



# **Advertising for the Curious: Why Study Advertising? (For College Students - Best College Majors, College Scholarships, Educational Research, Career Choices, and Success Stories)**

*Professor Jef Richards PhD (Michigan State University), Professor Margaret Duffy PhD (University of Missouri), Professor Rod McCulloch PhD (University of the Sunshine Coast), Professor Cliff Shaluta PhD (Western Kentucky University), Professor Jill Lambeth PhD (University of Central Oklahoma), Professor Paulo Albuquerque PhD (University of Rochester/INSEAD), Professor David BenDaniel PhD (Cornell University), Professor Patrick Duparaq PhD (Northwestern University), Professor Margaret Young PhD (Bradley University)*

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Are you interested in pursuing a bachelor's, master's, or doctorate degree in Advertising? How to decide if Advertising is right for you?

Perhaps you may be interested in reading Tom's and Kate's story below.

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Why study advertising?

Tom was asking himself that question as he prepared another espresso for a customer. He'd been at this job since his second year in college. Even though he'd graduated a year ago, he still hadn't broken into the finance industry like he'd planned.

And last week he'd met Kate at the alumni breakfast on campus. She'd been sure of her major and career all through college. He'd thought advertising was boring, but there she was, all smiles.

"What are you up to these days?" he'd asked.

"Oh, I'm working at that new online advertising campaign for this special digital product," she replied.

"So you're still doing advertising?" He tried to keep the cynicism out of his voice.

"I guess you could say that. But it's not like the group assignment we did in the advertising class. I'm undertaking alpha-beta test analyzing various advertising and branding strategies that could help with promoting this product," she enthused.

As she spoke about her work, John couldn't help but notice the sparkle in her eyes.

“I’m glad for you,” he genuinely said. “Looks like you chose the right major! But how did you know it would all work out?”

“Before college, my parents encouraged me to explore all my options,” Kate replied. “They even got me a book that explained what a career in advertising would be like. It was called “Advertising for the Curious” and had chapters by professors from around the world. They described cutting edge research, but in a way that a high school student could understand.”

Back at the coffee shop, Tom was taking a break. He pulled out his Kindle and started to read the next chapter in “Advertising for the Curious”.

“I think I’ll go to the university tonight to enroll in advertising for my second major,” he told himself.  
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As you read Tom’s story, he is not alone. Perhaps your own story is no more different than Tom’s.

In fact, a recent research study shows that 80% of freshmen say they are undecided about their major. Most of them will change their minds multiple times even after they declare their major.

Even the “decided” students often do not base their decision of major on factual research and self-reflection. The biggest mistake both the undecided and decided students make is failing to research what’s required of the major, and the profession.

How to prepare yourself for career success in Advertising? To help your research, we approached over 16 top professors to offer their powerful perspectives and advice. We asked them to reveal the truth about college majors, PhD/research, scholarship opportunities, and career options.

There are many books which claim to help you choose your major. But this book is different. How?

\* First, as opposed to “one size fits all” books, this is the first book ever written solely focusing on Advertising.

\* Second, as opposed to perspective from a single author, this book provides you with multiple perspectives from the top university professors.

\* Third, as opposed to most other academic/complex books, this book is easy to understand and read.

\* Finally, as opposed to crippling higher prices charged by other publishers, we have made this book available at the price of less than two lattes (or two beers if you prefer).

This book is missing one thing—hype. It’s filled with real strategies and real techniques that will give you real results. If you are considering Advertising for your major, we assure this is the ONLY book you’ll ever need for your career success.

Take this book as an investment in your life. This book is about YOU. Your major. Your research. Your career. Your success. Take action today!

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**Benjamin French:**

As people who live in the actual modest era should be change about what going on or details even knowledge to make these people keep up with the era that is certainly always change and move ahead. Some of you maybe will certainly update themselves by reading books. It is a good choice for you but the problems coming to you actually is you don't know what kind you should start with. This Advertising for the Curious: Why Study Advertising? (For College Students - Best College Majors, College Scholarships, Educational Research, Career Choices, and Success Stories) is our recommendation to help you keep up with the world. Why, because this book serves what you want and want in this era.

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