

**ADVERTISING**

MARKETING

MEDIA

SALES

CONSUMPTION

BRANDING

PROMOTION

TELEVISION

COMMERCIAL

PREFERENCE

KNOWLEDGE

PERSUASION

INTEREST

EDUCATION

RESEARCH

PUBLICITY

MANIPULATION

GLOBAL

CONVICTION

BILLBOARD

CAMPAIGN

PRESS

ONLINE

MAGAZINE

AWARENESSES

COMMUNICATION

Do you often get intrigued thinking what kind of creative inputs might have gone into making intelligent catch lines like *"DAAG ACHE HAIN"*? Does the idea of selling creativity sound interesting to you? If yes, then the world of advertising seems perfect for you.



# ADVERTISING– DIFFERENT FIELDS

Careers in advertising are diverse and some of them are :-

- Copywriter
- Advertising Media Planner
- Visualizers and Artist
- Media Researcher
- Public Relation
- Advertising and Editorial Photographer
- Print and Production

# COPYWRITER

- ▶ Copywriters mainly deliver the words and verbal contents that accompanies the visual elements. He/ she evolves a theme for the campaign and provides the text for the advertisements.
- ▶ Copywriters work out the campaign slogan, jingles, scripts and promotional literature of the product or service as well as proposals, concept notes and film treatments.
- ▶ They are also expected to edit all textual matter for factual, syntax and typesetting discrepancies before it goes into the production.



# ADVERTISING MEDIA PLANNER

- ▶ Media Planners help ad agencies to choose the best outlet or medium to reach the customer they want.
- ▶ They plan, schedule, book and purchase space in the print media (newspapers, magazines) or outdoors (billboards, kiosks and bus panels) and time (TV & radio, internet).



# VISUALIZERS AND ARTIST

- ▶ The visualizers work on the visual concepts and decide how the ad shall eventually look.
- ▶ They do the overall layout of message including graphics, sketching etc. Visualizers must be an artist.



# MEDIA RESEARCHER

- ▶ The Research department tries to measure the effectiveness of the ad campaign. They carry out research through rigorous and critical analysis of the research data on market trend, market competition, consumer behavior etc.
- ▶ These professionals are from a variety of disciplines, but share a common comfort level with mathematical or statistical modeling, sampling techniques and psychographics.



# PUBLIC RELATION

- ▶ Public relation executive maintains cordial relationship among the agencies, clients and media houses.
- ▶ He/she addresses the complaints of the clients, customers and solve their problems.
- ▶ He/ she writes and produces presentations and press releases.



# ADVERTISING AND EDITORIAL PHOTOGRAPHER

- ▶ Advertising Photographers produce images that support a marketing idea in answer to a photographic brief given to them by a client, a designer or an advertising agency.
- ▶ They often specialize in a specific area, such as food, furniture, engineering, cars or financial services.
- ▶ Editorial Photographers produce images to accompany feature articles in newspapers, magazines and websites, chapters in books and text in company brochures.



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# PRINT AND PRODUCTION

The print and production section is responsible for turning a creative idea into printed material whether that is a magazine ad, newspaper ad, brochure, outdoor sign or poster.



# ELIGIBILITY CRITERIA & COURSES

- ▶ The basic qualification is Graduation.
- ▶ Advertising is also offered as a subject for the Graduate degree course in Mass Communication for which minimum qualification is 10+2.
- ▶ In the creative department, a general B.A degree with a command of over the language of communication is enough.
- ▶ PG Diploma in Advertising
- ▶ P.G. Diploma in Advertising and Public Relations

# INSTITUTES

- ▶ National Institute of Film and Fine Arts– Kolkata
- ▶ CRAFT: Center for Research in Art of Film and television – New Delhi
- ▶ Indian Institute of Mass Communication JNU new campus – New Delhi
- ▶ Symbiosis Institute of Mass Communication (SIMC) – Pune
- ▶ Institutes offering Mass Communication also offer courses in Advertising

# CAREER PROSPECTS

- ▶ Advertising Agencies
- ▶ Print & Electronic Media
- ▶ Multinational Corporate Organizations
- ▶ Market Research organizations
- ▶ Public Relation Agencies

**Thank You**