CREATIVE ADVERTISING STRATEGIST CAREER PATHWAY

ARTS, A/V TECHNOLOGY & COMMUNICATIONS – CLUSTER

**Education**

- **Career Exploration**
  - 12 Total Credits

- **Technical Diploma**
  - Advertising Specialist 31-104-1
  - 27 Total Credits

- **Associate Degree**
  - Creative Advertising Strategist 10-201-4
  - 69 Total Credits

- **4-yr Transfer**
  - Alverno College
  - Carroll University
  - Cardinal Stritch University
  - Concordia University
  - Lakeland College
  - Milwaukee School of Engineering
  - Ottawa University
  - UW-Green Bay
  - UW-Oshkosh
  - Upper Iowa University

**Employment**

**Potential Jobs**
- Marketing Research Analyst, Marketing Specialist, Advertising Sales Agents

**Average Starting Wage:**
- $41,639 ($20.02)
- 2017-2026 job openings – 930
- +7% over 10 yrs.

**Potential Jobs**
- Advertising and Promotions Managers, Graphic Designers, Art Directors.

**Average Starting Wage:**
- $48,094 ($23.12)
- 2017-2026 job openings – 361
- -11% over 10 yrs.

*Subject to change based on industry needs*