

Advertising Internship Description

- Advertising interns are required to do all the tasks that are asked of them by the senior employees in the advertising agency
 - Each day, the interns are asked to assist different people and different departments in the agency
 - The interns have to meet with the clients that come to the agency and explain to them about the advertising needs and the various options available in the agency to them
 - They have to arrange for a meeting of the clients with the right administration in the agency
 - They have to provide the people that visit the agency with the appropriate literature of the agency and even inform them verbally
 - When they are asked to come up with advertising campaigns, they have to sit with the people involved and come out with good ideas
 - They have to provide technical support to technical staff like animators, graphic designers, web designers, etc.
 - They have to assist the office manager as well and ensure that the office is well stocked in supplies and stationaries
 - They have to work with the copywriters and learn about the writing copies for the clients
 - They have to report to the senior management on all the assignments they have assisted in
 - Understand and learn all about creative advertising.
 - Learn and understand print and audio-visual advertising campaigns.
 - Learn to build brand image for clients' products.
 - Learn and understand all about media planning.
 - Conduct research and gather notes on media campaigning.
 - Conduct research, analyze and understand marketing trends.
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- Learn to build client relationships.
 - Learn and understand graphic arts and graphic designing.
 - Prepare and execute media plans and advertising campaign.
 - Learn to operate within the budgetary limits of clients.
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