

ADPR Career Advising Guide

1. Good writing is important in all jobs in the ADPR field. Continue to use the GSP study site after completing the GSP requirement to remain current on good grammar and crisp writing. Use a free site such as Grammarly to check writing.

<https://fulbright.uark.edu/departments/journalism/gsp-resources.php>

2. Use the free Excel training to learn Office 365 in LinkedIn Learning or other options such as logging in to myapps.microsoft.com, then taking the tour of Excel. Learn as much as you can about using Word and PowerPoint too.

LinkedIn Learning (Learn Excel, Word, and PowerPoint)

Go to this link and click on the tab for Getting Started with Office 365

<https://its.uark.edu/learning-research/tech-training/linkedin-learning.php>

or

Office 365 <https://its.uark.edu/communication-collaboration/office365/index.php>

3. Learn to use Adobe Creative Cloud products, as well as design and typography, by taking JOUR 2063 for the Digital Requirement or using LinkedIn Learning.

Go to this link and click on the tab for Learning Adobe Creative Cloud

<https://its.uark.edu/learning-research/tech-training/linkedin-learning.php>

4. Visit the Career Development Center and learn to create a resume and cover letter. Learn about finding and applying for internships and jobs. You are strongly encouraged to complete at least one advertising and/or public relations internship during your college career.

<http://career.uark.edu/cdc/>

<http://career.uark.edu/cdc/students/competencies/>

5. Get experience in the ADPR field. Get involved in the Ad Club or PRSSA (Public Relations Student Society of America). Work for Student Media at the student-run agency Main Hill Media, or The Arkansas Traveler, UATV, KXUA, The Razorback Yearbook and/or The Hill Magazine. Work in internships in the ADPR field. Volunteer to create and execute advertising and public relations for another student organization on campus, etc.

6. Develop a portfolio of the work you produce in Journalism classes, your ADPR internships, and ADPR extracurricular activities. Use a free platform such as [Wix.com](https://www.wix.com) to create an online portfolio to share with potential internship supervisors or employers. Revise your best class assignments and work samples and post them here. Ask an ADPR professor if you have questions about what to post.

Go to [YouTube.com](https://www.youtube.com) and search for a recent Wix website tutorial.