Advertising industry: Openings for freshers by RohitIrabatti

Article published on July 3rd 2012 | Career

To stand firmly in the race of competition, industries are trying to their fullest extent. Because of which the marketing and advertising industries are immensely growing. This growth has made companies to recruit not only experienced professionals but also fresher. Advertising industries always look for those candidates who are creative and generate smart ideas. Jobs for fresher in advertising industries are many because companies are always in search of fresh ideas and those who are having out of the box thinking ability. Not only small industries but big organizations also hire fresher in many departments.

An advertising agency plays a major role of serving their clients to connect with their customers by making use of innovative advertising practices. Radio, television, print, and internet are major sources, used by these agencies. The scope and size of advertising agencies differ as per companies. Big and recognized organizations provide advertising jobs in many fields like market research, video production, copy writing, event management, client servicing, television and film, direct marketing etc.

Fresher job vacancies are mostly in the field of direct marketing. Candidates are hired probably as a junior executive or management trainees for client servicing, market research and media research departments. Their task is to search for new business opening, understand needs and expectations of client, selection and finalization of media for advertising and many more.

Entry level openings are many in client servicing department. The candidates must have good command over communication for working in this department because they will be the link between the agency and customer. They have to understand the needs of client and communicate this to the agency and also idea of agency to the client. A fresher must be able to sell the idea and collect right information from the market and for this command over communication is must.

Creative department is the heart of advertising agencies. Rather than experience, candidates stand out by the quality of ideas in this department. Creative group is the team of creative directors, art directors, photographers, scriptwriter, graphic designers and many more. An advertisement copy is created by this department. Candidates who are graduates and have knowledge of Photoshop, fine arts or coral draw with good communication skills are quickly hired by creative department. The number of fresher jobs available in this department but the candidate must be well equipped with the basic skills like creative mind, writing skills and ability to visualize ideas and put them to live. They should be able to stretch themselves and ready to meet deadlines.

Advertising fields are not only related to one area but today many new areas of digital marketing, image management, event management etc. are associated with these agencies. Internet marketing is another field that has bought lots of career openings for fresher in advertising industry. Many specialized advertising courses are today available to get into advertising industry, to develop a good career.

Article Source:
http://www.articleside.com/career-articles/advertising-industry-openings-for-freshers.htm - Article Side

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Ronit Irabatti is the author of this article. He has been demonstrating his writing skills by writing the articles for human research from last two years. He also has a keen interest in writing stuff for job related topics. He has written various articles on a Freshers jobs. He specialized in coverage of HR marketing.

Article Keywords:
freshers jobs, jobs for freshers, freshers job vacancies, entry level freshers, career openings for freshers

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