

OPPORTUNITIES IN ADVERTISING
ENVIRONMENT FOR GRADUATES OF ENGLISH

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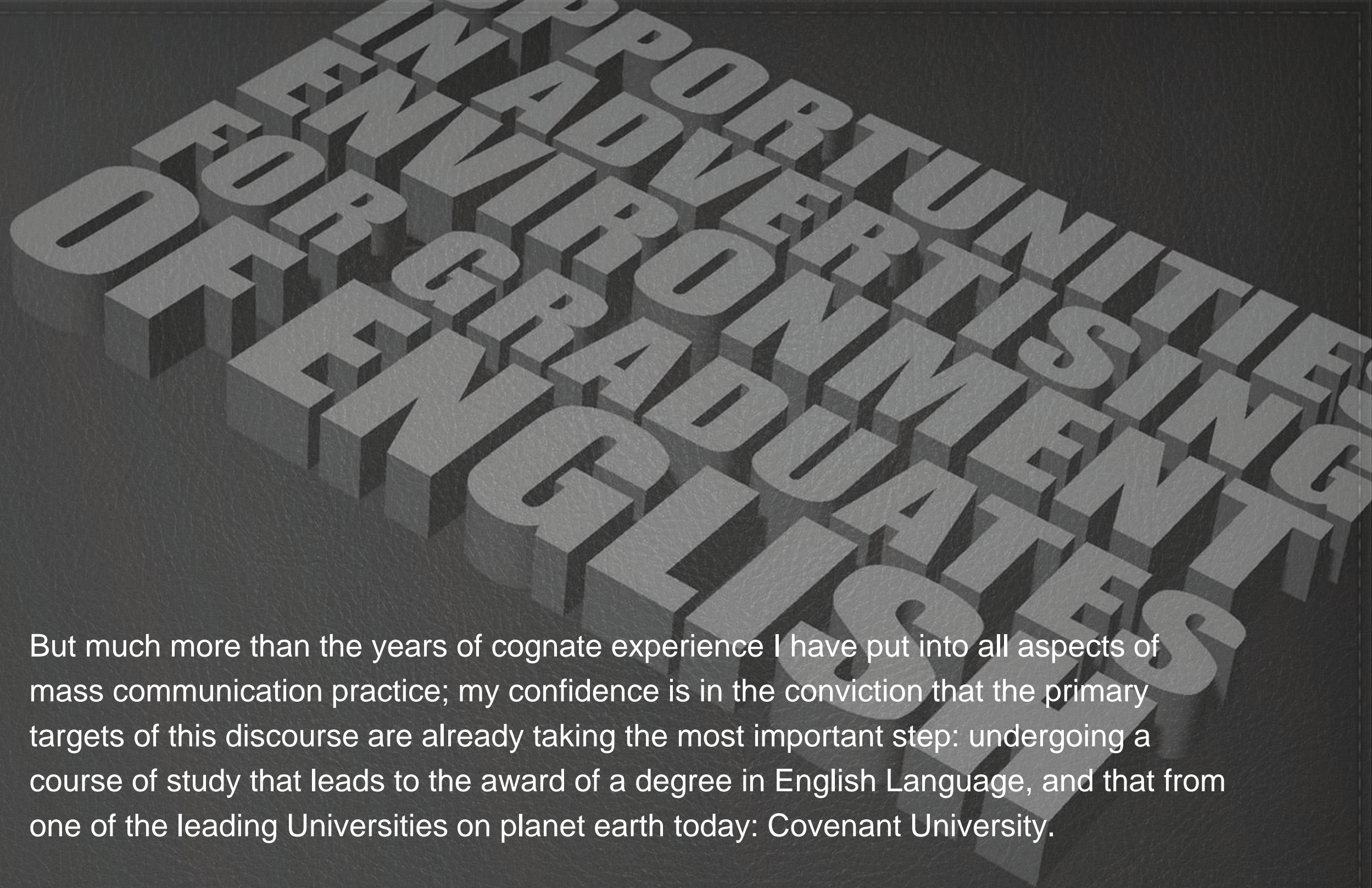
**OPPORTUNITIES IN ADVERTISING
ENVIRONMENT FOR GRADUATES OF ENGLISH**

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

My presentation will follow this outline



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



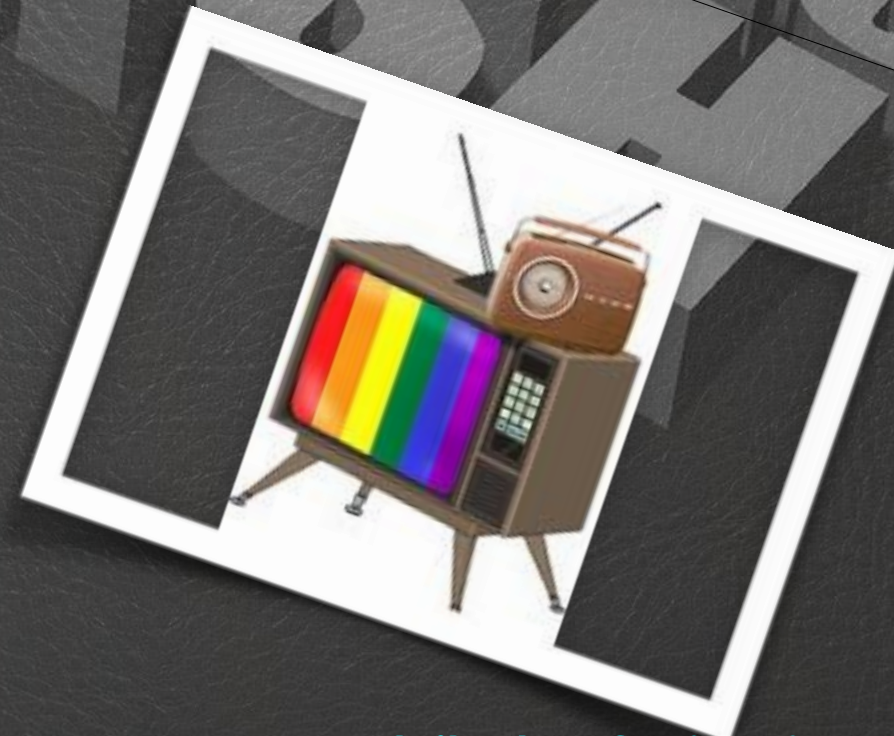
OPPORTUNITIES: Advertising Media Group

- **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:

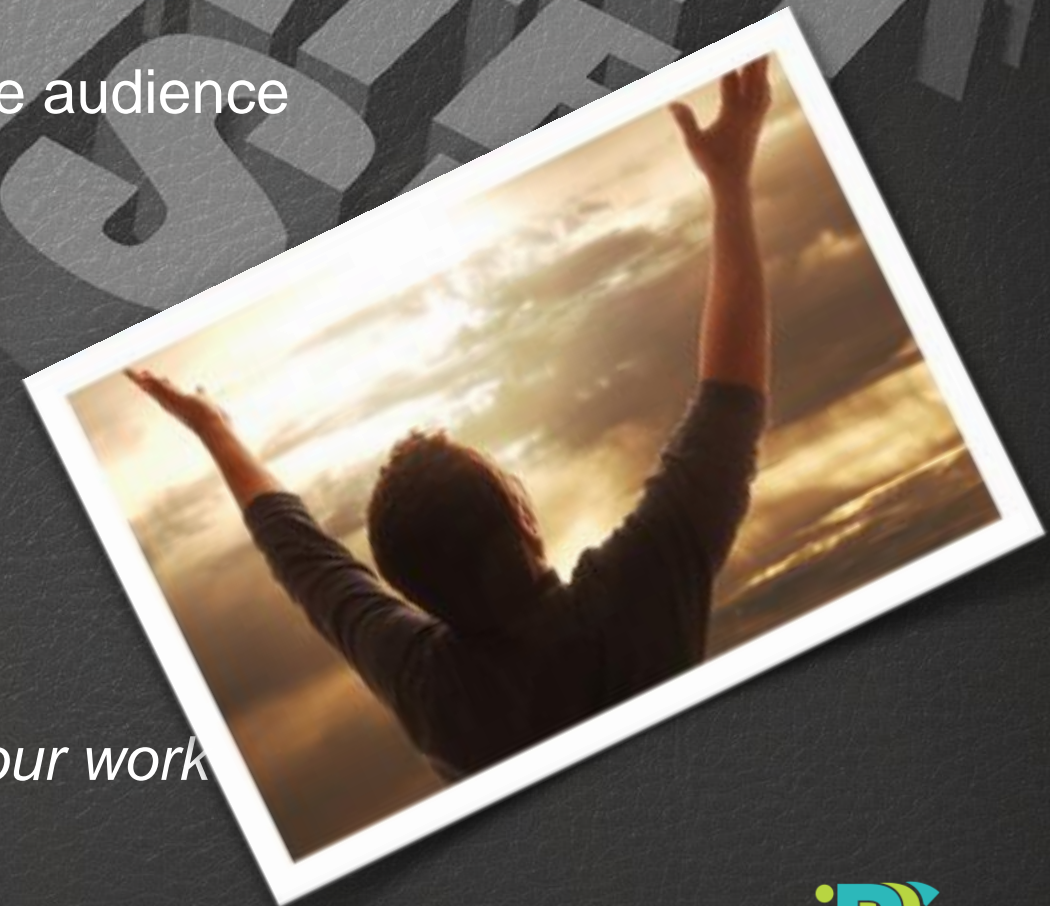
- NIJ
- NIPR
- APCON



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