

# Integrated Advertising & Public Relations

## Where can you go with a Integrated Advertising & Public Relations Degree?

A degree in Humanities can take your career in many directions. Most students choose to enter the workforce right after graduation, and many continue their education after a few years in the workforce. Our students are equipped with a strong foundation for a career as a(n): Account Manager, Ad Designer, Advertising Director, Communications Director, Copywriter, Event Planner, Market Researcher, Media Planner, PR Officer, Social Media Director.

## First Year

### Academics

- Start taking **LASC** courses as well as foundational and core Integrated Advertising & Public Relations courses.
- Need a little help in your classes? Look into [tutoring with the Academic Success Center](#).
- Look into the many [experiential learning opportunities](#) to help build a well-rounded experience.

### On-Campus Experience

- Join a major or interest-focused student organization such as [Public Relations Student Society of America \(PRSSA\)](#).
- Explore other student organizations to join on [DragonCentral](#).

### Connect to the Community

- Start building your professional network by attending community events such as [StartUp Brew Fargo, ND Professional Communicators](#), and [MN PRSA](#).
- Participate in [PR North](#) with the MSUM Chapter of PRSSA.

### Understand Your Career

- Start researching potential career paths on [O\\*Net](#). Here, you can find valuable information, including typical tasks associated with the profession, the skills and knowledge required, the necessary education and licensures, wages and employment trends, professional organizations, and related occupations. Search for careers such as [Archivist](#).

## Second Year

### Academics

- Take a deeper dive into your major and begin considering a minor in **Mass Communication, Media Analysis**, or **Sports Communication**.

### On-Campus Experience

- Find an on-campus job or begin your leadership journey by applying for a student leadership position. Visit [Handshake](#) to see open positions.
- Find time to participate in events and activities. See a list of upcoming opportunities in [DragonCentral](#).

### Connect to the Community

- Join [LinkedIn](#) to begin building your professional network and online presence. Think of your profile as a virtual resume and make sure to update it regularly to reflect jobs, coursework, volunteering, involvement, and skills.
- Attend the on-campus [Employer Visits](#) as often as possible. Make sure to engage with the representatives and collect contact information to follow up.

### Understand Your Career

- Schedule an appointment with the [Career Development Center](#) for career planning to learn how to make the most of your time here at MSUM.

## Third Year

### Academics

- In addition to getting your access code, schedule an appointment with your Academic Advisor to ensure you're on track for graduation.
- Take inventory of your professional goals and decide if your future will need to include graduate school. Take the necessary exams and keep track of application timelines.

### On-Campus Experience

- Begin your leadership journey by running for an officer position in a student organization, such as [Public Relations Student Society of America \(PRSSA\)](#), or by running for student senate.

### Connect to the Community

- Look into the many [experiential learning opportunities](#) to help build a well-rounded experience.

### Understand Your Career

- [Attend professional development-related events](#) on campus, and connect with faculty to learn more about the field and gain insights on how to be successful in your job search.
- Find an internship or part-time job with a local or regional company or organization to learn the ins and outs of your chosen career. Prepare for the application & interview process by working with the [Career Development Center](#).

## Fourth Year

### Academics

- Participate in the [Student Academic Conference](#) to showcase research, connect with employers, and to boost your resume.
- Ensure you submit your application for graduation on time and complete the graduate follow-up survey, letting us know your career or continuing education plans.

### On-Campus Experience

- Assess what experiences or skills are areas of growth for you and fill in gaps with volunteering, organizations, or part-time employment.

### Connect to the Community

- Join professional organizations such as [MN PRSA](#) or [AdFed](#) to gain access to research, continuing education opportunities, job boards, and message boards. Make sure to join prior to graduation to receive the discounted student rate (when applicable).
- Get involved in a community organization such as the [Young Professionals Network](#) to continue building your professional network.

### Understand Your Career

- Network relentlessly! Attend networking events to get connected to employers looking to hire soon-to-be grads. Check [DragonCentral](#) for more information.
- [Schedule appointments with a Career Coach](#) to go over your professional documents and to prepare for upcoming interviews. And remember, once a dragon, always a dragon. You have access to these services for life.

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## What skills will you need?

To be successful in the world of Integrated Advertising & Public Relations you will need the following skills: analytics, communication, creativity, decision making, interpersonal, organizational, teamwork.

Thankfully, through coursework, on-campus involvement, part-time employment, and internships, you will be well-prepared for life after graduation.