



मीडिया प्लानर

A Media Planner decides on which medium, at what time and where ads should run so they reach the largest relevant audience at the least cost. They research the target audience, choose the media mix (TV, digital, print, outdoor)...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/media-planner

राजकीय उच्च माध्यमिक विद्यालय, जेठन्तरी

Govt. Sr. Sec. School, Jethantri · ब्लॉक समदड़ी · बालोतरा (Block Samdari · Balotra)

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सुशील कुमार शर्मा

प्रधानाचार्य, रा.उ.मा.वि. जेठन्तरी · मास्टर ट्रेनर
Principal, GSSS Jethantri · Master Trainer



श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास · व्याख्याता (इतिहास)
Designed & developed · Lecturer (History)

विशेष धन्यवाद · SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) · रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

व्याख्याता (भूगोल) · रा.उ.मा.वि. रामसीन मूंगड़ा



वनिता कुमारी

व्याख्याता (इतिहास) · रा.उ.मा.वि. रामसीन मूंगड़ा



कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) · रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। · An independent project based on the Government's official career-guidance content.

1 About this career

A Media Planner decides on which medium, at what time and where ads should run so they reach the largest relevant audience at the least cost. They research the target audience, choose the media mix (TV, digital, print, outdoor) and ensure strong visibility for the client's product.

2 At a glance

Minimum qualification	10+2 then BBA; an MBA in marketing helps
Avg. Salary	₹17,000–₹80,000+/month
Work mode	Desk job, data- and team-driven
Demand	Good across multi-media advertising

3 What you need

INTERESTS

- Interest in advertising, brands and audience behaviour
- Urge to understand different media channels
- Enjoy analysing data and situations

ABILITIES

- Excellent verbal and written communication
- Analytical and numerical thinking
- Close attention to detail

KEY SKILLS

- Media research and audience analysis
- Media-mix planning (TV/digital/print/OOH)
- Negotiation and vendor management
- Budget allocation and cost-efficiency
- Data tools and analytics
- Presentation and reporting

4 How to get there

- 1 Pass 10+2 in any stream.
- 2 Do a BBA or a related bachelor's degree.
- 3 Optionally do an MBA in marketing.
- 4 Gain experience via internships at media/ad agencies.

MAIN EXAMS

- CAT/CMAT/MAT (for MBA admission)
- University/BBA entrance tests

5 Where to study

GOVERNMENT INSTITUTES

- IIM Ahmedabad — Ahmedabad (<https://www.iima.ac.in/>)
- IIM Udaipur — Udaipur, Rajasthan (<https://www.iimu.ac.in/>)
- IIM Bangalore — Bengaluru
- IGNOU — New Delhi (<https://www.ignou.ac.in/>)

PRIVATE INSTITUTES

- University of Technology, Jaipur — Jaipur, Rajasthan
- IIDE – Indian Institute of Digital Education — Mumbai (<https://iide.co/>)
- Jain University — Bengaluru
- Nagindas Khandwala College — Mumbai

ONLINE

- Coursera – Marketing & Media Planning — Online (<https://in.coursera.org/browse/business/marketing>)
- Udemy – Media Planning & Buying — Online (<https://www.udemy.com/>)

FEES

Course fees range roughly ₹24,000 – ₹20,00,000 (2026 estimate).

SCHOLARSHIPS

- National Scholarship Portal (NSP) (<https://scholarships.gov.in>)

- Buddy4Study Scholarships (<https://www.buddy4study.com>)
- Rajasthan SSO / Mukhyamantri scholarships (<https://sso.rajasthan.gov.in>)

6 What the work is like

WHERE YOU WORK

Advertising agencies, media houses, publishers and educational publishers.

WORK CULTURE

Usually a desk job; work on computers and smartphones, scheduling campaigns and working in a team. Opportunities exist for persons with disabilities too.

WHO HIRES

- | | |
|-------------------------------|---------------------------------|
| • Madison World | • GroupM / Mindshare |
| • Dentsu India | • Wavemaker / Publicis Media |
| • Media houses and publishers | • Regional advertising agencies |

DEMAND (2026)

The growing mix of TV, digital and outdoor advertising keeps steady demand for data-savvy media planners, especially in digital media planning.

7 Career growth

- 1 Assistant
- 2 Media Planner
- 3 Supervisor
- 4 Communications Director
- 5 Managing Director

EARNINGS

Starting	₹17,000–₹28,000
Mid level	₹40,000–₹65,000
Senior level	₹80,000+

Per-month estimate (2026). Income can be much higher at big agencies and in senior roles.

8 The good parts · The challenges

The good parts

- Balances creativity with data
- Work on big brands and campaigns
- Clear career ladder in advertising

The challenges

- Tight deadlines and budget pressure
- Constantly shifting media trends
- Relatively low starting pay

9 Real-life journeys

Sam Balsara

Founder & Chairman—Madison World

Sam Balsara founded Madison World in 1988 and grew it into one of India's leading home-grown media and advertising groups. With over fifty years of experience, he is counted among the most respected names in media planning and buying in India.

Wikipedia · https://en.wikipedia.org/wiki/Sam_Balsara

Madhu Chhibber

Media & Communications Specialist, ex-CEO—Madison PR

Madhu Chhibber has over two decades of experience in media, advertising and communications. A former CEO of Madison Public Relations and communications adviser to several reputed firms, she is an inspiration for women in media strategy.

founderINDIA TV (YouTube) · <https://www.youtube.com/watch?v=rFvjCqQSSU>

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- VFX Editor
- Animator
- Journalist

11 Sources & further reading

1. Rajasthan Career Guidance Portal — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%ae%e0%a5%80%e0%a4%a1%e0%a4%bf%e0%a4%af%e0%a4%be-%e0%a4%aa%e0%a5%8d%e0%a4%b2%e0%a4%be%e0%a4%a8%e0%a4%b0-media-planner/>
2. NIRF Rankings — <https://www.nirfindia.org/>
3. National Career Service (NCS) — <https://www.ncs.gov.in/>
4. National Scholarship Portal — <https://scholarships.gov.in>



And 770+ more careers — the whole portal

Interest and aptitude tests, government jobs, skill courses and a CV builder — free, no login, and it works offline.

career.gssjsathantri.in