



Career Paths in Advertising after a BBA in Advertising

The advertising industry is an evolving field. Many talented professionals are part of this industry. They have made their mark on the industry and continue to do so. There are many career paths available in the advertising industry. You can join this industry after completing your [BBA in advertising](#). This degree will allow you to become an excellent professional who contributes to the branding of eminent clients.

Account Executive

An account executive is an important part of the advertising industry. This person oversees the campaigns that the client runs. Account executives are also responsible for bridging the communication gap between the client and the executives. They set the expectations of both the client and team for the smooth running of operations.

The Creative Team

The creative team is the most important part of an advertising agency. This team includes copywriters and graphic designers. They actually take care of the execution process. Copywriters write the ad scripts and bodies while designers present them in an artistic way. Creative directors manage the copy team. Similarly, art directors manage the design team.

Media Planning and Buying

Digital media planners are responsible for strategising the media flow. They manage the various platforms on which creative content is published. They find out the best marketing strategies for a particular project. They analyse which audience will prefer a certain channel and ask the team to create appropriate content. These executives also calculate the return on investment on the ads.

Digital Marketing and Advertising

You can also pursue digital marketing after your [BBA in Media Management](#). Digital marketers are modern advertisers. They use the online data generated by search engines to target customers. They show the products based on the target audience's search history. You will

use several strategies, like social media marketing and search engine marketing, to drive results.

Public Relations and Media Relations

PR and media relations is a traditional marketing strategy. As a PR executive, you will be part of the client's media image. You will plant positive and honest stories about the client in the media. You will also publish press releases to give any updates from the client to their customers. These executives are also responsible for crisis management.

The advertising industry offers a diverse range of career paths. You can build a successful career by graduating with a BBA in branding and advertising. You will make a significant impact in the world of advertising.