‘ADVERTISING IS BEYOND CREATIVITY AND CLIENT SERVICING’

PEERSPEAK
ADVERTISING

Vivek Jain

HAILING from a small town of Lalitpur, Uttar Pradesh and coming to Mumbai for studying advertising, so that it provides me with an edge above others, was always a tough decision for me. My dad wanted me to become a chartered accountant while my elder brother thought of me as an IAS officer. But in the end they supported me.

I always had a interest in media, and hence I obtained a B.A. (Hons.) Mass Communication degree from Devi Ahilya University, Indore. It will always remain a stepping stone. My special interest in advertising pushed me to pursue an advanced diploma in mass media from MET, Mumbai with advertising as my specialization in the later stages of the course. Being one of the most sought after courses in media, spanned in three semesters, including a year and a half of compulsory industry internship is a rigorous curriculum covering all the important aspects of advertising from advertising management to copy writing, from client servicing to BTL strategy creation. My expectations were fulfilled, as the college hires good professionals to teach the core insights and practical implementation of theories in real world. However, the first six months were a bit of a disappointment as we had 16-16 subjects, which created a mess as we are just able to touch the tip of the iceberg. Thus converting it into a two year full-time course would be of great benefit for the students.

Nevertheless, this course has given me the platform to enter the advertising world with the required entry level knowledge and with right frame of mind. And the best part is the faculty, sharing their experience, thus giving us a sneak-peek into the ad industry. While I was pursuing my graduation, I usually thought that advertising is all about creativity and client servicing but now, I can say its more than that. And I am quite happy that I am learning advertising at a very micro level.

As a media professional always keep in mind that it does not matter which college you are in, it won't help if you do not want to push yourself beyond your limitations. So, think unique, be unique. The industry is waiting for you. And always stick to your basics, plan your goals and actions in time and be loyal to your family.