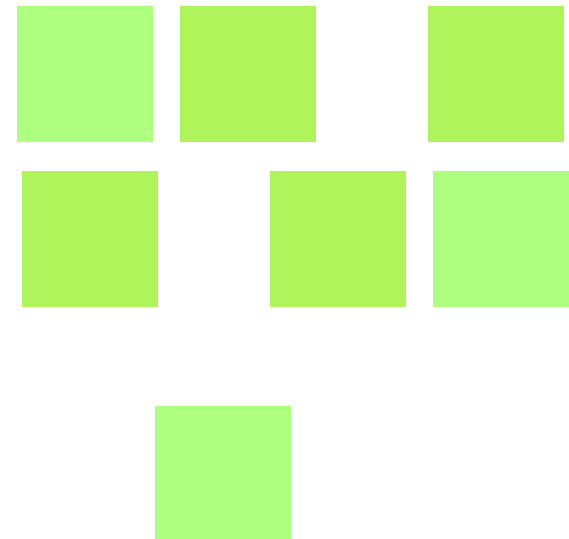
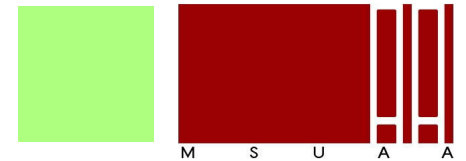


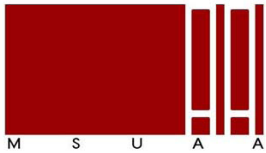
Advice

advertising information guide

A voluntary project created by students, for students.
Brought to you by the MSU Advertising Association.



a special thanks to...



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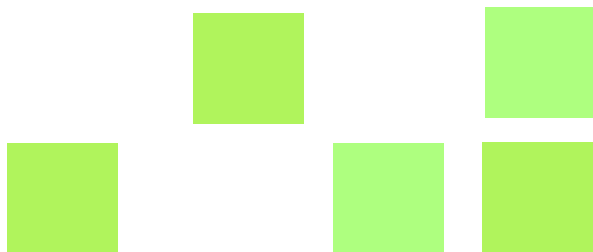


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portfolio schools

School:	Portfolio Center www.portfoliocenter.com	Virginia Commonwealth University www.brandcenter.vcu.edu	The College for Creative Studies www.collegeforcreativestudies.edu
Location:	Atlanta, Georgia	Richmond, Virginia	Detroit, MI
Programs Offered:	Design, Art Direction, Copywriting, Media Architecture, Photography, & Illustration.	Art Direction, Copywriting, Communication Strategy, Creative Brand Management, and Creative Technology.	Advertising Design, Entertainment Arts, Fine Arts, Graphic Design, Illustration, and Product Design, among others.
About the Program:	Often, prospective employers visit Portfolio Center and conduct on-site interviews. Twice a year, we host industry review days where national and international agencies, design firms, and New Media companies can meet candidates and review portfolios. Time spent studying at Portfolio Center is equivalent to 5-7 years of working in the industry. Placement rate varies, but most graduates land a job in 1 to 3 months.	The VCU School of Mass Communications serves as home to the Brandcenter, a nationally ranked graduate program in advertising. The working environment at the Brandcenter is similar to an advertising agency: teams of student art directors, writers and strategists work together to develop campaigns through a 2 year program. They have placement rate of 95% eight months after graduation.	The College for Creative Studies is among the nation's leading colleges of art and design. First-year students can enter their chosen department and concentrate their studies in one area or spend their first semester "undeclared" and take an orientation class to learn about the eleven studio majors. Students are also encouraged to take classes outside of their major to broaden their skills.
Application Process:	Apply online, submit samples of your work, and include a copy of your diploma. Call for a personal interview with an admissions representative once you've applied. There is a \$100 application fee.	Apply online, provide official transcripts from every college where you have taken classes, official GRE or GMAT score, for Communications Strategy and Creative Brand Management applicants only, three letters of recommendation, and the completed application which includes assignments for your specific track. There is a \$50 application fee.	Apply online. Provide transcripts and a 10-piece minimum portfolio. Portfolio requirements can be found on their web site. Letters of recommendation are optional and personal interviews are available.
Cost:	Tuition: \$4,350 per quarter.	Tuition: \$19,500 annually plus university fees.	Tuition: \$955 per credit hour or \$14,325 per semester for full-time enrollment, 12-18 credits.

portfolio schools

School:	The Creative Circus www.creativecircus.com
Location:	Atlanta, GA
Programs Offered:	Copywriting, Art Direction, Graphic Design, or Photographer
About the Program:	This is The Creative Circus, where real-world pros teach prospective pros to create great pieces of communication. It's where you have the chance to develop a portfolio that shows off the talents you know you have, so the world can see how smart you really are. They have a 97% placement rate.
Application Process:	Apply on website along with submitting a short essay and 12 sample pieces
Cost:	\$100 application fee and \$50 registration fee. For art direction, copywriting, design & image, it is \$380 per credit hour. For any single classes it is \$800 per credit hour.

Brainco www.brainco.org
--

Minneapolis, Minnesota

Art Direction & Design, Branding, Interactive, Management & Account Planning, Media Arts, & Writing.

Brainco is the first school to integrate creative, strategy and technology across so many different disciplines. Provide a curriculum that will not only allow students to hit the ground running but to have long, successful careers and eventually be the innovators of our industry. Current industry leaders help to create a whole new kind of school.

Apply online along with answering four essay questions, submit a portfolio containing 10-12 non-returnable samples of your creative work. Writing samples, drawings, ad concepts - anything goes.

Tuition: \$4,950 per quarter. Based on a complete seven trimester program, a student's entire tuition would total \$34,650.

Miami Ad School www.miamiadschool.com
--

Miami, Florida

Art Direction, Copywriting, Graphic Design, Fashion Photography, Account Planning, & Communication Planning

The Miami Ad School has six full time locations to choose from which are; Miami Beach, Minneapolis, San Francisco, Hamburg, Madrid, and San Paulo. After your first year there are more cities you can choose from to do a quarter away program.

Apply online, submit 2 provided assignments 2 short essays, and samples of your work.



ad agency directory

DETROIT

Team Detroit

Ford, JetBlue, White Castle, Lincoln, Mercury

Campbell-Ewald

Chevy, Navy, Carhartt, OnStar, Alltel, American Heart Association

Leo Burnett

Buick, Pontiac, GMC

Doner

Mazda, Great Wolf Lodge, Detroit Zoo, AAA, Arby's, Blockbuster

BBDO

Chrysler Group Accounts (Chrysler/Jeep/Dodge)

McCann Erickson

Travel Michigan, Saab, GM corporate, Mastercard

Organic, Inc

Bank of America, Coach, eBay Motors, Jeep, Samsung

LOS ANGELES

Deutsch

Ikea, Real California Cheese, Direct TV, Tylenol, Saturn, Snapple, Cici's, Johnson & Johnson, Dr. Pepper, TGI Fridays

TBWA/Chiat Day

Apple, Pepsi, Gatorade, Visa, Anheiser Busch

DALLAS

Richards Group

Home Depot, Motel 6, Zales, Fruit of the Loom, GameStop

CHICAGO

DDB

Budweiser, State Farm Insurance, McDonalds, Lenscrafters

DraftFCB

Dow, KFC, Lexuz, Motorola, Oreo, Planters, Starbucks, Taco Bell

Mindshare

IBM, Nestle, Kraft, Nike, Kelloggs, Unilever, Rolex, Jaguar, Heineken

Ogilvy & Mather

Dove, Suave

Cramer-Krasselt

Porsche, Corona, Hyatt Place, Yellow Tail wine

NEW YORK

Wieden + Kennedy

ABC, ESPN, Nike, Jordan Brand, CareerBuilder, Levi's, Nokia, P & G, Tanqueray

Saatchi & Saatchi

P&G, General Mills, JCPenney

BBDO

FedEx, GE, Gillette, Motorola, Campbell's, Wrigley's, Pfizer, Mitsubishi

SAN FRANCISCO

Goodby, Silverstein & Partners

Häagen-Dazs, Hewlett-Packard, and Saturn

Jamison McKay

Nextel, Dunkin Donuts, Pizza Hut

MIAMI

Crispin Porter & Bogusky

Microsoft, Skittles, Burger King, Volkswagen, Coke Zero, Sprite, Dominos

ad clubs

Mid-Michigan Creative Alliance

City: Lansing area
Apply online. Student membership rate: \$40 Benefits: Employment opportunities, various discounted entry fees, AAF membership, education and networking among the Mid-Michigan creative community. Events include the possible hosting of Studio Crawls, discounted entry to the ADDY Awards, and a Year-End Summer Extravaganza.

AdCraft Club of Detroit

Apply online
Student membership rate: \$60
Benefits: Activities such as golf outings and a bowling league, AdCraft PM for younger professionals looking for after-work networking, savings on business publications, car rentals, and insurance, symposiums, scholarships, discounts on area entertainment admissions, legislative updates, AAF membership, and networking. Largest ad club in the country with over 2,000 members. Access to programs, seminars, networking opportunities, events like "The D Show", and a roster with each member's contact information.
Student scholarships available.

Mid-Michigan Advertising & Marketing Association (MMAMA)

City: Saginaw, Bay, and Midland Counties.
Apply online. Student membership rate: \$20. Benefits: Local networking, opportunities to learn about latest trends in technology, creativity, advertising, and marketing, updates on important legislative changes, special rate for ADDY Awards, other various discounts, AAF membership, daily e-briefing from AAF, free employment posting on the MMAMA website.



industry magazines

Communication Arts

Showcases top work in areas from advertising to interactive design. Communication Arts is the largest design magazine that highlights and features articles on advertising, graphic design, and photography.
Student Subscriptions: \$39/year (8-issues)
To subscribe, go to www.commartarts.com

Creativity

This magazine allows readers to see some of the best ideas from all areas of consumer culture. The web site, www.creativity-online.com, contains the latest TV commercials, interactive campaigns and other forms of brand creativity.
Student Subscription: \$27.95/year

Advertising Age

AdAge is considered the most trusted form of news on advertising, marketing and media. The focus of AdAge is to help readers better understand ongoing trends. This publication also informs its readers of weekly marketing and media news through online videos, webcasts, and email blasts.
Student subscription:
\$29 for 13 weeks, \$49 for 26 weeks, \$69/year
To subscribe, go to www.adage.com

Print

Print is a four-time winner of the American Society of Magazine Editors' National Magazine Award for General Excellence. This bi-monthly publication includes critiques on ads, social, and environmental designs from all angles. The targeted viewers tend to be designers, illustrators, students, educators, etc.
Student Subscription: \$28.50/year (6-issues)
To subscribe, go to www.printmag.com

Ad Week

This publication is often viewed by ad agency executives. ADWEEK contains top rated creative work, new campaigns, and inside stories on creativity, successful global advertising strategies, and relationships between a client and an agency.
Subscriptions include access to: Buzz Metrics, Agency Profiles, Creative Database, and Print Issues
Student Subscriptions: \$99/6 months or \$199/1 year
To subscribe, go to www.adweek.com

CMYK Inspiring Visual Communication

This magazine contains creative showcases from aspiring creatives in the Advertising industry. Subscribers can update an online portfolio at www.cmykmag.com where creative directors, agency principals and art buyers may recruit students and grads.
Subscriptions: \$25/year (4-issues)
No student rates available

Lürzer's Archive

Lürzer's Archive shows some of the world's best advertising campaigns. Each issue contains 70 to 80 new advertising campaigns which are divided by product category. Also included in issues are interviews with top creatives.
Student Subscription: \$39/year (6-issues)
To subscribe, go to www.luerzersarchive.us

Boards

Through various publications and events, Boards gathers the international commercial production community together for discussions and debates. Boards is read by over 13,000 agencies and keeps readers informed of new creative talents, practices, and trends.
Subscriptions: \$59/year (11-issues)
No student rates available
To subscribe, go to www.boardsmag.com



industry websites

News:

www.adweek.com

With inside stories on client/agency relationships and successful global advertising strategies, it will keep you up-to-date with what's going on in the ad world. AdWeek also includes special reports, job postings, blogs, videos, and much more.

www.adage.com

Daily news, blogs, and videos to catch the latest ad news. A great feature is The 3 Minute AdAge Video. It's the quickest way to get your daily news wrap-up.

www.mediabistro.com

Media Bistro provides interesting projects and news, you can improve career skills, and showcase your work. Also, opportunities with course subjects are available and a resume builder.

Career-Focused:

www.talentzoo.com

Post your resume on this job site, which is specific to the advertising and marketing industry.

This site includes job postings from the top marketing and communications firms across the country. It also offers must-read content on industry news, trends, career advice as well as message boards and podcasts to attract more job seekers.

www.brandrepublic.com

Focused on advertising, marketing, public relations, and media. Brand Republic includes information on job opportunities, blogs, and news feeds.

Blogs:

www.thecreativecareer.com

This website, created by MSUAA Alum Allie Osmar, offers advice on making that adjustment from college to the workplace.

These blogs take a look at ads that are generating a lot of buzz in the media:

www.adrants.com

<http://adweek.blogs.com/adfreak/>

Design Websites:

www.logolounge.com

For logo trends, books, and more.

www.emigrefonts.com

An arsenal of the newest designer typefaces.

Creative Showcase:

www.creativity-online.com

Creativity-Online offers news feeds, creative blogs, and ads you can watch and rate.

www.adforum.com

This site showcases top ads from around the world. You can search for any ad by agency or title, and see the latest award winning work.

www.adcouncil.com

AdCouncil showcases pro-bono work done by agencies for major causes including community, education, and health/safety initiatives.

www.thefwa.com

The FWA highlights the latest in web design. An award is given each month to the website with the most cutting edge design, usability, and features.

www.adofdamonth.com

Allows you to submit your own ad to have it judged by a panel of experts. Monthly winners are featured on the website.

www.theadfeed.com

The Ad Feed was created to easily enable growth and encourage interaction. It serves as a filter and showcase for readers to find the latest and greatest advertising news and creative work.

www.bestadsonTV.com/blog

Highlights the best ads in TV, print, outdoor, radio and interactive from around the world.

www.luerzersarchive.us

Provides a directory of the best, award winning ads that are sure to spark your inspiration.

www.adnerd.com

Showcases thought-provoking ads and designs from all over the world.

Ad Festival Awards Websites:

<http://www.canneslions.com/>

The Cannes Lions is the premier show awarding the best work from around the globe. Their website offers pictures, news and information on this annual awards ceremony.

<http://www.clioawards.com/>

Browse the Clio archive and see work from recent winners.

<http://www.oneclub.org/os/>

The One Show website showcases winning work from the One Show awards. You can also enter the One Show College Competition.

http://www.effie.org/ideas_that_work

Browse their winner's showcase to see the best ads out there today.



recommended books

Looking to expand your learning outside the classroom? Check out these books for a good read. Most of the books on this list are available at the MSU Main or Business Library.



Emperors of AdLand by Nancy Millman

Selling the Invisible by Harry Beckwith

20 Ads that shook the world by James B. Twitchell

The Sponsored Life: Ads, TV & American Culture by Leslie Savan

Advertising: The Uneasy Persuasion by Michael Schudson

Mythmaking on Madison Avenue: How advertisers apply the power of myth & symbolism to create leadership brands by Sal Bandazzo

MaxiMarketing: The new direction in advertising, promotion, & marketing by Stan Rapp & Tom Collins

Inventing Desire by Karen Stabiner

Applied Imagination by Alex Osborn (Alex Faickney)

The Branding of America by Ronald Hambelton

AdCult: The Triumph of Advertising in American culture by James B. Twitchell

Winning with the P&G 99: Principles & Practices of Proctor & Gamble's Success by Charles L. Decker

What's in a name? Advertising & The Concept of Brands by John Philip Jones

Building Strong Brands by David A. Aaker

Why We Buy by Paco Underhill

Living it up: our love affair with luxury by James B. Twitchell

Fables, fashions, & facts about advertising: a study of 28 enduring myths by John Philip Jones

And now a few words from me: advertising leading critics lays down law... by Bob Garfield

Creative Company: how St. Luke's became "the ad agency to end all agencies" by Andy Law
Emotion branding
by Marke Gobe

Cutting Edge Advertising by Jim Attchison

Truth Lies in Advertising by Aaker, Ries & Tout

How to Put Your Book Together and Get a Job in Advertising

The Power of Nice: How to Conquer the Business World with Kindness by Linda Kaplan Thaler and Robin Koval

BrandSimple by Allen Adamson

The Long Tail by Chris Anderson

What Sticks by Rex Briggs and Greg Stuart

Life After the 30-Second Spot by Joseph Jaffe

Bang! By Linda Thaler and Robin Koval

What a Great Idea! Key Steps Creative People Take by Charles Thompson

The EMyth

The Art of the Start

Strengthsfinder

Now, Discover Your Strengths



cas scholarships



Applications available online at www.cas.msu.edu

Also required: A current resume, an essay describing majors you have already selected and why, your career goals, and your strategy to achieve them.

Applications may be completed and returned to the Office of the Dean (Room 287 Comm. Arts)

For information regarding scholarships from the Department of Advertising, Public Relations & Retailing, please call the Department office at 517.355.2314

APRR Scholarships for Undergraduate Students:

- College of Communication Arts & Sciences Endowed Scholarship
- The Carl Beck Memorial Expendable Scholarship
- George A. and Dorothy H. Murray Scholarship
- The Glenn and Thelma Bull Scholarship
- The David L. Kragt Memorial Scholarship
- The David Ralph Scholarship
- John and Martha Aldinger Endowed Scholarship Fund



off campus ad jobs and internships

Job Positions at The State News

Advertising Department

The State News advertising department is responsible for generating more than \$2 million annually by selling retail, classified, web, and poster ads. Account Executives are the main contact between the paper and their clients and work at least 15 hours per week. Although they are a tight-knit team that works hard together to accomplish their goals, a big part of their job is very individualistic in nature. Also available are management positions in the departments that head up their different products. They run their business just like any other agency or corporation, in which there are many opportunities to move up as a reward for your hard work.

Production Department

Production is responsible for designing ads for their clients as well as managing the technical aspects of putting together their newspaper. Account Executives rely on them heavily to help them plan campaigns and to make ideas become a reality. The Production Department is split up into three different divisions including Graphic Artists, Production, and Online Design and Development (ODD). Graphic artists use Adobe and Acrobat systems to create in-house promotions for the paper, including special editions and their two websites (lansinglowdown.com and statenews.com). Production is in charge of preparing the paper to be sent to the press. This includes coordinating with the newsroom to upload all stories onto statenews.com and make sure that everything is correct and ready to run in the next day's paper. Online Design and Development (ODD) also works the night shift but is web content exclusive. On top of creating web ads for clients, they also design and maintain their two websites and as well as many internal sites.

Working at the largest collegiate newspaper in the country helps you gain valuable hands-on real world experience and is a great way to build your portfolio.

Want to work at The State News?

The State News usually hires a team of 10-14 members at the beginning of each year. For more information take a look at the classified section of the newspaper, or go to statenews.com/work.

Internship Opportunities Near Campus

Lansing area internships:

Vision Creative, Queue Creative, King Media, M3, Pace & Partners, Rizzi Design, Ciesa Design (always has about 1-2 interns. They work alongside the Ciesa senior creative staff and have a large amount of work.)

Internship Opportunities On Campus

Become an intern at Club 181

Work in the CommArts career center helping students edit their resumes and cover letters, and assisting at career events.

Can't find a creative internship?

Pursue what you want to do for free. Pro bono work is a great way to get started. You can maintain creative control and ownership of your work. You can also get printers to donate/sponsor your work if it's for a good cause.

Become a creative designer for various Colleges/Departments through MSU or local businesses. Ask department instructors if they need any help with their communication pieces. Almost all departments/colleges across campus have 1 or 2 creative people on staff. Examples of these include: The MSU Law School, University Housing, RHA, College of Music, Wharton Center, WKAR



job opportunities outside of agencies

Ad Sales

The advertising department at any radio station, newspaper, tv station, magazine or website is to generate all revenue for that specific form of media. Their job consists of cold calling, prospecting and building relationships with clients. Account Executives manage their accounts by establishing strategies and making sure their plans meets all of their clients' requirements.

Event Promotion

Promote live events, such as concerts or festivals, with interactive media and branded environments. Overall, event promotion helps to create relationships with consumers and the brand.

Event Promotion Companies

Detroit:

Jack Morton (www.jackmorton.com)

MVP Collaborative (www.mvpcollaborative.com)

Chicago:

Blue Plate (www.blueplatechicago.com)

XA, Experiential Agency (www.experientialagency.com)

Paulette Wolf Events and Entertainment

Ronsley (www.ronsley.com)

In-House Agencies

In-house agencies are more typical with smaller companies that cannot afford to hire an outside agency. These departments include marketing communications and advertising professionals who plan the strategy as well as develop the creative, giving them more control over their work. Examples of companies with in-house agencies include: American Apparel, Best-Buy, Calvin Klein, Avon, Revlon, Benetton, Banana Republic, Google, Redken, and Target.

Non-profit work

Non-profit organizations need their own promotional materials to help raise awareness for their causes. Examples of non-profit organizations that create their own marketing communication pieces are: United Way, Salvation Army, Feed the Children, American Cancer Society, Gifts in Kind International, American National Red Cross, AmeriCares, Mayo Foundation, YMCAs in the United States, Catholic Charities USA

Graphic Design

Graphic Design is a great industry for creative students who may not want to limit themselves to only creating ads as an art director at an agency. Graphic designers work on an endless array of projects includes creating logos and corporate identity, promotional posters and brochures, and websites.

Graphic Design companies:

Detroit:

Pangborn Design (www.pangborndesign.com)

Fine Point Design ~ (www.finepointdesign.com)

The Quell Group (www.quell.com)

Zazen Digital Studios (www.zazendigital.com)

Turtlechele Media ~ (www.turtlechele.com)

Curve Detroit (www.curvedetroit.com)

Design Council (www.designcouncil.us)

Mullen (www.mullen.com)

Trademark Productions, Inc. (www.tmprod.com)

Fruitful Works, Inc. (www.fruitfulworks.com)

Lansing:

Vision Creative (www.visioncreative.com)

Ciesa Design (www.ciesaonline.com)

Chicago:

Kokopelli (www.kcgi.net)

Plan B (www.thisisplanb.com)

The Monogram Group, Inc. (www.monogramgroup.com)

Sandstorm Design, Inc. (www.sandstormdesign.com)

Mills Creative, Inc. (www.millscreative.com)

UpShift Creative Group (www.upshiftcreative.com)

Lakonic (www.lakonic.com)

Trico Graphics (www.trico.com)

Beat Studios (www.beatstudios.com)

Axergy (www.axergy.com)




advice from msuaa speakers

Interviews

- Spend at least one week researching the company prior to the interview.
- Bring extra copies of your resume with you.
- Always use your first and last name when introducing yourself. It creates authority.
- You walk into the interview with that job. Everything you say either confirms that, or talks your way out of that job. They wouldn't waste their time interviewing you if you weren't a good candidate.
- When interviewing, answer questions directly. Be able to say what skills you took away from each job.
- Be yourself. Don't lie, exaggerate, or try to be what you're not.
- Smile, look happy to be there, and have a positive attitude.
- Never underestimate the impact of attitude. It is more important than education, skills, failures, success, or anything.
- Express your passion for advertising in everything you do.
- Mention if you have a connection with the client/product (i.e. You are passionate about the auto industry).
- Keep good eye contact, dress appropriately and appear polished
- Give them a compelling reason to hire you.
- A good question to ask is "Why?" Ask why people do what they do, and explain why you fit in the agency.
- Immediately after the interview, send a thank you note to the interviewer. Make sure to highlight a personal point or connection that you talked about in the interview.
- If you cannot get a real interview, ask for an informational interview. It is the best way to get your foot in the door and get face time with a recruiter. Use the opportunity to impress them because it could turn into something later.

A list of common interview questions can be found on www.careernetwork.msu.edu

Once you get your internship...

- During your internship prove that you're a valuable asset: showcase your talent, build relationships, and ask if you can help others.
- Introduce yourself to everyone you meet. Get to know them and find out what they do. (Elevator rides are a great opportunity.)
- Take notes during training and pay attention.
- Read newspapers, magazines, etc. Become knowledgeable about industry, companies, etc.
- Most importantly, show your passion.

Networking

- Word of mouth is the most prominent referral, so having a good network is key in this industry.
- To get started, make a list of everyone you know (Anyone could be a source to a job). It doesn't have to be a close family member or friend. You'd be surprised how much people want to help you.
- Don't ask directly for a job, ask if they know anything going on or the name of someone who could lead me in the right direction.
- When contacting people, show interest and persistence without being annoying. You'll never be a pest to someone with an opening. If you push, you'll stand out. If they say wait till January, wait. No position will open until then. Can drop a postcard to say hi if you'd like.
- You can always network at MSUAA meetings! Did the speaker interest you? Stay after to speak with them, ask some questions and get their advice. Make sure to get their card or exchange contact information to keep in touch. This is a great way to start building your network.

What to expect in the working world

- Expect shorter deadlines and a bigger workload than school.
- Make monotonous jobs pay off for you by paying attention to it. Finding the meaning of it will help you move up in the biz.
- If you want to advance in the company, you have to make it happen, it won't come to you.
- Get to know people, it can only help you, they'll remember you if you're really good.
- Be prepared to do anything- if you're in traffic, volunteer to do things no one else wants to do (it impresses people!).
- When things are going bad, don't quit, unless it's really, really bad. If it's just rough, don't run because things have a way of changing. Have tenacity.
- Underpromise, overdeliver.
- Thank people. People want to help you out. Let them feel appreciated for what they did for you.
- Maintain your sense of humor and balance. Keep perspective on everything that happens.
- Risk can lead to failure, or it can open doors. Always take a creative risk.
- Any pitfall is temporary in the work world.
- There is almost always something you can do- so let your bosses know when you're available; don't just wait until someone notices you're free.
- Be eager to learn and people will be more likely to teach you.



advice for creatives

To get advice on your book and to get your foot in the door, call up creative directors for their opinions on your work. This can lead to greater things. Try to set up a portfolio review instead of just emailing your work because it may never get looked at.

Send your resume to people who matter like creative directors and art directors, not just HR, because they can't always tell what's good!

What creative directors look for in a portfolio:

- Originality (Make them think, "I wish I woulda done that!")
- Work that sets off emotion
- 3 or 4 solid campaigns that "have legs" (Showing a big idea and how it plays into any venue)
- A book that stands out from the others (A creative director is thinking: this sucks, this sucks, this is AWESOME!)

Concepts and problem-solving skills are far better than tools like Creative Suite, no matter how good you are at them, because someone can always teach you the programs.

3 keys to be a successful creative:

- 1) Great consistent ideas (be an idea machine)
- 2) Execution (make it look good)
- 3) Salesmanship (presentation skills and selling your ideas through compassion and enthusiasm)

Agree to what's asked of you, but give them more than enough ideas and go beyond what's asked with enthusiasm and passion. The more ideas, lead to better chances.

To get your start, do freelance work- even if it's for free. Or try to do volunteer/community service ads.



career events

On Campus Events

Earn. Learn. Intern

This event takes place early in the school year and allows students to access to campus and local jobs and internships. In 2008, 106 local companies and 1600 students were in attendance.

Speed networking

Typically takes place in February and provides a way for students to learn more about advertising, public relations, retailing, media, information technology, sales and marketing, human resources/training, multimedia, and entertainment, as well as discovering potential job and internship leads. Students are required to attend a prep session prior to this event. The event is coordinated by Club 181, the CAS center, and Internships in the College of Communication Arts & Sciences

Spring Break Job Shadow Program

This is an opportunity to job shadow professionals at one of 28 businesses, non-profit or public sector entities in Lansing, Detroit, Grand Rapids and Chicago. Companies such as Starcom, Vision Creative, Justice and Monroe Advertising, and WSYM-Fox 47 have participated in the past.

Summer Employment and Internship Fair

This event is for any and all majors looking for a full, part-time, or seasonal job. You can view the companies attending through MySpartanCareer.



michigan state
university
student resources



Club 181

The center for Careers and Internships

Located in room 181 in Communication Arts & Sciences.

For resume critiques, help putting together a resume or cover letter, and preparation for career fairs.

For help getting an internship, contact the following internship coordinators in Club 181 and the MSU Department of APRR:

College Internship Developer

Paul Jaques

jaques@msu.edu

Paul's job is to open doors for internships. Students can go to him with specific attributes they are looking for in an internship and/or specific companies they are interested in interning for. He will contact those companies for you to get your foot in the door. He is the main business contact between MSU and companies.

Advertising and Public Relations

Janice Bukovac

bukovac@msu.edu

Field Career Consultant

Karin Hanson

hanson39@msu.edu

To receive credit for internships, contact the advising office. Credit is offered based on your grade level, number of credits you have, and your major.

MySpartanCareer.com

Over 500 employers interview students from Michigan State University throughout the academic year.

The site allows students to upload resumes and search for internships, jobs, and interview opportunities in your desired field.

Check internship and job postings regularly since they come and go. Most big companies have November/December application deadlines.

Career Services Network

www.careernetwork.msu.edu

Lists any and all career related events here at MSU

Interview tips and a list of common questions, helpful information for finding a job or internship

Career Passport

For advice putting together a resume, cover letter, job shadowing, career events, job search strategies, and much more.

Lounge 29

Looking for a great place to hang out between classes or work on homework? Check out Lounge 29. Conveniently located in rooms 29 & 30 in the basement of CommArts, Lounge 29 is a colorful, comfortable student lounge where you work on homework, watch tv, and hangout with friends. The room has a flat screen TV, dvd player, white board walls, fun furniture, wireless internet, tables and workspace for large groups. Lounge 29 is a great place to work on group projects (much easier than finding a group room at the library) and you can also reserve the room if you would like it to yourself.

To reserve the room contact Ellen Gillie (gillie@msu.edu)

Hours:

Monday-Thursday 10am-9pm

Friday: 10am-5pm

Saturday: Closed

Sunday: 3pm-8pm

