Article published on December 1st 2011 | Advertising

In case you want a advertising career and this is where you see yourself in next coming years then this is one creative filed which could open many successful doors for you. From project strategy to executing the plans and seeing them work out right in front of your eyes then nothing like it. Most jobs in advertising agency will include catering to the needs of media planners and buyers. Under this job profile there will be more focus on account management and business related work. Related work will also include planning and billing the agencies. Account managers are the medium between different projects or agencies. Clients also need interaction with Corporate and agencies. Hence if you want to decide whether you want to work in a agency or multinational companies then do go through their job description. See how skilled you are in each field. Because it doesnâ€™t matter which place, if you have the knowledge and required skills then itâ€™s guaranteed that your hard work will pay off.

Manager Profile in account department focuses more on releasing ads and if they were within the budget and time of clients. The role is more towards customer service. Doing research to get more clients and how consumers search in a local market, what are their specific needs? Role of media buyer is to find where these ads can be placed. They also use the research done by managers or planners to decide which place for ad suits the best. These profiles in agencies or MNCâ€™s include incentives based on performance, travel, research, creativity and execution of the plans. Above all the customer service. These jobs are found in advertising agencies, media places, and ad department in many companies. Also they are visible in NGOâ€™s and marketing companies.

Be it corporate or local agencies the most important thing is clientâ€™s reputation. Never think of doing fraudulent activities. Donâ€™t think that you will be successful with unethical practices. Never put false promises or image in front of public when promoting client work. Like every profession public relations is highly respected job if you are willing to work hard. You need to start from bottom and rank up to high ladder with hard working. Its all up to you how you perform and how passionate you are with advertising. Opportunities are immense if anyone wants to make it to the top. Only one thing is needed and that is serious and passion for success. Aim good and you could be humble media baron too. Live every moment in advertising industry if you have made your mind. The right break will reach you on time.

Article Source:
http://www.articleside.com/advertising-articles/advertising-career-do-i-want-an-agency-or-a-corporate-setting.htm - Article Side

Ashish Kunar - About Author:
Value 360 â€“ Leading PR Agency in India which provides best services like: Digital Media Promotion, Investor and Analyst Relationship, Crisis Communications, Integrated Marketing, Strategic Counsel and a Public Relations Management services.

Article Keywords:
PR agency in India, pr firm Delhi, Public Relations Company, digital media promotion, investor and analyst relationship, crisis communications, integrated marketing, Public Relations management, event management services.

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!