

## UNIT 3

## Advertising Stakeholders

### CHAPTER 8: Advertising Organization

#### Lesson 30: Tutorial

1. Visit the nearest advertising organization in your city and find out the following:

- ✓ Organization Structure
- ✓ Role of the following personnel's:
  - Account Manager
  - Creative Manager
  - Media Manager
  - Client Servicing Manager

Also find out as to how they maintain cordial relationship with their clients.

2. Visit any organization of your choice (but with an advertising department), interview the manager to find out as to what criteria's do they lay out in order to select an advertising agency.
3. Ask the same organization as NO. 2, as to are they happy with the compensation that they pay to the ad agency and if the compensation would be based on advertising: sales ratio would they prefer that or the mandatory 15%.