

# Assignment 2

## Job Advertisement Analysis

Human Resource Management

Course Code: HRM 301

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## WANTED TRAINEE REPORTERS FOR THE FE

Applications are invited for the post of 'Trainee Reporters and Sub-Editors' in The Financial Express.

Persons having at least Second Class Master's Degree in English, Economics, Accounting, Finance, Management, Journalism, Business Administration and related subjects and aged not above 27 years will be eligible to apply. Preference will be given to candidates with English medium background.

Applications should be submitted along with bio-data and two copies of passport size photographs on or before March 12, 2009 to the following address: The Financial Express, Tropicana Tower (4th Floor) 45, Topkhana Road, Dhaka-1000.

Source: The Financial Express, 23 Feb 09  
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## Advertisement Summary

The job advertisement is for two posts for the Trainee Reporters & Sub Editors for the daily newspaper The Financial Express. They asked for the Masters Degree holder with the related subjects those subjects relates with the newspaper contents, like: English, Economics, Accounting, Finance, Management, Journalism, Business Administration and related areas. Preference for English medium students has also been said here. The three paragraphed job advertisement said about the paper requirement at the last paragraph with the address.

## Source

**Publication:** The Financial Express (Daily Newspaper)

**Date:** 23 February 2009

**Page:** 3

## Placement of Advertisement & Exposure

Placement of the advertisement is in the right side of the page and it's a three columned black and white advertisement. The placement and exposure was good and sufficient enough to get good response.

## Advertisement Analysis

1. The advertisement tells that the organization is going for external recruitment and they don't need it in emergency basis. They didn't tell to go for "Walk in Interview", which means they need proper time to recruit staffs.
2. The advertisement is not Bullet pointed. It's paragraphed, but this way of advertisement didn't hamper to have fluency of smooth information to readers.
3. The advertisement is well place and exposed in the newspaper.
4. The choice of the Media was absolutely right. Because a big part of required group is reader of the newspaper.
5. In the modern age they could asked the papers through eMail, but they gave only the Mail Address in the advertisement.
6. The information given there is primarily sufficient enough. They told about the Job Posts, Minimum Qualification, Mail address, last date of Application Submission and Required papers to be submitted. But missed some other important points detail, like: Job Summary Essential Job Functions, less detail Job Requirement and Job Specification.
7. Though some other important points missed out in the advertisement but common people do have a common idea or shape about the status and standard of the newspaper and job style. So there is less chance of expecting higher salary, job environment and other related matters.