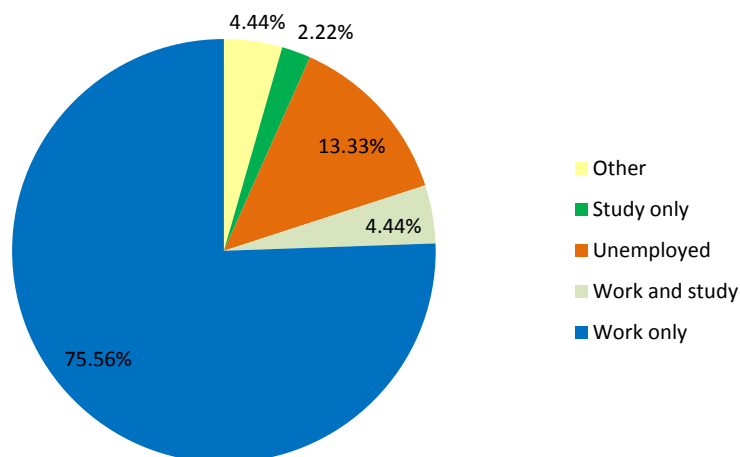


# Career destinations

## BA (Hons) Advertising

Percentage of leavers in known destinations (2010)



## Examples of employment obtained by leavers (2010)

Job title	Employer
Social Media Intern	-
Affiliate Marketing Executive	Lowcostholidays.com
Marketing & PR Assistant	Naim Audio Ltd
Marketing Manager	Sales Force
PR Account Executive	Prominent media communication
Multimedia Web Development Intern	Southampton Solent University
Web Designer	Walker Agency

## Knowledge and skills

Graduates acquire knowledge of how this industry operates and how a successful campaign is put together. They develop vocational skills in communication, problem solving and generating creative approaches; in addition, they understand the significance of planning, working independently and contributing to a team. This knowledge and skill base is valued in many employment situations.

## Career opportunities

The combination of organisational ability, communication skills and creativity is particularly relevant to advertising, marketing, public relations and the wider communication industry including broadcasting, journalism and publishing. All of these are competitive career areas and any opportunities for relevant experience and making personal contacts can be invaluable. Many newcomers will start in entry-level jobs, often in an assistant role, to gain industry experience.