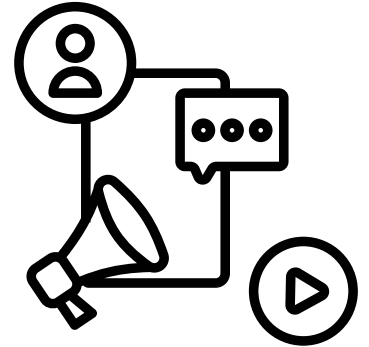


Advertising, Marketing, PR, & Communication Career Community



Overview

The Advertising, Marketing, Public Relations, and Communication career community is dedicated to students who are interested in a dynamic and diverse industry that plays a vital role in shaping the way businesses and brands interact with their audiences.

Sample Industries & Job Titles



Please note that the job titles below do not cover all areas of opportunity comprehensively. They are provided to serve as initial reference points for exploring potential career paths and options. They can serve as guidance for your search:

Advertising

- Brand Strategist
- Junior Copywriter
- Creative Assistant
- Ad Operations Coordinator
- Media Planner
- Writer/Editor
- Media Analyst/Manager
- Art Director

More Sample Industries & Job Titles

Marketing

- Digital Marketing Specialist
- Social Media Coordinator
- Marketing Analyst
- Brand Consultant
- Integrated Marketing Specialist
- Customer Relationship Manager
- E-commerce Marketing Manager

Public Relations

- Public Affairs Assistant
- Public Relations Coordinator
- Event Coordinator
- Content Creator/Writer
- Media Relations Specialist
- Public Opinion Researcher
- Fundraising Manager
- Crisis Communications Manager

Communication

- Administrative Assistant
- Brand Outreach Coordinator
- Internal Communications Coordinator
- Human Resource Development Specialist
- Corporate Communications Specialist
- Communication Strategy Manager

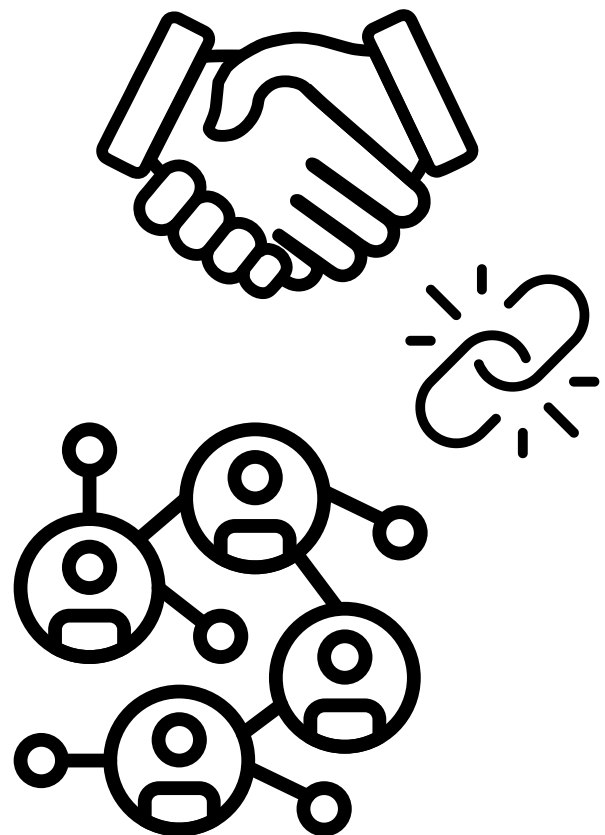
Job Boards

[The Public Relations Society of America Marketing Hire](#)
[The Communication Network](#)
[American Marketing Association](#)
[LinkedIn](#)
[Built In Chicago](#)
[PR News Online](#)
[Publicity Club of Chicago](#)

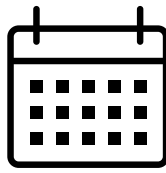


Industry-Specific Resources and Professional Orgs

[The Public Relations Society of America](#)
[Ad Age](#)
[Ad Week](#)
[O'Dwyers](#)
[PR News](#)
[PR Week](#)
[American Advertising Federation](#)
[Chicago Advertising Federation](#)
[Publicity Club of Chicago](#)
[Eastern Communication Association](#)
[Central States Communication Association](#)



Hiring Cycles



Post-graduation positions

- Fall & Winter for more formalized programs and fellowships
- Fall for Consumer-Packaged Goods (CPG)
- Winter & Spring for actively identifying and applying to opportunities

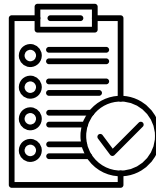
Internships

- The larger the organization and the more well-known, the earlier the application deadline
- Winter quarter (Jan-March) typically for established internship programs
- Spring quarter (March-May) typically for smaller organization opportunities

Selected Organizations Where Students Have Worked:

Digitas	FCB Global	Ipsos
Leo Burnett	LinkedIn	Google
Kraft Heinz Company	YouTube	Spool
Door Dash	Ogilvy	Edelman
Cramer-Krasselt	Zeno Group	HBO
PepsiCo	Colgate-Palmolive	BBDO Worldwide
Discovery Communication	Dentsu	Publicis Sapient
Starcom	NBCUniversal	Havas Group
TikTok	Salesforce	iHeart Media

Action Steps



Individualized Career Support



Seeking additional guidance on your career development journey and opportunities to explore? Schedule an individualized career appointment with an EPICS staff member via Handshake!

Handshake



Explore Handshake to find job and internship opportunities, register for a career-related events, stay up-to-date with employers, and more! For a customized search experience, be sure to utilize the filters to pinpoint what you are looking for.

Informational Interviews



Conduct an informational interview. Informational interviews are meetings where you talk to a professional in a job or industry you're interested in. You can ask questions, gain industry insight and advice, and learn more about a job and/or career path.

LinkedIn



Create a LinkedIn profile to connect with professionals in your industry, share your career and educational achievements, stay informed on companies of interest, and search for job opportunities.

Our Northwestern



Interested in expanding your Northwestern network? Explore Our Northwestern, the University's alumni database, where you can expand your network and connect with professionals who are advancing careers in fields of interest.

Vault



Vault is a career engagement platform that empowers career seekers by providing powerful insights and unique resources so that you can discover your best next step. Find invaluable resources including employer profiles, rankings and reviews, field of study and/or occupational guides, and career preparedness training and materials.