

**RIZVI COLLEGE OF ARTS, SCIENCE AND**  
**COMMERCE**  
**OFF CARTER ROAD, BANDRA WEST**  
**MUMBAI 400050**

ADVERTISING AGENCY  
SYBCOM ADVERTISING

PREPARED BY  
MOHAMMED MUKHTAR KHAN  
ASSISTANT PROFESSOR  
DEPARTMENT OF COMMERCE

(APRIL 2020)

# CAREER OPTIONS IN ADVERTISING

## ➤ Advertising Media:

- ❖ *Selling time and space and monitoring the running of advertisements could be the major jobs.*
- ❖ *Audience or readership research could be another major function.*
- ❖ *Media industry is not restricted to one field. It includes broadcasting – television, radio, online media, print media, etc.*
- ❖ *Interactive nature and technological innovations have contributed a lot in the expansion of the media industry.*
- ❖ *India Today Group, NDTV, TV Channels, Radio Channels, etc.*

# CAREER OPTIONS IN ADVERTISING

## ➤ Supplying / Supporting Firms:

### ✓ Production Houses:

- ❖ Production houses undertake the production of ads, films, serials, documentaries, etc. Example – SRK Productions, Balaji Telefilms, Yash Raj Film Studio, Lemon Tree, etc.
- ❖ Careers: editing, sound, recording, dubbing, administrative jobs, etc.

### ✓ Market Research:

- ❖ Market Research involves collection and analysis of data about market and customers to take marketing decisions, including advertising decisions.

# CAREER OPTIONS IN ADVERTISING

- ❖ *Elements: customer analysis, competitor analysis, risk analysis, product research, advertising research, etc.*
  - ❖ *Instruments used: questionnaires, focus group discussion surveys, in-depth interviews, etc.*
  - ❖ *Candidates who have the ability of interacting with people can develop career in the field of research.*
- ✓ Printing:
- ❖ *Indian Printing industry experienced a major technology upgrade in the late 1990s with the electronics and InfoTech revolutions completely changing the image and profile of the industry.*

# CAREER OPTIONS IN ADVERTISING

- ❖ *Impact of electronics has resulted in the emergence of computerized photo-type setting*
- ❖ *Desktop publishing which started the electronic pre-press revolution led to an explosion in digital pre-press technology.*

## ✓ Graphics and Animation:

- ❖ *Graphic designing is a process of communication through visuals.*
- ❖ *A graphic designer uses words, images, videos, pictures and graphics to convey any idea or message to the audience.*
- ❖ *The task of designing logos, packaging, brochures, leaflets, banners and other promotional displays are a part of a graphic designers job.*

# CAREER OPTIONS IN ADVERTISING

- ❖ *Animation* is emerging as a vital component of computerized games, video technology, big-budget ad and feature films.
- ❖ *Visualization and audio techniques* are increasingly being used to interact and produce sophisticated computerized games, ad films and motion pictures.
- ❖ *Careers:* Animation film design including 3D animation and creating special effects, storyboard artist, character animator, visualize, etc.
- ❖ *Animators must have a visual sense, be observant, creative and need have a lot of patience.*

# CAREER OPTIONS IN ADVERTISING

## ✓ Modeling:

- ❖ *Models in advertising promote products or services, so as to create interest on the part of audience.*
- ❖ *Models may pose for photographs, catalogs and participate in commercials.*
- ❖ *Super models attain celebrity status – their popular image is often used to sell a vast array of products and services.*

## ✓ Voice Over - Dubbing:

- ❖ *A voice-over artist is a person, who lends his/her voice to complement visuals being telecast on the screen.*

# CAREER OPTIONS IN ADVERTISING

- ❖ *It is a technique wherein voice is **modulated** in order to be broadcast along with the visuals of the tele film, documentary, advertisement, television serial or news.*
- ❖ *One should have good command over language, clarity in voice and correct diction and proper synchronization of lip movement.*
- ❖ ***Career Prospects:** Provide voice in video or radio programs, documentaries, presentations, jingles, sports, news, etc.*

# FREELANCING

- ❖ *Freelancing is a good option for persons wanting to earn a flexible income and to work from home.*
- ❖ *In advertising, freelancing can be done for copywriting, artwork (including graphics and animation), filming the ad, ad research and so on.*
- ❖ *It gives you the opportunity to work for and explore more organizations and cultures. It gives your career a versatility boost.*

# FREELANCING

*Following are some tips that will open doors to a host of freelancing opportunities:*

- ✓ *Discover your area of interest and proficiency.*
- ✓ *Approach the right people.*
- ✓ *Use social media*
- ✓ *Emailing*
- ✓ *Search online*
- ✓ *Price your service*