <li><input type="checkbox"/> Attend the departmental events like...</li> </ul>                                      | <ul style="list-style-type: none"> <li><input type="checkbox"/> Increase your involvement in an RSO</li> <li><input type="checkbox"/> Explore Student Media</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Mentor a first-year student</li> <li><input type="checkbox"/> Take on a leadership role in an RSO</li> </ul>   |
| Make Local & Global Connections | <ul style="list-style-type: none"> <li><input type="checkbox"/> Find a service project on GivePulse</li> <li><input type="checkbox"/> Explore Study Abroad opportunities</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Study Abroad</li> <li><input type="checkbox"/> Conduct a summer research project</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Attend a professional conference</li> </ul>  |
| Build Career Ready Skills       | <ul style="list-style-type: none"> <li><input type="checkbox"/> Take the Career Readiness Inventory</li> <li><input type="checkbox"/> Find a student mentor</li> </ul>   | <ul style="list-style-type: none"> <li><input type="checkbox"/> Complete the Career Launch program</li> <li><input type="checkbox"/> Explore the PACE microcertificate and/or UofA Career-Ready Badge</li> <li><input type="checkbox"/> Check-out on-campus jobs</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Take the Career Readiness Inventory and First Destination Survey</li> <li><input type="checkbox"/> Explore LinkedIn Learning and level up your skills</li> </ul>   |
| Prep for Post-Graduation        | <ul style="list-style-type: none"> <li><input type="checkbox"/> Talk to a Career Coach about on-campus and/or summer jobs</li> <li><input type="checkbox"/> Create LinkedIn &amp; Handshake profiles</li> <li><input type="checkbox"/> Make an affordability plan with a financial aid counselor</li> <li><input type="checkbox"/> Apply for College and Dept. scholarships</li> </ul> | <ul style="list-style-type: none"> <li><input type="checkbox"/> Complete an internship</li> <li><input type="checkbox"/> Complete a Challenge Card assessment</li> <li><input type="checkbox"/> Apply for College and Dept. scholarships</li> </ul>  | <ul style="list-style-type: none"> <li><input type="checkbox"/> Conduct 3 career conversations</li> <li><input type="checkbox"/> Meet with a Career Coach and/or faculty member for assistance applying for grad programs or jobs</li> <li><input type="checkbox"/> Update your LinkedIn and Handshake profiles</li> </ul> |

# Career Info for **ADVERTISING & PR**

## What are UofA Career-Ready Skills?

- Career and self-development
- Communication
- Critical thinking
- Perspective Awareness
- Leadership experience
- Professionalism
- Teamwork
- Technology

## What skills does this major develop?

- Storytelling in a wide variety of contexts
- Collaborative work
- Information literacy
- Cultural competence
- Ethics
- Message creation
- Information synthesis
- Persuasion

## What graduate programs do majors often go into?

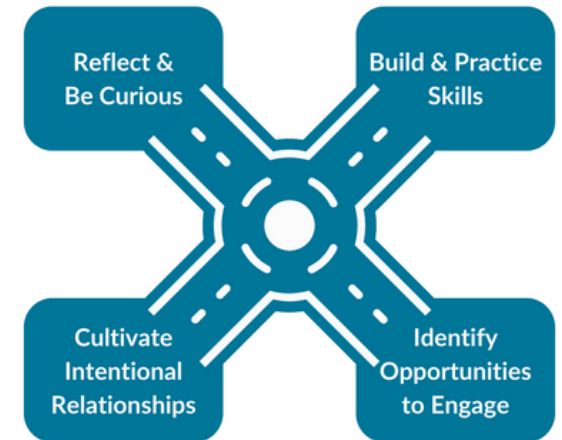
- Journalism & Media
- Law
- Public Relations
- Strategic Communication
- Communication
- Business Administration
- Brand Management
- Cultural Studies

## What careers do majors often go into?

- Brand Manager
- Advertising
- Campaign Manager
- Managing Internal or External Communications
- Public Relations Manager
- Information Management
- Public Advocacy
- Law
- Marketing Director
- Media Production
- Grant Writing
- Project Coordination
- Write your own story! Your broad skillset gives you the agility to blaze paths in emergent fields.
- Journalism majors are found in a wide variety of sectors, using their skills in business, media, publishing, public relations, research, government, nonprofits, education, law, healthcare, social services, and other industries.

## How do I start to plan my career?

- Complete the SparkPath Challenge Card activity online and then discuss your results with a career coach or career peer mentor. Talk about why it is important to you, how it relates to you and your previous experiences.
- What organizations are working on it?
- Which of these organizations appeal to me? What role would I like to have with them?
- What are my skills and how will I use them to work on this challenge?
- What skills, knowledge and experience do I need to develop to contribute more to the challenge?
- What is my plan to learn these things? Who can I connect with at the UofA for help?



[career.uark.edu](http://career.uark.edu)  
[journalism.uark.edu](http://journalism.uark.edu)