

CAREER IN ADVERTISING

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Advertising is the art of conveying a message to the masses. It is a non-personal tool of promotion by which the advertiser tries to inform, persuade and remind the target audience about its goods, services and ideas. The advertising industry in India is worth Rs 49,000 crores with digital media seeing the fastest growth.

International focus

The global impact of the Indian aptitude with respect to the advertising industry is not only being noticed but appreciated worldwide. Indian agencies today handle both national and international assignments. This is primarily because of the reason that the industry offers a host of functions to its clients. Some of the offerings include end-to-end solutions that consist of client media planning, servicing, media buying, pre and post campaign analysis, creative conceptualization, market research, marketing, public relation services, and branding.

The advertising industry consists of the advertising agencies, the advertisers, the media, the ancillary services and the free-lancers. Each of these constituents offer lucrative career options to prospective candidates.

1. Advertiser: All major advertisers ie, manufacturers, distributors, public sector companies or government maintains an advertising department. The advertising manager reports to the Chief Executive or Director Marketing or to the Divisional Head. He is responsible for interacting with agencies and the media. He takes part in campaign planning and media planning. He gives the necessary briefing to the Accounts Executive of the advertising agency. He get the point of purchase material prepared and also is behind sales promotions and merchandising. He maintains press relations and Public Relations functions. He further decides about the advertising budget.



Students who have pursued BBA, B Com or have an MBA or M Com Degree with specialization in marketing and advertising can join as an advertiser.

- 2. Advertising Agencies:** An ad agency is a team of experts appointed by clients to plan, produce and place advertising campaigns in the media. Some of the career options in an advertising agency are:
- a) **Advertising Account Executive:** It is a key career option in an advertising agency. Account Executive is a link between the client and the advertising agency. He/She is briefed by the marketing or sales or advertising department of the client. He/She communicates this to the agency people. Indian advertising agencies are being hired to service accounts which operate worldwide.
 - b) **Copywriters:** Copywriters or creatives are the word-smiths who do the wording of an advertisement. They

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produce the written words or 'copy' for advertisements. This could be anything from slogans and text for printed ads and leaflets, to radio jingles and scripts for TV commercials. If a person is creative, imaginative and has excellent writing skills, the job of a copywriter could be perfect for him.

Thus, written communication skills are being used by a copywriter to get its message across and catch people's attention. A good business sense and a good understanding of the advertising industry helps copywriters to write successful advertising campaigns.

- c) **Visualisers:** These are artists who put on paper what has been thought out by the copywriter. They in fact design the ad. Many students good at fine art/ commercial art, graphics, animation can take up this as a career.
- d) **Creative Director:** He coordinates the copywriting and designing. He is a senior professional who is seasoned in an existing advertising agency set-up to take up this mantle.
- e) **Production Department:** Persons of diverse talents like printing technology, photography, typography can be employed here.
- f) **Media Planner:** He has to allocate the advertising budget amongst media. He has to select the appropriate media. He decides about the frequency, size and position of an advertisement. He decides about its publication date. He receives the tear-off copies from the media when the ad is published. He is guided by the media research which he undertakes or by research undertaken by an outside agency.
- g) **Marketing Research:** Research data becomes very useful as input to the creative process.

3. **The Media:** Many career options and space are now available in space selling/marketing departments of media for prospective candidates.
4. **Ancillary Services:** They are needed to produce/ create advertisement. A whole range of services like studio service, photographic service, printing service, gift item producers fall into this category.
5. **Free-Lancers:** These are professionals who work independently and have a successful track record. They are copywriters, jingle singers, radio announcers, artists, visualisers, technical writers.

Courses and Institutes where you can study:

1. BA (Advertising, Sales Promotion and Sales Management (ASPSM)). Delhi University offers a Course in BA Programme called ASPSM. In this course students specialize in the field of marketing, advertising Public Relations and Sales Management. Some of the colleges which offer this course are Kamala Nehru College, University of Delhi (New Delhi), Delhi College of Arts and Commerce University of Delhi (New Delhi), Lakshmi Bai College, University of Delhi, Vivekananda College, Delhi University.
2. Indian Institute of Mass Communication, Aruna Asaf Marg, JNU, New Campus, New Delhi - 110 067 URL : www.iimc.nic.in
The Indian Institute of Mass Communication (IIMC), New Delhi is one of India's prime institutes for training and research in mass communication. It was set up by the Government of India in 1965 on the recommendation of a team of internationally known mass communication specialists from UNESCO and the Ford Foundation. The Institute is affiliated to Jawaharlal Nehru University. There is an entrance exam which is conducted for students seeking an admission

in Post Graduate Diploma in Advertising and Public Relations. Graduate in any discipline with minimum 50% marks in graduation can apply for the above mentioned courses.

3. Mudra Institute Of Communications (MICA), Shela, Ahmedabad - 380 007, Gujarat URL <http://www.mica.ac.in>
MICA is an autonomous, non-profit institution whose programmes are approved by the All India Council for Technical Education (AICTE), Association of Indian Universities (AIU) and recognised by the Department of Science and Technology (DST), Government of India. It offers programmes such as, Post Graduate Diploma in Management - Communications (PGDM-C) which has set a remarkable pace for itself since its inception in 1994. This programme is approved by the All India Council for Technical Education (AICTE) and the Association of Indian University (AIU), which equates it with an MBA degree. It also offers Post Graduate Certificate Programme in Advertising Management and Public Relations (PGCPAMPR) – online. Mudra Institute of Communications, Ahmedabad (MICA) takes in stu-

dents through CAT (IIM). It is followed by a group discussion and interview.

4. Narsee Monjee Institute of Management Studies, V.L.Mehta Road, Vile Parle(West), Mumbai - 400 056, Maharashtra URL: www.nmims.edu
It offers a Course PGDBM (with specialisation in Advertising). It also selects candidates through an entrance examination.
5. Xavier's Institute Of Communication, St. Xavier's College , 5, Mahapalika Marg, Mumbai - 400 001 , Maharashtra URL: www.xaviercomm.org
Courses: PG Diploma in Public Relations (for graduates).
6. Symbiosis Institute of Media and Communication, Pune URL : www.simc.edu
Courses (2-year): Master's Programme in (Mass Communication/ Communication Management).
Besides these, Bhartiya Vidya Bhawan, YMCA and YWCA centres all over the country offer courses in PR and Advertising. The list is indicative only.
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