

NORTHERN ILLINOIS UNIVERSITY

Careers in Communications

A Report submitted to the  
University Honors Program  
in Partial Fulfillment of the  
Requirements of the Baccalaureate Degree  
With University Honors

Department of Communications

by

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DeKalb, Illinois

August, 1989

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Approved: Philip A. Hays

Department of: Communication Studies

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JOURNAL OF THESIS ABSTRACTS  
THESIS SUBMISSION FORM

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ADVISOR'S DEPT: Communications  
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INDICATE WHERE \_\_\_\_\_  
SUBJECT HEADING: Advertising, Communications, Careers,  
Advertising Internships, and Advertising  
Agencies  
ABSTRACT (100-200 words):

This promotional video script will focus on getting started on a career in advertising. This project is aimed at students of Northern Illinois University to help them take the right steps in getting started, which may be tough since Northern Illinois University no longer has an advertising school. However, many students in the Communications department at Northern have an interest in pursuing a career in advertising, so this video script becomes necessary to others as well as myself. Included are recommended courses of study, advertising agencies with intern programs, a look at graduate schools that will help train for a career in advertising, and how to go about getting a job in the advertising field without having an advertising degree.

PRE-SCRIPT MEETING OUTLINE

1) People who should be in attendance:

- A. Dr. Phil Gray -- Communications Department Advisor
- B. Mr. F. Marion Miller -- Director of the University Honors Program

2) Questions to be asked:

- A. How long should the video be?
- B. Who specifically should this video be targeted to?
- C. Will this video be distributed? If so, to whom?
- D. Is there financial assistance for a project of this nature?
- E. How detailed should the director's shot sheet be?

3) Needed information:

- A. Listing of undergraduate schools that have advertising programs:
  - What are the top ones?
  - Which are the best in the Midwest?
- B. Listing of graduate schools which have advertising programs:
  - What are the top ones?
- C. A list of all Chicago advertising agencies:
  - addresses
  - phone numbers
- D. Listing of Chicago advertising agencies that have intern programs.
- E. A list of what undergraduate courses should be taken if attending a school without an advertising program:
  - Recommended major
  - Recommended minor

PGM: 11:00--INFORMATIONAL VIDEO--CAREERS IN COMMUNICATIONS  
TGK

VIDEO

AUDIO

CG: CAREERS IN  
COMMUNICATIONS--  
ADVERTISING

FADE UP:

VARIOUS STILLS AND VIDEO  
CLIPS OF ADVERTISEMENTS  
WITH A SLOW DISSOLVE  
BETWEEN.

MUSIC: UNDER

ANNCR: What is advertising?  
According to Webster's  
Dictionary it is  
"the action of calling  
something to the  
attention of the  
public especially by  
paid announcements".  
This definition  
includes newspapers,  
magazines, billboards,  
radio, television, and  
virtually any other  
means by which a  
person is likely to be  
influenced. Even in  
movie theaters we are  
constantly reminded  
about which tastes

better, Coke or Pepsi  
before we see the  
feature presentation.  
Advertising has become  
an accepted part of  
our daily lives.  
Those responsible for  
all the advertisements  
that surround us  
include:

QUICK X SUPER OF  
AGENCY NAMES.

MUSIC: OUT  
advertising agencies,  
newspaper classified  
departments, graphic  
designers, and  
copywriters.  
Advertising is one of  
the fastest growing  
industries in the  
United States as well  
as the rest of the  
world. As a  
profession it is  
intense, nerve-  
racking, constantly  
challenging, ulcer  
forming, and one of

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the most rewarding  
careers available  
today . . .

LS: TOM AND KURT WALKING  
ACROSS CAMPUS -- BUMP  
INTO EACH OTHER IN THE  
MLX COMMONS.

TOM: Hey, Kurt, how've you  
been?

KURT: Good, Tom. How about  
yourself?

TOM: Not too bad. Ready  
for graduation?

KURT: (SIGHING) Yeah. I  
guess so.

TOM: You don't sound very  
excited about it.

KURT: Well, I'm looking  
forward to graduation,  
but I don't have a job  
lined up. In fact,  
I'm not even sure  
about what I want to  
do.

TOM: What do you mean? I  
thought you were going  
into broadcasting.

KURT: I was. Lately though  
my interests have been  
leaning towards  
advertising.

TOM: That's a great field.

KURT: I know, but I don't  
have any experience.  
And here it is four  
months from graduation  
and I don't have a  
clue as to  
what to do next.

TOM: My uncle works for an  
ad agency in Chicago.  
Let me call him to see  
if he's got any  
suggestions.

KURT: I'd really appreciate  
that.

TOM: No problem. I'll get  
back to you later this  
week . . .

VARIOUS SHOTS OF TALENT  
IN CONFERENCE ROOM.

. . . But how does a  
person get started in  
a career in  
advertising without a  
friend whose uncle  
works in an agency?  
Since it is a rapidly  
growing industry  
ad agencies must be



constantly looking for  
new and fresh talent.  
Right? Well, yes and  
no. Advertising  
agencies do look for  
new, creative talent,  
but according to James  
S. Norris in his book,  
Advertising. "Unless  
you have an MBA from  
some very prestigious  
business school --  
University of  
Pennsylvania's Wharton  
School, Northwestern,  
or California at  
Berkeley -- don't  
expect the ad business  
to fall all over  
itself when they  
discover that you  
majored in  
communications at,  
say, Florida State  
(where they have a  
particularly fine  
program)". So where

- - - - -

does that leave  
students who want a  
career in advertising,  
but have no specific  
training? Out in the  
cold? Hardly.

Granted it may be a  
little bit harder to  
land an advertising  
job without training.  
However, the jobs are  
out there . . .

VARIOUS SHOTS OF TALENT  
BY TROPHY CASE IN  
WATSON.

. . . There are two  
kinds of people who do  
the hiring in  
advertising. Those  
who feel a solid  
background in  
advertising is a must  
before being hired and  
those who feel the  
necessary experience  
can be obtained on the  
job. Since Northern  
Illinois University  
doesn't have an  
advertising major, we

appeal to the latter.  
Such employers,  
generally, prefer a  
major in the liberal  
arts, preferably  
communications or  
journalism, and a  
minor in business  
administration . . .

MLS: TOM AND KURT AT THE  
STUDENT CENTER.

TOM: . . . All right.  
Here's what I found  
out.

KURT: It's hopeless isn't  
it?

TOM: Hardly. My uncle  
wants to know exactly  
what you intend to do  
in advertising.

KURT: I'm not really sure.  
I'd probably like to  
work as a copywriter.  
I'm pretty creative.

TOM: Well, writing is only  
a small part of a much  
larger operation. An  
advertiser's job could  
include anything from

writing to selling to  
researching. What you  
see on tv, in print,  
or on the radio may at  
times seem simple, but  
it's the combined  
efforts of many people  
who each have a  
different but  
important job. You  
have a business minor  
don't you?

KURT: Yeah. Do you think  
that will help.

TOM: Sure. My uncle says  
that a creative mind  
combined with a good  
business sense is very  
important in  
advertising.

KURT: Did he say anything  
about my lack of  
advertising education?

TOM: He said not to worry  
about it. Even  
though Northern  
doesn't have a so-

— — — — —

called advertising  
department, the  
communications  
department provides  
the same courses  
required at schools  
which offer  
advertising degrees.

KURT: Sounds like there's  
a chance for me.  
Where do I start,  
though? I don't even  
know who I should see  
for interviews.

TOM: I've got to run, but  
my uncle said he'd get  
me a list of agencies  
we might contact.  
I'll get it for you  
next weekend . . .

VARIOUS SHOTS OF HOST IN  
CONFERENCE ROOM.

. . . John S. Wright  
in his book,  
Advertising, states  
,"Some employers  
feel that a young  
person, liberally  
educated, can learn

the techniques of advertising and will do a better job because of the breadth of his formal training". And, certainly, a business administration minor will come in handy.

But, what else should a person without a formal advertising background do in order to prepare for a career in advertising?

There are three possible avenues. First, transfer to another school with an advertising program. Second, go to a graduate school with an advertising department. Or third, get an internship with

CG: LIST OF CHOICES  
OVER COLOR.

LOSE CG OF CHOICES.  
VARIOUS SHOTS OF HOST IN  
CONFERENCE ROOM.

an ad agency or an  
advertising  
department. These  
three are not mutually  
exclusive and any  
combination of them  
would be even more  
beneficial. However,  
let's look at these  
seperately and kick  
them around a little  
bit to find which, if  
any, is right for you.  
First, transferring to  
another school  
may sound like an easy  
solution, but it is  
really not adviseable.  
Credits may not  
transfer, you may  
not like the school  
once you get there,  
time will be spent  
backtracking ground  
which you've already  
covered, and you'll  
need more money to

CG: BEGIN LIST OF SCHOOLS  
OVER COLOR.

LOSE GC OF SCHOOLS.

VARIOUS SHOTS OF HOST BY  
THE LAGOON.

cover your extra  
semesters in school.  
Your best bet is to  
stay where you are,  
make a game plan, and  
go on from there.  
However, if you feel  
that transferring is  
the best way for you  
to go, here is a list  
of twenty universities  
and colleges with  
advertising programs  
worth looking  
into . . .  
There are many other  
advertising schools,  
but the majority on  
this list are  
located in or near  
the Midwest . . .  
. . . Now let's turn  
our attention to  
graduate schools.  
There are several  
advantages to  
attending graduate



school. First,  
you'll expand your  
knowledge of the  
subject and tune-up  
your already present  
skills. You'll buy  
time to beef up your  
resume and experience,  
and your chances of  
getting a job right  
out of school will be  
better. However,  
graduate school is  
expensive and  
it takes up time.

CG: LIST OF GRAD SCHOOLS  
OVER COLOR.

Leo Burnett's  
recruitment manager  
listed ten top  
graduate schools, none  
of which is cheap.  
Granted, there are  
other graduate schools  
but these are the ones  
that are recruited by  
most agencies . . .

LOSE CG OF GRAD SCHOOLS  
VARIOUS SHOTS OF HOST BY  
THE LAGOON.

. . . Graduate school  
is great if you have

the time and money,  
but let's assume that  
we don't. We need to  
get a job as an  
intern. These jobs  
don't pay much, if at  
all. But it's great  
experience and it  
looks good on a  
resume. According to  
Charles Boland in his  
book, Careers and  
Opportunities in  
Advertising, he  
states, ". . . a  
'must' to be followed  
(if possible) is  
summer, part-time, or  
full-time work in  
establishments related  
in any way to  
advertising. The  
advertising agency  
itself is, of course,  
the ideal target".  
Boland goes on to say  
that if no spots are

available in the ad agencies, work for a company that supplies materials or a service to advertising . . .

VARIOUS SHOTS OF HOST IN  
WATSON EDITING LAB.

. . . Chicago has roughly 85 advertising agencies, many of which have intern programs. The larger agencies such as Leo Burnett, generally do not offer internships.

CG: LIST OF AD AGENCIES  
OVER COLOR.

However, here are some agencies that do . . .

. . . Most of the internships are for summer employment and each agency has different positions available. Take any position offered to you even if it's just a job as a gopher. It will still go on a

LOSE CG OF AGENCIES.  
VARIOUS SHOTS OF HOST IN

WATSON EDITING LAB.

resume as experience  
in advertising. Each  
agency requires a  
resume and a cover  
letter of everyone  
applying for an  
internship. Start  
working on, or at  
least thinking about,  
your resume right  
away . . .

LS: TOM AND KURT ON THE  
BENCHES OUTSIDE ALTGELD.

TOM: Here's the information  
my uncle sent.

KURT: That's a lot of stuff.

TOM: Well, he included a  
list of advertising  
agencies, a couple of  
contacts, a list of  
graduate schools, and  
the names of a couple  
agencies that have  
intern programs.

KURT: This is fantastic. I  
really appreciate all  
the help.

TOM: Glad to do it. My  
uncle was wondering

if you had your heart  
set on working in  
Chicago?

KURT: Sort of. That's the  
only place around here  
where the advertising  
jobs are.

TOM: That's what I thought.  
But my uncle says that  
Rockford and the  
Chicago area suburbs  
are really great  
places to start.

KURT: Never thought about  
that . . . Well, what  
should I do next? I  
can't just call these  
places up and ask if  
they need help.

TOM: Of course not. You  
need to saturate the  
market with your  
resumes. Then when  
you get some responses  
set up an interview.  
Have a portfolio of  
sample ads ready. Let

them know what you  
have to offer.

KURT: That's sounds great  
except for one thing.

TOM: What's that?

KURT: I don't have a resume  
ready yet.

TOM: You have to start on  
that today. A quality  
resume is necessary  
before you even think  
about interviewing.

KURT: Doesn't Career  
Planning and Placement  
help with things like  
that?

TOM: They'll be able to  
help you with your  
resume as well as  
getting interviews.  
In the meantime I'll  
give you one of my  
resumes to get you  
started . . .

VARIOUS SHOTS OF TALENT  
IN SWEN PARSON ART  
GALLERY.

. . . In addition to  
what has already been  
talked about, there

CG: LIST OF COURSES  
OVER COLOR.

LOSE CG OF COURSES.

VARIOUS SHOTS OF HOST IN  
SWEN PARSON ART GALLERY.

are a few other wise  
moves that can be made  
to help prepare  
for a future in  
advertising. Take a  
few advertising  
courses. Even if a  
school doesn't have  
an advertising program  
they will almost  
always have one or two  
advertising courses.  
Here at Northern  
Illinois University  
consider Communication  
370, "Principles of  
Advertising".  
Other helpful courses  
would be a persuasion  
course, COMS 304, and  
a media writing course  
COMS 355. Also  
offered is COMS 470,  
"Campaign Strategies".  
Also, if you plan to  
be a writer, write  
constantly about

anything and  
everything. If you  
plan to be a graphic  
designer or artist,  
draw constantly. The  
doodling you do in a  
notebook could be the  
start of a fabulous  
advertising campaign.  
So write and draw and  
put together a  
portfolio of sample  
ads. This will look  
impressive at an  
interview for an  
internship or  
hopefully for a  
full-time job . . .

LS: KURT AND TOM AT A  
GRADUATION PARTY.

TOM: . . . Congratulations,  
Kurt. You made it!

KURT: It hasn't really sunk  
in yet.

TOM: So how's the job  
search going? Find  
anything.

KURT: Not yet. But I have a  
second interview with

---



an agency on Tuesday.

TOM: That's great. It  
sounds promising.

KURT: The company is small,  
but they have some  
super accounts and  
their work is  
incredible.

TOM: Well, I hope you get  
the job.

KURT: So do I. Oh, by the  
way could I have your  
uncle's address. I'd  
like to send him a  
thank you note.

TOM: I'm sure he'd  
appreciate that.  
He's probably  
wondering how you made  
out. Good luck and  
keep in touch.

KURT: I sure will. And  
thanks again for the  
help.

TOM: No problem. Maybe  
you'll do the same for  
me someday . . .

VARIOUS SHOTS OF HOST IN  
WATSON TV STUDIO.

. . . For more  
information about  
careers in advertising  
see the bibliography  
of suggested readings  
that accompanies this  
video as well as the  
list of Chicago  
advertising agencies  
addresses and phone  
numbers . . .

. . . Advertising is a  
rapidly growing  
industry with  
almost limitless  
career opportunities  
both for those with  
degrees in advertising  
and for those  
who don't have a  
formal background in  
advertising.

So go for it and  
remember the words of  
Leo Burnett, "When you  
reach for the stars  
you may not quite get

DISSOLVE TO LEO BURNETT  
LOGO.

one, but you won't  
come up with a handful  
of mud either".

CREDITS OVER BLACK.

CHICAGO ADVERTISING AGENCIES

Abelson-Taylor, Inc. 360 N. Michigan Ave. 312-781-1700	Adcom, Inc. 479 Merchandise Mart Bldg. 312-222-8900
Aver, N. W., Inc. 111 E. Wacker Dr. 312-645-8800	BEDM 444 N. Michigan Ave. 312-644-9600
BBDO Chicago 410 N. Michigan Ave. 312-337-7860	Bentley, Barnes & Lynn, Inc. 420 N. Wabash 312-467-9350
Beres, Lou & Assoc., Inc. 410 N. Michigan Ave. 312-670-0470	Bernstein, Ronald A. & Assoc., Inc. 875 N. Michigan Ave. 312-440-3700
Bozell & Jacobs Kenyon & Eckhardt 625 N. Michigan Ave. 312-266-2820	Brand Advertising, Inc. 400 N. Michigan Ave. 312-836-7777
Brody, David L. 6001 N. Clark St. 312-761-2735	Brown, E. H. Adv., Inc. 20 N. Wacker Dr. 312-372-9494
Bunch Myers Cuttie, Inc. 22 E. Huron St. 312-642-0940	Burkame/Grossman, Inc. 35 E. Wacker Dr. 312-332-1515
Burnett, Leo Prudential Plaza 312-565-5959	Burrell Adv., Inc. 625 N. Michigan Ave. 312-266-4600
Campbell-Mithun, Inc. 111 E. Wacker Dr. 312-565-3800	Christenson Barclay & Shaw 875 N. Michigan Ave. 312-943-1960
Clayton, Sidney Assocs. 711 W. Monroe St. 312-648-9500	Cohen & Greenbaum, Inc. 875 N. Michigan Ave. 312-787-2180
Columbian Adv., Inc. 201 E. Ohio 312-943-5500	Co-Ordination Group, The 640 LaSalle St. 312-648-5500
Corbett, Frank J. 211 E. Chicago Ave. 312-664-5310	Cramer-Krasselt/Chicago 333 N. Michigan Ave. 312-997-9600
Cramer/Krasselt/Direct	Creamer, Inc.

333 N. Michigan Ave. 312-997-9600	410 N. Michigan Ave. 312-222-4900
D'Arcy Masius Benton & Bowles, Inc. 200 E. Randolph 312-861-5000	DDB Needham 303 E. Wacker Dr. 312-861-0200
Dawson, Johns & Black, Inc. 500 N. Michigan Ave. 312-670-2200	Dimensional Marketing, Inc. 233 E. Erie 312-280-0700
Doremus Co. 500 N. Michigan Ave. 312-236-9132	Eicoff, A. & Co. 520 N. Michigan Ave. 312-944-2300
Eisaman, Johns & Laws, Inc. 333 N. Michigan Ave. 312-263-3474	Feldman, G. M. 444 N. Michigan Ave. 312-644-1800
Feldman, R. S. & Co. 676 St. Clair 312-642-4300	Fensholt, Inc. 180 N. Michigan Ave. 312-263-1132
Fisher Advertising 180 N. Michigan Ave. 312-236-6226	Flair Communications Agency, Inc. 214 W. Erie St. 312-943-3939
Foote, Cone & Belding Adv. 401 N. Michigan Ave. 312-467-9200	Fortis Advertising 410 N. Michigan Ave. 312-329-1980
Frank, Clinton E. Adv., Inc. 120 S. Riverside Plz. 312-454-5500	Gardner, Stein & Frank, Inc. 20 N. Wacker Dr. 312-372-7020
Garfield Linn & Co. 875 N. Michigan Ave. 312-943-1900	Grant/Jacoby, Inc. 500 N. Michigan Ave. 312-644-2055
Grev-North, Inc. Merchandise Mart 312-527-5030	HCM Advertising 1 East Wacker Dr. 312-329-1100
Haddon Advertising, Inc. 919 N. Michigan Ave. 312-943-6266	Hart Services, Inc. 101 N. Wacker Dr. 312-372-6300
Hill and Knowlton, Inc. 111 E. Wacker Dr. 312-565-1200	Huven & Davies, Inc. One N. Wacker Dr. 312-853-2860
Jordan/Tamraz/Caruso Adv.,	Keroff & Rosenberg Adv., Inc.

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Inc. 625 N. Michigan Ave 312-951-2000	444 N. Wabash 312-321-9000
Kebs & Brade Adv., Inc. 625 N. Michigan Ave. 312-944-3500	Kestman/Schmid & Assoc., Inc. 676 St. Clair 312-649-5800
Levy, Jack 225 N. Michigan Ave. 312-332-7540	Long, W. E. 309 W. Washington St. 312-726-4606
Mandabach & Simms, Inc. 20 N. Wacker Dr. 312-236-5333	Marcoa Direct Adv., Inc. 10 S. Riverside Plz. 312-454 0660
Marketing Support, Inc. 303 E. Wacker Dr. 312-565-0044	McKinney-Mid America 111 E. Wacker Dr. 312-644-3580
Meldrum & Fewsmith, Inc. 222 South Riverside Plaza 312-859-9100	Menaker & Wright, Inc. 645 N. Michigan Ave. 312-266-1177
Nader & Associates, Inc. 101 E. Ontario St. 312-743-9833	Nahfer, Frank C. 10 S. Riverside Plz. 312-845-5000
Niles, Fred A, Communications 1058 W. Washington 312-738-4161	OMAR 5525 N. Broadway 312-271-2720
Ogilvy & Mather, Inc. 200 E. Randolph Dr. 312-861-1166	Primer Advertising, Leonard, Inc. 35 E. Wacker Dr. 312-263-5366
Proctor & Gardner Adv., Inc. 111 E. Wacker Dr. 312-644-7950	Rosenthal, Albert Jay & Co. 400 N. Michigan Ave. 312-337-8070
Schram Advertising Co., The 170 W. Washington 312-346-8585	Sieber & McIntyre, Inc. 625 N. Michigan Ave. 312-266-9200
Smith/Edofsky & Raffel, Inc. 444 N. Michigan Ave. 312-661-1500	Soik, Dan & Assoc., Inc. 875 N. Michigan Ave. 312-787-7055
State Advertising Agency, Inc. 36 S. State St. 312-855-2211	Stern Walters/Earle Luddgin, Inc. 150 E. Huron St. 312-642-4990

Stone & Adler, Inc.  
150 N. Wacker Dr.  
312-346-6100

Tennant, Don Co., Inc.  
500 N. Michigan Ave.  
312-644-4600

Volk, The John Co.  
676 St. Clair  
312-787-7117

Weber Cohn & Riley, Inc.  
444 N. Michigan Ave.  
312-527-4260

Wilk & Brichta, Inc.  
875 N. Michigan Ave.  
312-280-2900

Zechman & Assoc. Adv., Inc.  
333 N. Michigan Ave.  
312-346-0551

Tatham Laird & Kudner  
625 N. Michigan Ave.  
312-337-4400

Thompson, J. Walter  
875 N. Michigan Ave.  
312-951-4000

Wardrop/Murtaugh/Temple &  
Frank  
333 N. Michigan Ave.  
312-236-2321

Wells/Rich/Greene/Chicago,  
Inc.  
111 E. Wacker Dr.  
312-938-0900

Young & Rubicam Chicago  
111 E. Wacker Dr.  
312-861-2615

Zwirner & Wagner Advertising,  
Inc.  
840 N. Michigan Ave.  
312-280-8400

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