



Professional Distinction in **ADVERTISING**

Department of Marketing

▶ About

The Professional Distinction in Advertising complements the student's degree and provides tangible evidence of rigorous experiential preparation for a career in advertising.

▶ Achievement

The Professional Distinction in Advertising is a semester by semester recognition. Students must receive 400 points through advertising high impact opportunities in order to receive the recognition.

Students who complete four semesters of Professional Distinction in Advertising will receive a medal at graduation.

▶ Getting Involved

Active membership in Aggie Advertising Club will expose students meaningfully to career paths in advertising. Students who have an interest in advertising should join this organization as part of their career preparation.

▶ Contact

Hannah Cole
Wehner 220 A

Aggie Advertising Club
Lisa Troy
Wehner 220 W

▶ How To Earn Points

Example:*

<i>Required:</i>	<i>Points</i>
Aggie Advertising Club (AAC) active participation	100

Additional AAC Activities (Optional):

AAF Houston Competition	150
Agency Tours	100
Brockman Logo Competition	50
Committee Participation	TBD
Other (to be approved in advance)	TBD

Leadership (Optional):

NSAC Team Leadership	50
AAC Officer	50

External Events (Optional - 100 points max):

Career Center Externship	50
Career Fair (visit with 10 companies)	25
Deans Lecture Series	10
Career Center/Comm Lab Workshop	TBD
Other (to be approved in advance)	TBD

Personal Development (Optional - 200 points max):

Subscribe to Relevant Industry Publication	25
Relevant Certifications	TBD
Relevant Lynda.com Training	TBD
Job Shadowing/Mini-Internships	TBD

* There are many different ways to earn points, these are just examples.

▶ Resume Material

Example: *Professional Distinction in Advertising, four semesters*