“Because advertising is an experience with a brand, it has to be likeable and generate a positive feeling. But it also has to deliver a message and motivate a person to make a brand choice.”

Allen Rosenshine. CEO, BBDO.

General Motor’s annual advertising budget exceeds the GDP of Aruba, Grenada, Monaco and Tonga…combined! Ford spends $475 advertising every vehicle it sells. In short, advertising is big business. In 2000, US ad agencies generated revenues of $295B. (See Table 1)

From Ronald McDonald to Marlboro Man, advertising has created icons of our popular culture. And advertising slogans have become part of our daily vocabulary. (See Table 2)

However advertising professionals do more than just write catchy jingles! They use qualitative and quantitative tools to better understand (and stimulate!) consumer demand. They harness the resources of many different disciplines—Creative, Legal, Marketing Research, Media, IT and Production—to create a compelling, and actionable, advertising campaign.

Advertising and Promotion at Stern. The New York metro area is an excellent place to pursue a career in Advertising. Four of the world’s ten largest ad agencies are located in New York City. And hundreds of smaller agencies—including many cutting edge new media firms—are located in the tri-state area.

A concentration in Advertising at the Stern School is a crucial first step to landing a position in Advertising. (See Table 3)

Stern’s undergraduate Advertising & Promotion curriculum leverages the expertise of its MBA Program which is currently ranked 15th by Business Week’s “Best B Schools” survey.

…and don’t forget to visit AAAA.org, AdAge.com and TheAdvertisingClub.com for valuable information on the Advertising Industry.

Please turn page for information on careers in Advertising & Promotion!

### Table 1:
Top US Advertisers 2000

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Ad Spending ($B)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GM</td>
<td>3.93</td>
</tr>
<tr>
<td>2</td>
<td>Phillip Morris</td>
<td>2.60</td>
</tr>
<tr>
<td>3</td>
<td>P&amp;G</td>
<td>2.36</td>
</tr>
<tr>
<td>4</td>
<td>Ford</td>
<td>2.35</td>
</tr>
<tr>
<td>5</td>
<td>Pfizer</td>
<td>2.27</td>
</tr>
</tbody>
</table>

Source: Advertising Age.

### Table 2:
Top Advertising Slogans of the 20th Century

1. Diamonds are forever (DeBeers)
2. Just do it (Nike)
3. The pause that refreshes (Coke)
4. Tastes great, less filling (Miller Lite)
5. We try harder (Avis)

Source: Advertising Age.
A Career in Advertising & Promotion

Christina Kao, Stern ’01 – Assistant Account Executive, McCann-Erickson.

“Advertising is addictive. There aren’t many jobs where you can find equal doses of business and art. In this dynamic, fiercely creative environment, my Stern marketing skills are put to use. I leave the office every day feeling inspired and challenged.”

Christina found the Consumer Behavior and Advertising Management classes at Stern to provide good insight into the Advertising industry. She wishes that she had paid more attention in class!

Christina’s Typical Day:
9:30am Arrive at office, discuss day’s priority projects with Account Supervisor and Traffic Manager.
10:00am Call client for comments and approval on print ad layout. Discuss client billing with Finance Dep’t.
11:00am Review brief for new ad with client. Brief Creative Team: provide direction/ answer questions.
1:00pm Lunch. Run personal errands. Take a breather from a busy day.
2:00pm Update weekly Project Status Report and Budget Status Report and forward to client.
4:00pm Meet with project management to discuss streamlining of print production jobs to reduce expenses.
5:00pm Research client/ competitive information on Internet. Send results to Creative Team. Review new concepts for print ad layout with Art Director and Copywriter.
7:00pm Send revised creative layouts to client for approval. Respond to voicemail and email. Leave office.

Advertising & Promotion Career Path

Learning Phase
Years 1-2
Assistant Account Executive
- Collect & analyze market research data.
- Manage day-to-day operations & budget of 1-3 accounts.
- Support Account Executives.

Managing Phase
Years 3-6
Account Executive/ Account Supervisor
- Help create advertising strategies.
- Execute all phases of ad campaigns for 1-3 accounts.
- Manage 1-2 Assistant Account Executives.

Directing Phase
Years 7-10
Account Director
- Determine client advertising strategy.
- Manage P&L & personnel issues for all accounts.
- Assist in new biz pitches.
- Report to EVP or Agency President.

Starting Out in Advertising & Promotion

- Starting salary: $35-45K.
- Hours worked per week: 45-50.
- Projected 10-year job growth: 1-2% per year.
- Key growth sector: Direct marketing.
- Difficulty landing an entry-level position: HIGH. Prove your advertising passion. A relevant summer internship will help.

Table 3: Sample Employers of Stern Undergraduates
- BBDO
- JWT
- DDB
- Ogilvy & Mather
- DoubleClick
- Saatchi & Saatchi
- Ford
- Time, Inc.
- GM
- Young & Rubicam
- GM
- McCann-Erickson
- Source: NYU Stern Office of Alumni Affairs

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