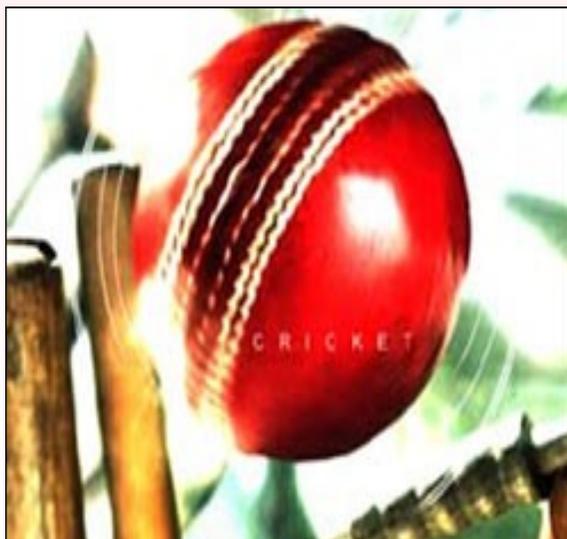




# THE DELHI SCHOOL OF COMMUNICATION

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# Understanding of Market Vital for Career in Communications

\*(Published in Economic Times, online, 14th Jan, 2010)

**Prof. Ramola Kumar**  
Dean, DSC

The enormous growth of the communications industry over the last decade has been a natural by-product of both globalization and liberalization. According to a PwC study on 'Indian Entertainment and Media Outlook', the industry is expected to grow from \$12.56 billion to \$21.04 billion by 2013.

Newer challenges always accompany growth and today companies need to be prepared at various levels for this dynamic world. While the entry of multinational corporations has compelled Indian industry to forge ahead with greater speed and to garner resources more effectively and efficiently, however, global products require local advertising and specific communications to cut across and reach the masses.

The case of Kellogg's cornflakes comes to mind. Kellogg's could not make headway for almost a decade in India because the market economics and habits did not accept foreign breakfast norms. On the other hand, a focused effort at local advertising such as 'Thanda Matlab Coca Cola' swept the entire product category of cold drinks into its lap in one sweeping statement. These and other examples clearly point to the importance of the need to understand the market pulse before communicating any message. If wealth creation lies with the masses, then masses need to be understood – on a day to day basis. Specific communications for masses and classes becomes critical in a highly diverse market like ours.

Also today, the consumers' choice set appears much enlarged, is expanding and he/she has become more discerning than ever before. The consumer market is highly fragmented with greater product variety and higher discretionary incomes. In simple monetary terms, we have today a generation of great spenders, with more money at their disposal and who are also earning at a younger age.

Marketing efforts to create needs, and not just identify them, to stand out from the clutter are gaining momentum in respect of sheer variety of methods and innovative media being used. Also, an attempt at establishing long term relationships with the consumer is now imperative. At this stage it is noteworthy that the communication pie which earlier was 90% advertising and 10% other activities including below the line (BTL) activities such as PR/events/ direct marketing today is rapidly shifting to 60% advertising and 40% BTL activities. A dramatic shift.

This too requires the ability to better understand and apply various communication tools in an integrated manner.

Cont ...

Many young students who join the industry for the sake of glamour find out soon enough that it is far from being glamorous. The profession requires more physical and mental stamina than one had bargained for. The first 3-4 years can be trying. Any individual wishing to join the communications industry requires a sensitivity to human nature. An understanding of the market – marketing nexus provides a strong anchor for a career in communications.

Agencies are moving towards integrated marketing communications in an effort to become a one-stop-shop for their clients either directly or through out-sourcing activities in an effort to retain their clients/or provide holistic services. The nation's leading communication and marketing schools and institutions like the Delhi School of Communication conduct an integrated marketing communications program that provides a holistic approach to study public relations, entertainment, marketing, cultural studies, consumer behavior, advertising, journalism and films through its broad-band subject orientation. This strong professional base facilitates one's career graph by better understanding and therefore better planning and performance in the business.

In terms of the pay packets, one can expect Rs 3-5 lakh annually, depending on prior work experience. One could be a director in 7-10 years and drawing Rs 35-50 lakh. Other perks include travel, housing, telephone, and other conveniences. At the non-material front, understanding the self and the world better, being excited by new technologies and methods are joys that accompany the profession.

## **Congratulations ODI on your kid's third birthday**

**Mr. Parakram Hazarika  
Student Executive, PGDPC XV**

**IPL, the latest mega evolution of cricket, has taken over the world like a storm engulfing every individual, the cricket lover and also the ones least interested.**

**The term Globalization in cricket can be understood very well by this mega event, the birth child of India and Mr Lalit Modi. In every sense , cricket has evolved and has transcended to a glorious future. A passionate cricket lover is thrilled and eagerly excited. Never in my cricketing years, I could have imagined cricketing superstars of various nations playing together. An explosive brand like Sanath Jayasuriya and the ever reliable Sachin Tendulkar opening an innings together, unbelievable right?**

**Every critic would question how Sehwag would battle it out with his own team mate , the fast Zaheer Khan. After IPL all their questions are answered. Now we can mix and match and always see who is the best in the field. It is not just Boom Boom and going guns blazing in T20. IPL gave rise to some memorable matches in which both the bowl and the bat dominated equally.**

**People will start criticizing me after reading this, like glamour has taken over cricket, money over skills, business over the cricketing field. To all these, I can always say that with every new aspect there will be the bad element which will try to pull it down.**

**IPL 3 is around and very soon is coming to everyone's home. So why not don your team's jersey and cheer the teams, and not to forget IPL irrespective of all the critics and controversies surrounding it. I know most of the readers will miss Pakistani players in the T20 World Championship. Hopefully they will be present in IPL 4 and all the controversies will not be blown over proportion.**

## **Infant Steps**

**What was so special about this winter? Was it any different from all the other winters of my life? The answer is a definite yes. My winter internship at Positive Communications added a new chapter to my life and brought about a transformation from a student to a student executive. Along with my classmates Ms Madhulika Atri and Mr Rahul Kohli, I set on a journey of self-growth and learning. Positive Communications is a premier Public Relations and Marketing Communications agency. My work mainly included research and business development with PR as well. It was the first chance and opportunity in my life where I expanded the horizon of my learning beyond text books. Apart from office work, we got a hands-on experience of being a part of an event as representatives of our agency. It was these moments that made me realize the amount of responsibility and accountability that one has to have towards workplace. It was there that I realized that one has to leave “me” behind and focus on “we”.**

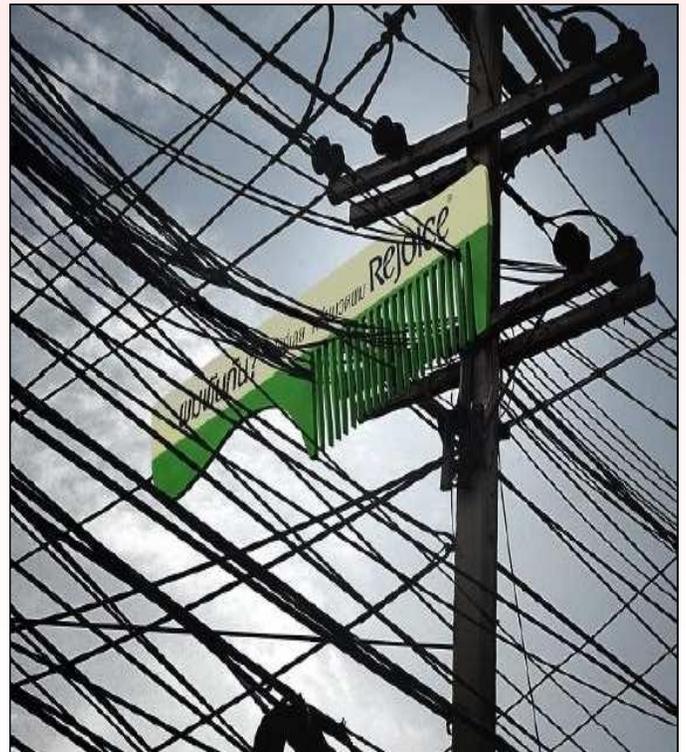
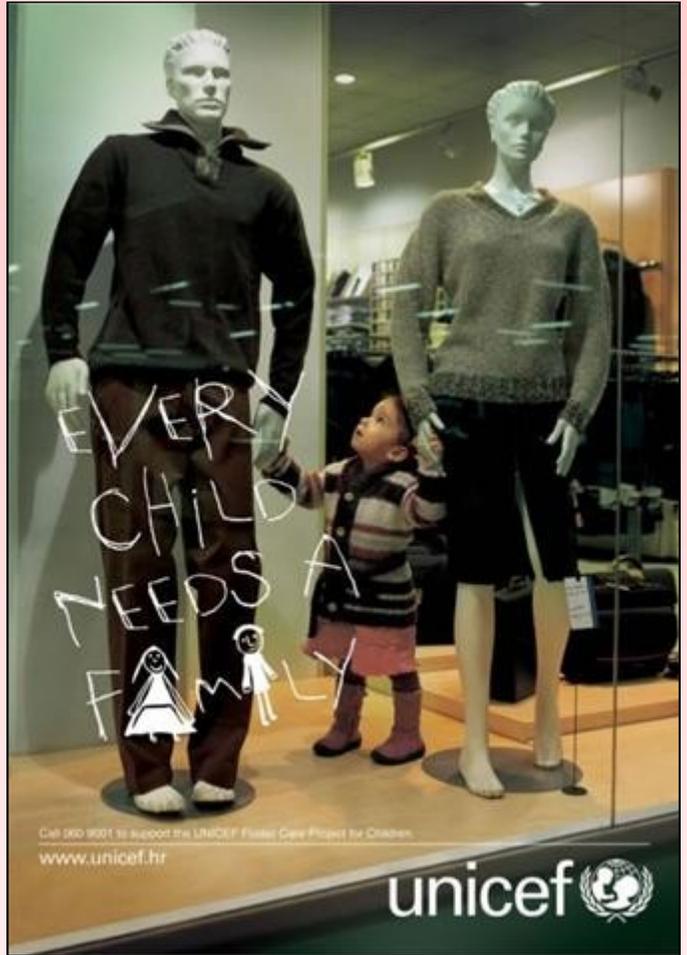
**Jeans was replaced by Formals, high-five’s were replaced by firm handshake’s, and casual demeanor was replaced by professional attitude. Whether it was struggling to reach on time or striving to do our work in the best possible manner - growth was everywhere. So if I had to analyse my internship period, I would say “Yes indeed, it was POSITIVE”.**

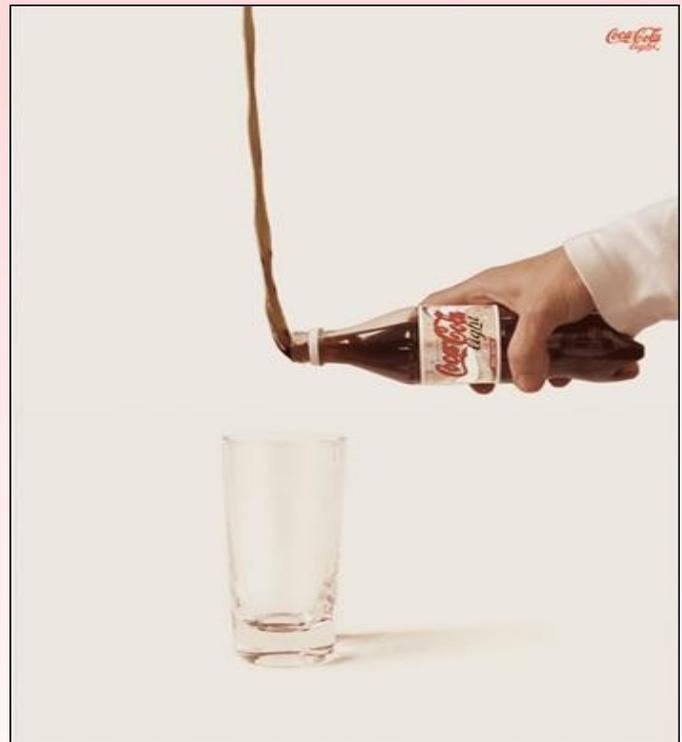
**- Ms Megha Jaiswal,  
Student Executive, PGDPC XV**

**Whenever I get to learn from anything; no matter what is its origin, it gives me a feeling of being part of this life’s marathon. My Internship at Safari Books Online, a first step into the corporate world as an intern made me realize that whatever we do here is not counted in terms of success or failure but much beyond that. We are involved into doing something different. During the internship I realized that business suit is not a fashion trend or tradition, it brings many responsibilities as a corporate citizen along with it. Work done with honesty makes us proud and brings moments in which we can hold our head high for taking initiatives and valuing the trust of superiors and others around. The entire experience was incredible which blessed me with a reason to cheer in this never ending marathon.**

**- Mr Sijin Varghese  
Student Executive, PGDPC XV**

# Time to go sMaRt ...





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