



Marketing/Advertising (Selection of organizations)

Listed below are a few organizations to help you get started in your search. The CDC compiled this list through both research and previous job postings with our office. Always do your research first and keep in mind that organizations receive numerous requests for internships/jobs. Be professional at all times and only contact companies in which you have a serious interest.

This handout is by no means an all inclusive list.

It is meant solely as a tool to introduce you to some of the organizations in your field of interest.

Advertising

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| <ul style="list-style-type: none"> • Arnold/NY • Avrett Free & Ginsberg • BBDO Worldwide • BBH • Bates USA • Carat Fusion • DDB Worldwide • Deutsch Inc • Draft Worldwide • Euro RSCG Worldwide • FCB Worldwide (Foote, Cone & Belding) • Gotham Incorporated • Grey Worldwide | <ul style="list-style-type: none"> • Horizon Media • J. Walter Thompson Co. • The Kaplan Thaler Group • kirshenbaum bond + partners • Lowe NY • McCann World Group • Merkle + Partners • Ogilvy & Mather • Publicis New York • Saatchi & Saatchi • TBWA • Young & Rubicam (Y & R Advertising) |
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Public Relations

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| <ul style="list-style-type: none"> • M Booth & Associates • Burson-Marsteller • Cairns + Associates • Canaan Public Relations • Chamberlain Communications Group, Inc. • Cohn & Wolfe • Connors Communications • CooperKatz & Company • CRT/tanaka • Devries Public Relations • Dukas Public Relations • Edelman Worldwide • Fenton Communications • Fusion Public Relations • GS Schwartz & Co., Inc. • Hill & Knowlton • Inter Public Group (PMK/HBH Public Relations) • JB Cumberland • KCSA Worldwide | <ul style="list-style-type: none"> • Ketchum • KMR Communications • KNB Communications • LVM Group, Inc • Marina Maher Communications, Inc. • Makovsky & Company, Inc. • MWW Group • Padilla Spear Beardsley • Peppercom Inc. • Pierce Mattie Public Relations • Publicis Public Relations & Corporate Communications Group • RF Binder Partners • Ruder-Finn • Spector & Associates • Susan Blond, Inc. • Tarantino & Co • Velsigne Group Inc • Weber Shandwick Worldwide |
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Publishing

- Abbeville Press
- The Bantam Dell Publishing Group
- Brant Publications
- Cambridge University Press
- Columbia University Press
- Conde Nast Publications Inc.
- Entertainment Weekly
- Essence Magazine
- Farrar Straus & Giroux
- Folio Literary Management
- Forbes Magazine
- Foreign Affairs Magazine
- Gruner & Jahr USA Publishing
- HarperCollins Publishers, Inc.
- Hachette Book Group USA
- Harper's Magazine
- Hearst Magazines
- Henry Holt & Company
- Houghton Mifflin Harcourt
- John Wiley & Sons
- MAD Magazine
- Marvel Enterprises Inc.
- The McGraw-Hill Companies
- National Review
- Oxford University Press
- Pearson Education
- Penguin Group USA
- Psychology Today
- Random House
- Rolling Stone Magazine
- Roslyn Targ Literary Agency
- Scholastic Corporation
- Seventeen Magazine
- Simon & Schuster, Inc.
- The Literary Group International
- The Nation
- Time, Inc.
- Time, Warner Books
- W.W. Norton & Co.

* For more listings of book publishers log onto Association of American Publishers: www.publishers.org

Marketing Research

- The Analytic Group
- Bodden Partners
- Charney Research
- Chasen Research
- Cheskin
- Clarion Research Inc.
- Cooper & Henshaw MRI Inc
- Datamonitor
- Data Probe Inc.
- eMarketer
- Focus Forward LLC
- Focus Plus Inc
- FRC Research Corp.
- Frost & Sullivan
- Gfk Nop World
- International Communications Research
- Ipsos
- Kane Parsons & Associates, Inc.
- KMR Group
- Liebling Associates Corporation
- Macro International Inc.
- Manhattan Research
- MBC Research
- Millard Brown IntelliQuest
- Monitor Company
- Monroe Mendelsohn Research
- Neuwirth Research Inc.
- Nicholas Research Associates International
- Nielson Media Research
- Nielsen/Net Ratings
- Probe Market Research
- Russell Research, Inc.
- Scarborough Research
- Seaport Surveys
- Abt SRBI
- TheInfoPro, Inc.
- TNS

*** For more listings of marketing research firms log onto www.greenbook.org

General Marketing/Sales

- Advance Publications Inc
- Aeropostale, Inc.
- American Express
- Ann Taylor Stores Corp
- Avon Products
- B & H Photo
- Bookspan
- Bristol Myers Squibb
- Cendant Corp.
- Children's Place Retail Stores, Inc.
- Clairol Inc.
- Coach Inc.
- Colgate Palmolive Company
- Con Ed
- Duane Reade Inc.
- Escala Group Inc
- Foot Locker Inc.
- Forest Labs
- Fortunoff
- G-III Apparel Group Ltd.
- GEICO
- Hain Celestial Group Inc.
- Horizon Media Inc
- ITN Networks
- J & R Music and Computer World
- Johnson & Johnson
- Katz Media
- Kraft Foods, Inc.
- Krasdale Foods Inc.
- L-3 Communications Holdings
- L'Oreal USA
- Leo Schachter Diamonds
- Liz Claiborne Inc.
- Loews Corp
- Marvel Entertainment
- Modell's Sporting Goods
- Movado Group
- News Corp
- Pall Corp.
- PC Richard & Son
- PepsiCo, Inc.
- Phillips Van Heusen Corp.
- Pfizer
- Polo Ralph Lauren Corp.
- PSEG
- RAB Food Group (Manischewitz)
- Sirius/XM Radio
- Time Warner Inc.
- Toys "R" Us Inc.