



College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

Department Of Mass Media
Webinar Report 2019-2020

- A. Title: Expectations of Advertising Industry from the students**
- B. Background:** A departmental level workshop on Expectations of Advertising Industry was conducted by Department of Mass Media which was hosted by Dr. Hanif Lakdawala for SYBMM students
- C. Aims / Objectives of the program:**
1. To understand the advertising agency culture, style, structure
 2. To check eligibility/qualifications and experience required to enter the field.
 3. To understand the skill set and expertise required to sustain in the industry.
- D. Location:** Zoom Meeting (Online)
- E. Participants:** 51 SYBMM 2019-20 Students
- F. Date and Time of the activity:** 3.00 pm to 4.00 pm on 11th April, 2020, Saturday
- G. Resource Person:**
Dr. Hanif Lakdawala, Director, Akbar Peerboy College
- H. Methodology:**
Dr. Hanif Lakdawala oriented students about the elective as advertising specialization via Zoom online learning platform and addressed the queries too virtually.
- I. Outcome:**
1. The resource person imparted know how on the working of Advertising Agency.
 2. The session was informative and built confidence amongst students to understand the expectations of advertising industry.

J. Annexures to the report:

Annexure 1: Attendance of the webinar



Figure 1

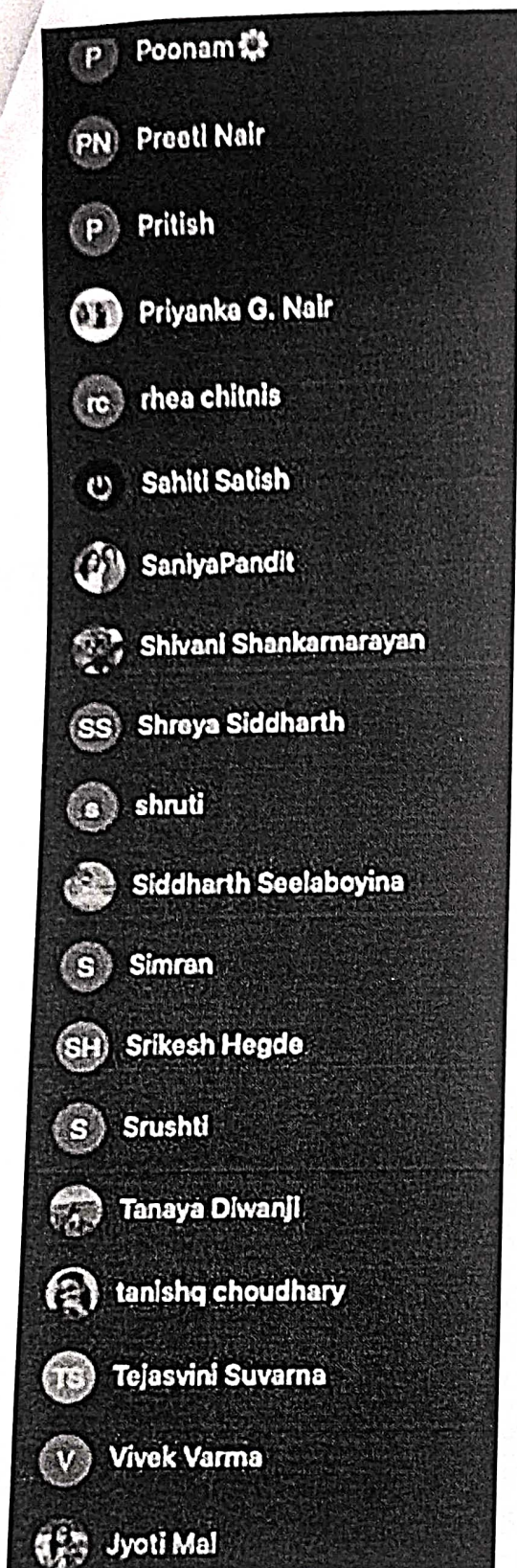


Figure 2

- JC John Clinton
- JM John Mathew
- K Kajal
- K Keerti
- KK Ketaki Kirawant
- K Kevin
- M Madhavan Rajesh
- M Mahek Dharamshi
- MM Manmeet Malhotra
- M Mogana Devendra
- MM Mrunmayi More
- M Muskan Bihani
- N Najaa Puthran
- N Niddhi
- NK Nidhi Kadam
- P Poonam
- PN Preeti Nair
- P Pritish
- P Priyanka G. Nair

Figure 3

Annexure 2: Notification and Zoom Link

Subject- Expectations of Advertising industry from the students

Date- 11th April, 2020

Time- 3:00pm

Host- Dr. Hanif Lakdawala

Message-

Topic: Expectations of Advertising industry from the students

CLASS: SYBMM

Date: Apr 11, 2020 SATURDAY

TIME: 03:00 PM Mumbai, Kolkata, New Delhi

Join Zoom Meeting

<https://us04web.zoom.us/j/412789234?pwd=eGVuZjVmQ9sU3VwV0RBamlLL2VsZz09>

Meeting ID: 412 789 234

Password: 039874

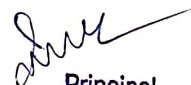


Dr. Vaneeta Raney

12.04.2020

Co-ordinator

Department of Mass Media



Principal
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