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<tr>
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<td>Snowdon, G and Morris, C</td>
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Breaking into Advertising

Getting

Christopher Morris, programme leader, BA Advertising Design, School of Art & Design, University of Salford

Getting into a career in advertising can be challenging. Here are some tips:

1. **Educational Background**
   - **Undergraduate Studies**: A degree in Advertising, Marketing, or a related field can be beneficial.
   - **Postgraduate Studies**: Master's degrees in Advertising, Marketing, or related fields can enhance your chances.

2. **Work Experience**
   - **Internships**: Gain experience by working as an intern in advertising agencies or related roles.
   - **Volunteer Work**: Participate in non-profit organizations to gain experience in marketing and advertising.

3. **Networking**
   - Attend industry events, conferences, and workshops to meet professionals and learn about job opportunities.

4. **Portfolio Development**
   - Create a strong portfolio showcasing your creative work, including advertisements, posters, and social media campaigns.

5. **Soft Skills**
   - **Communication**: Effective communication skills are crucial for success in advertising.
   - **Creativity**: Ad agencies look for candidates who can think outside the box.

6. **Technical Skills**
   - **Design Software**: Proficiency in Adobe Creative Suite, Sketch, or other design software is essential.
   - **Video Production**: Knowledge of video editing tools like Final Cut Pro or Premiere Pro.

7. **Stay Updated**
   - Follow the latest trends in advertising and marketing through industry publications and blogs.

8. **Government Programs**
   - Look into government programs and initiatives that offer training and job opportunities in advertising.

9. **Creative Thinking**
   - Develop your creative thinking skills through practice, exercises, and workshops.

10. **Networking**
    - Build a network of contacts in the advertising industry to learn about job openings and gain insights.

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**Graduates and advertising**

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<tr>
<th>Female</th>
<th>Male</th>
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<tr>
<td>72.5%</td>
<td>27.5%</td>
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**Top 10 most wanted employers**
1. Ogilvy & Mather
2. BBH
3. DDB
4. Wunderman
5. Metro
6. JWT
7. Abbott Mead Vickers (AMV)
8. BBDO
9. FCB
10. BBH

**Expected starting salaries**
- Under £25k: 34.5%
- £25k-£35k: 15.9%
- £35k-£50k: 24.7%
- £50k-£75k: 13.7%
- £75k-£100k: 3.9%
- Over £100k: 2.1%

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**View from the inside**

Jonathan Cooe, AUPF Fellowship

I was lucky enough to be selected for the AUPF Fellowship, which is a great opportunity to experience the advertising industry from the inside. The AUPF Fellowship offers a unique opportunity to work with a creative and dynamic team and gain hands-on experience in advertising.

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Graham Snowdon