

So you want to be an

Advertising Executive



SOUTHWESTERN
ADVENTIST UNIVERSITY



What is an advertising executive?

The account executive serves as the direct link between the agency and the existing or potential client.

At larger advertising agencies, an account executive may be expected to either acquire new clients or maintain existing clients. At a smaller company, a single executive may perform all functions.

Ad Executive Tasks

- Participate in strategy and sales meetings, events, and activities.
- Achieve individual sales goals.
- Develop and maintain contact with clients.
- Promote products and services.



I'm glad I came here. I've gotten a lot of hands-on experience. Between internships and classes, there are lots of opportunities to learn about the real world.

Jaime Baldwin, senior communication major



relevant classes we offer

Photography	Public Relations
Photo and Graphic Editing	Persuasion
Discussion Techniques	Advertising
Interpersonal	Development
Communication	Applied Advertising and PR

SKILLS NEEDED

- Demonstrated ability in sales.
- High organizational and time management skills
- Ability to work with and supervise people
- Ability to work under deadlines
- Public speaking skills

How we can help

Southwestern's Department of Communication consists of a faculty with decades of experience. Students will have opportunities for experience as well as immediate access to lab facilities to help them grow as future advertising account executives.

salary range:
\$30,788 to \$69,977

CONTACT:

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