

## Getting started in Advertising

Most of the professionals in the advertising industry agree to the fact that obtaining a degree isn't a must to get started in the industry, but on the contrary all the classifieds ask for a bachelor's degree at least. Another advantage of taking a degree is that if internship is taken during the course, it will provide the adequate experience that ad agencies and companies usually ask for. The internship director of the university can help in this regard. He may have links that could make it possible to get a break in radio, television or even in an ad agency, the choice totally depends on interest.

In case the internship director is of no help, become a part of a network and get to know people around you. This will surely land you somewhere. It won't hurt to search for an internship on your own. Check out the local newspapers for classifieds; call up local radio and television stations and even ad agencies inquiring about any vacancies. Usually there are lots of ads in the Sunday edition of newspaper, drop in a resume at their office. Best idea is to get in contact with the production manager or the news director of the company. Send them a mail; give a good reference, which can be of big help.

Usually there are lots of chances for internships in the production department. If there is any success in finding an internship, bring it to the notice of the internship director; most probably her reference can be of some advantage. If these attempts don't work, volunteer to work for free at any local fair, functions and events. Display your creativity to the fullest. This can catch the attention of someone important sometime who can give you that jump-start.

For people who don't opt for regular college, they can always find lots of material related to advertising on the Internet. Other than studying the theory work, try to observe the work of famous personalities in the industry. Get some ideas, mix it with some creativity and create some original work and approach the local radio station or television channel. Since there are number of shows running there will be some kind of a vacancy.

Get a chance at cross-training too. If initially a job was provided with other shows at the station, try to switch to advertising after winning impression. After getting a break into advertising, it will automatically increase the exposure to the advertising industry and even to other ad agencies. This will be a good point on the resume, as most of the employers get impressed with television experience. And when working on your first job, there will be a great chance of learning the basics, so don't hesitate to explore the ground. But since it is easier to get a job here and there is lots of competition for that post, the returns aren't that good and there is no job security.

After getting good experience whether it is internship or local radio or television station, resume is the next important step. Fill it up with creativity as that is the main essence of this field. Don't forget to include past experience, even if it is small or not related exactly to the job description, recommendation, if any. The more the information added, the more strong the resume and the easier it is to maneuver to the top.

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