OPPORTUNITIES IN ADVERTISING ENVIRONMENT FOR GRADUATES OF ENGLISH
Introduction

I treasure this opportunity

I consider it a great privilege to have been invited to participate in the event of today, to share views with budding future generals in the industry into which I have by divine opportunity put close to three decades of practice. I am particularly excited that it is on a very familiar terrain that I have been asked to lead discussions at this meeting. Thus, I feel so much at home with the theme of this meeting.
But much more than the years of cognate experience I have put into all aspects of mass communication practice; my confidence is in the conviction that the primary targets of this discourse are already taking the most important step: undergoing a course of study that leads to the award of a degree in English Language, and that from one of the leading Universities on planet earth today: Covenant University.

I am indeed highly delighted and I appreciate the leadership of the Department, the Faculty and the Vice Chancellor.
My presentation will follow this outline

1. The journey of life:
   The University Education:
   To prepare you for a life of impact and value
2. Achieving your purpose in life:
Whatever the mind of man can conceive and believe, he can achieve - *Napoleon Hill*
It therefore begins with dreaming it and believing it is possible
My presentation will follow this outline

3. Mass Communication industry & Opportunities
   It is all about communicating with the masses of people
   – for any of the following reasons;
   • Persuade
   • Entertain
   • News
   • Inform
   • (Instruct)
   • Surveillance
   • Educate

You cannot not communicate
Each of these offers a whole lot of opportunities for vocations/careers for graduates of any discipline - more so, of English Language. Such areas include:

- Journalism
  - Print
  - Electronic
OPPORTUNITIES: Advertising

- Copy writing
- Media Buying
- Research
- Marketing/Client Service
OPPORTUNITIES: Advertising Media Group

- **Print media**
  - Newspapers (Hardcopy/Online)
  - Magazines

- **Electronic Media**
  - Radio, TV, Cinemas
OPPORTUNITIES: Outdoor Advertising

- The Relevant Departments
  - Planning
  - Buying
  - Monitoring & Evaluation
OPPORTUNITIES: Public Relations

• Consultancies in:
  - Corporate Communication
  - Public Communication/Affairs
  - Public Relations Department
OPPORTUNITIES: Specialized Communication Consultancy

Communication Specialist for:

- Community mobilization
- Social Media Specialist (on communication)
OPPORTUNITIES: Publicity/Promotional items
What does it take: After Graduation?

Primarily Additional Education in the relevant area.

(A) Mass Communication Generally
   A diploma (PGD): Unilag; CU, Unimaid;
   UNN etc

(B) Otherwise the Certificate/Diploma program
   of any/or all the sectors:
   - NIJ
   - NIPR
   - APCON
Conclusions
You can do it, if you think you can! And to succeed here, you need:

- Dedication/Commitment to personal and professional Growth
- Continuous Investment in Intellectual growth
- Be abreast of the law
- Keep pace with the relevant technology
- Keep pace with the trends vis-à-vis preferences of the audience
- Be guided by the promises of God
  - To teach you the way to go
  - To expose you to the knowledge of witty inventions
  - To teach you the way to get wealth
  - To turn the heart of kings in your favour
  - To prosper the works of your hand
  - To establish the thoughts of your heart concerning your work
Conclusions
You can do it, if you think you can! And to succeed here, you need:

Above all:
Acknowledge Him in all things
You’ll go beyond the skies!
I thank you all