

## Business & Accounting:

# Advertising (B.A.)



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## Begin your career in advertising on a solid foundation in business

A good advertising professional has excellent communication skills and the ability to persuade. A great advertising professional also has an in-depth knowledge of how businesses operate. At Thiel College our Business Administration degree offers an advertising track that ensures you have all the skills you need to successfully pursue a career in this exciting and demanding field.

You'll begin with a solid foundation in business and enjoy hands-on experience in advertising working in our state of the art James Pedas Communication center. Plus, all of our students complete an internship or practicum before graduation. Best of all, your studies will be grounded in our liberal arts curriculum which encourages both critical thinking and creativity – two skills essential in advertising.

*"The illiterate of the 21st century will not be those who cannot read and write,  
but those who cannot learn, unlearn, and relearn."*

Alvin Toffler | American writer, businessman and futurist

## A solid foundation in Business Administration makes you more valuable in an advertising career, as a marketing executive or in graduate school.

Whether your plan is to start work in the field of advertising right after graduation or continue on to an MBA or a Masters in Marketing Communication, you'll get off to the right start with a degree in Business Administration on Thiel's Advertising Track. With a student-teacher ratio of 11:1, you'll get the personal attention you need and the right combination of academic smarts and hands-on experience. Best of all Thiel's adherence to a liberal arts curriculum means that you'll learn to think critically and creatively – two critical skills you'll need to pursue a successful career.

## Thiel Graduates in Advertising typically pursue careers like these in the Pittsburgh area:

- **Advertising Sales Representatives** – earn a median salary of **\$59,740** selling advertising space in publications or time on radio or television stations\*.
- **Fundraising Managers** – earn a median income of **\$74,944** coordinating campaigns that bring in donations for your organization\*.
- **Agency Account Executive** – earn a median salary of **\$69,032** providing the direct link between your advertising agency and your existing client\*\*.
- **Marketing or Promotions Manager** – earn a median salary of **\$117,385** working in an advertising agency of corporate office to plan programs to generate interest in products or services\*.

## Major in Business Administration on the Advertising Track and you will:

- Understand the basic business management functions and develop competency in data analysis techniques.
- Learn and practice the art and science of market research.
- Get hands on experience developing marketing and advertising campaigns.
- Be exposed to the ethical dilemmas faced by people in the field.
- Be prepared for entry-level employment in your chosen field.

**99%**  
of Thiel students  
receive tuition assistance.

You can afford to attend Thiel College. Contact an admissions counselor to learn about scholarship opportunities.

For more information or to apply, visit:

[www.thiel.edu/academics/departments/business/majors-and-programs/business-administration-major](http://www.thiel.edu/academics/departments/business/majors-and-programs/business-administration-major)

\*Job and salary information: ZipRecruiter.com

\*\*Job information: google.com/forensic accountants and paysa.com/salaries.forensicaccountants

