

## What Fresh Graduates Need to Know About 2 Industries: Advertising & Education

### Outline

Learn about the advertising and academic industry to make more informed decisions about your career plan. After completing the session, the learners will be able to:

- Understand the composition of the industry and the organizations
- Understand how to plan out a career in the industry
- Understanding how to apply your skill sets properly to move up the ladder

Modules		Takeaways	Key Exercise
Module 1	Understanding the departments of an advertising agency and an overall idea about the advertising industry including its major players and achievements	<ol style="list-style-type: none"> <li>Learning about the overall industry and to plot a probable career path</li> <li>Understanding the composition of an agency to understand where you would be a good fit</li> </ol>	<ol style="list-style-type: none"> <li>Practical Tutorial</li> <li>Lectures through Slides</li> <li>Interactive discussion, Video</li> </ol>
Module 2	Understanding the departments of an academic institution (school and university) and an overall idea about the advertising industry including its major players.	<ol style="list-style-type: none"> <li>Learning about the overall industry and to plot a probable career path</li> <li>Understanding the composition of an university and a school to understand where you would be a good fit</li> </ol>	<ol style="list-style-type: none"> <li>Lectures through Slides</li> <li>Interactive discussion, Video</li> <li>Practical Tutorial</li> </ol>