

Lonavala Education Trust's
Dr. B. N. Purandare Arts, Smt. S. G. Gupta Commerce & Smt. S. A. Mithaiwala
Science College, Loanvala-410403

Department of Commerce

“Workshop on Making an Advertisement”

24th February, 2020

Report

A workshop on “Making an Advertisement” was conducted for those students from T.Y. B. Com who have opted Marketing as their special subject as a part of their practical. In all nongroups participated in the competition. Each group prepared one Advertisement based on various themes using audio-visual media. Five commercial ads, one service marketing-oriented add and three social awareness ads were prepared by the students. All the students contributed in the ad making competition in the form of content writing, idea, creativity, captions, logo, script, acting, shooting, decoration, visualisation, making a copy, etc. The Dream Team group who had prepared ad on “Save Girl Child” was the winner of the competition. The competition was judged by senior professor and H.O.D of Department of Economics Dr. G. S. Mali and Dr. Suporna Mitra from Department of English. Dr. D. S. Padhye, being the subject teacher convened the programme. More than 50 students were present for the programme.





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Co-ordinator

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