



ENG 202C
Project 2

A Guide to Internet Resources

for Advertising Majors at
Penn State University

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Table of Contents

<i>Preface</i>	3
Content	4
Audience	4
Assumptions	4
Organization	4
Tips for Use	5
<hr/>	
<i>Resources for Advertising Majors</i>	6
EBSCOHost Communication & Mass Media Database	7
Journal of Advertising	8
Catalog of U.S. Government Publications	9
Reddit: r/Advertising	10
<hr/>	
<i>Resources for Penn State Advertising</i>	11
Bellisario: Department of Advertising/Public Relations	12
Penn State Career Resource Center	13
Bellisario: Student Organizations	14



Preface

This section contains information regarding content of the guide, intended audience, assumptions about said audience, explanations regarding organization, and tips for using the guide.



Content

This internet resource guide provides a compilation of resources for Advertising students, particularly technical databases, scholarly journals, government resources, and more. This guide also acts as a handbook for students regarding Penn State- and Bellisario College of Communications-related information, relevant opportunities and activities, and internship- and job-search tips.

Audience

The intended audience for this guide is undergraduate students majoring in Advertising or similar fields (i.e. Media Studies, Communications), with a specific focus on students attending or wanting to attend the Pennsylvania State University. Some of the readers may be unfamiliar with or new to Penn State's Communications or Advertising program; thus, this guide aims to provide the reader with sufficient online information about the field, particularly at Penn State. Those who are familiar with Advertising at Penn State can also benefit from having a compiled document of resources.

Assumptions

This guide makes several assumptions about the intended audience. Firstly, this guide assumes that the reader is passionate about or interested in the fields of communications and advertising, and willing to learn. As the resources provided – particularly in the first part – are fairly general, the reader is not required to have any expertise or prior experience with the field of Advertising. Secondly, an assumption is made that the reader is an Advertising student, either enrolled at Penn State or elsewhere. This guide also assumes that the reader is familiar with navigating websites and the Internet.

Organization

This guide is split into two major sections. This preface gives a comprehensive preview to the guide, as well as some helpful tips for use. The first section, "Resources for Advertising Majors," includes topics and information that can prove useful for Advertising majors at all universities. This part features a helpful database, journal, government publication, and more. The second half, "Resources for Penn State Advertising," is a compilation of Penn State-specific links for Advertising majors.



Tips for Use


Here are a few tips to guide you:

- Look for the lightbulb! This icon indicates helpful tips and tricks for navigating your way around the resources listed in this guide. Reading these will help you utilize each resource to their highest potential.
- Take a look at the Table of Contents. Not only does it allow you to quickly find the information you're looking for, but it also acts as a brief summary and outline of the guide.
- The first half of the guide, "Resources for Advertising Majors," is geared towards those majoring in Advertising in general, at every university. The second half of the guide, "Resources for Penn State Advertising," is specifically for those studying Advertising at Penn State.



Resources for Advertising Majors

A list of resources for general Advertising majors is compiled in this section, including a database, journal, and more.



EBSCOHost

Communication & Mass Media Database

<http://web.a.ebscohost.com.ezaccess.libraries.psu.edu/ehost/search/advanced?vid=0&sid=4fb8ea5a-1ce0-4fdd-aocb-ab5ffb7bb706%40sdc-v-sessmgro3>

Abstract

According to their website, EBSCOHost is the leading provider of research databases, e-journals, magazine subscriptions, e-books, and discovery services for libraries of all kinds. Access to EBSCOHost is available through the Penn State library. It includes specific subject-based databases – in particular, the Communication & Mass Media Database. The database provides texts from more than 210 top communication journals; subjects range from media studies, to linguistics, to rhetoric and discourse. This database enables readers and users to find research or historical studies easily and quickly on communications-related topics. This database covers periodicals from 1900 to 2021.

EBSCOHost can be very useful to Advertising students writing research papers or wanting to expand their knowledge of the field. The Communication & Mass Media Database holds a trove of information that students can typically use for free through their university library. All the resources in the database are reputable and comprehensive, so students don't need to worry about potentially using false information or unfounded sources.



Tips for Use

- On the homepage, click “Advanced Search” under the search boxes. This will open up a page of search options, from settings to limit results to preferred languages. Alternatively, click “Basic Search” to see simpler search settings.
- To go back to a previous search result, click “Search History” under the search bar.
- Try playing around with the drop-down menus in the “Advanced Search” view. The “+” and “-” buttons underneath the search boxes let you add or subtract fields.

Taylor & Francis

Journal of Advertising

www.tandfonline.com/toc/ujoa20/current

Abstract

The Journal of Advertising (JoA), published by Taylor & Francis, is a leading international journal in the field of Advertising. The website states that “all research related to all types of advertising will be considered for publication.” The JoA is an all-encompassing, inclusive journal that includes content from all sorts of disciplines within the broad field of Advertising. It includes advertising effectiveness, advertising ethics, global advertising, as well as economic, political, social, and environmental aspects of advertising. It is devoted to “advertising theory development and its relationship to practice.” The JoA publishes five issues a year and is indexed in the APA, Elsevier, ProQuest, and EBSCO. The latest article was published on May 26th, 2021, which shows the relevance of its topics.

The information found in the Journal of Advertising could potentially be very useful and insightful for a person interested in the field of Advertising and its context in the real world. As a student, education through classes can lack a “real-world aspect,” and this journal and its research articles may help students to see the application of advertising education.



Tips for Use

- To cite a specific article, simply click the “Download Citation” button below the title of the article. This will allow you to copy and paste or download a full citation.
- Have questions about the article you’re reading? Simply scroll over the author’s name in the article and find their email, university affiliation, and more. Emailing the author(s) doesn’t guarantee any responses, but it’s certainly worth a shot.
- If you want to read the most popular articles published in the Journal, go to “Browse this Journal” > “Most Read Articles” or “Most Cited Articles.” There, you will find relevant (within the last three years), popular content.
- Want to see statistics regarding an article? Simply go to the “Metrics” tab in the article webpage. There, you will find the number of views an article garnered, as well as citations and altmetrics. Clicking on each of these headings will give you a more comprehensive description.

Catalog of U.S. Government Publications

“How Consumer Data Affects Competition through Digital Advertising”

crsreports.congress.gov/product/details?prodcode=IF11448

Abstract

The Catalog of U.S. Government Publications (CGP) is a great tool to find electronic and print publications from the U.S. government. These sources are credible and backed by government agencies. They also feature extensive details and provide full online PDFs, which can be useful for students. The CGP contains thousands and thousands of credible works ranging a multitude of topics that can be useful for students of all disciplines. For the Advertising major, there is a plethora of useful information; when the keyword “advertising” is searched, more than 1,400 sources are yielded.

A specific example of an Advertising-related report is the paper, “How Consumer Data Affects Competition through Digital Advertising.” This paper is just one example of a document that can be found on the CGP. It was written in March of 2020 by Clare Cho for the Congressional Research Service, and encompasses the topics of “electronic commerce,” “internet advertising,” “competition,” and “marketing.”



Tips for Use

- The Catalog provides direct links to online PDFs of all publications – access this by clicking the link next to the header “Internet Access” when in the full view of the article record.
- Using search language like quotation marks and “NOT” can help to narrow down your search. For example, if I wanted to find information specifically on the exact phrase “advertising agency budget” but wasn’t interested in knowing about in-house agencies, I would search, ““advertising agency budget” NOT in-house”. More on search techniques can be found [here](#).
- You can control the search results you see by clicking “Preferences” on the home page. This will allow you to change the number of records shown on each search result page, as well as what type of format you would like to see them in (extended, standard, brief, etc.).
- To save your articles in one place, you can click “Add to My Bookshelf,” which will add the article you’re viewing to your e-Shelf. Keep in mind that this will be saved until the end of the browsing session!

Reddit

r/Advertising

www.reddit.com/r/advertising

Abstract

Reddit is a website that focuses on disseminating news and web content, and facilitating discussion on a multitude of subjects. Just as there's a "subreddit," or subpage, for cute animals (r/aww), there is a subreddit for the field of advertising. The "About" section on the community page describes it as "Ground Zero for ad creators, students, copywriters, affiliates, and anyone else who is finely honing their reverse banner blindness for professional reasons." This subreddit was created in 2008 and currently has more than 130k members. Active users of the subreddit typically post, answer, and/or upvote posts. As r/Advertising is a well-moderated subreddit, most of the posts and replies are constructive and helpful – though users are most likely anonymous, Reddit acts as a forum for those involved in the Advertising industry to ask questions and/or get answers. Content may range from tips for starting a digital advertising business to asking about reasonable salaries for advertising-related jobs.

For undergraduate Advertising students, r/Advertising can be a helpful resource or interesting forum to browse. Students can ask questions and get responses from people seasoned in the field. However, as users are typically anonymous and without verified credibility, all content should be read and absorbed with a grain of salt.



Tips for Use

- Use Reddit's search functions! On the top of the page, you will see a banner that says "Hot," "New," "Top," and "Rising." These functions help you browse effectively. Sorting by timeframe is also an option: from "Now" to "All Time."
- Be sure to look at the rules for r/Advertising before posting! Many subreddits have strict rules regarding posting. For example, rule 7 states that if you're "just graduated, looking for advice," to look in the sidebar for resources and answers instead of posting on the subreddit.



Resources for Penn State Advertising

Resources for Advertising majors at Penn State are compiled in this section, including the Bellisario College webpage and career resources.



Bellisario College of Communications

Department of Advertising/Public Relations

www.bellisario.psu.edu

Abstract

The Donald P. Bellisario College of Communications home page is a valuable resource for any Communications student at Penn State. It contains comprehensive information regarding every major, as well as additional student resources, programs, news, and information about faculty. For Advertising students, the site provides an overview that includes a brief description of the major, potential internships and employers, typical AD/PR graduate job titles, as well as featured alumni. From here, students can navigate to the Penn State Undergraduate Bulletin page, which includes a more comprehensive and specific description of the classes needed for an Advertising major, program requirements, and a suggested academic plan. All of this information will be helpful to keep handy throughout your years at Penn State.



Tips for Use

- Looking to apply for the Advertising program? Go to the red bar and click “Prospective.” There, you will find an entire catalog of information, including video testimonials and summer camps. If you’re ready to apply, go to the “Apply” tab and there will be details to support your application process.
- Interested in seeing who is involved with the Advertising program? Simply go down to the bottom of the Advertising page and find the “Faculty” button. You will then see a list of faculty, their academic backgrounds, current titles, biographies, and contact information. It can be helpful to know a bit about your professors before you start a course; this resource can be helpful before a semester starts.

Penn State Career Resource Center

Internship and Job Search

studentaffairs.psu.edu/career/resources/internship-and-job-search

Abstract

Penn State offers a multitude of resources for students. The Career Resource Center is one such resource that can be very helpful to undergraduate students of all majors, including Advertising majors. In the subpage, “Internship and Job Search,” students can find resources for finding internship and job opportunities, applying and interviewing, and navigating job offers. The website lays out each step of the process, starting with “Reflect and Research,” all the way to “Evaluate Offers.” It is comprehensive and offers students step-by-step guidance. Additionally, the website links “Nittany Lion Careers, a tool made by Penn State to bring together Penn State students, alumni, and the employers who may seek to hire them.



Tips for Use

- To keep updated with the Penn State Career Resource Center, follow them on Instagram. This way, you can get information through your social media, in an accessible and digestible fashion.
- Pay attention to the sidebar of the website. Here, there is even more valuable information concerning internship and job searches, as well as buttons to help you schedule a career counseling appointment, use career resources, and find drop-in career counseling hours.

Bellisario College of Communications

Student Organizations

www.bellisario.psu.edu/current/organizations

Abstract

The Bellisario College of Communications offers an extensive list of Student Organizations related to the concentrations within the college. This list is under the “Current Student Resources” topic. The 38 organizations and activities listed are in alphabetical order, from Ad/PR Club to WPSU-TV. This resource is a useful one for Advertising and Communications students, as on-campus organizations are important as supplements to a college education. Advertising students could possibly want to get involved in organizations like Ad/PR Club, the American Advertising Federation (AAF), Happy Valley Communications, and more, depending on your personal interests.



Tips for Use

- Interested in a specific organization? A contact person is listed under each organization’s description – this is typically the club’s president or advisor. Feel free to email them to get more information about the club!
- Don’t be scared to try out a new club or organization. College is a great time to try new things out. If you’re remotely interested in an organization, reach out and try to get involved. The stakes are low; the worst that could happen is that you end up not liking the organization!