



SIES

College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

Department Of Mass Media

Online Webinar on Career Scope in Advertising and Journalism Report 2019-2020

- A. **Title:** The online 'Career scope in Advertising and Journalism' session was held on 8th April 2020.
- B. **Background:** The session was hosted by Dr. Hanif Lakdawala on various aspects of specialization Advertising and Journalism. He gave the students a deeper insight of the different career options they can pursue after completing their Bachelors in Multimedia and Mass Communication.
- C. **Aims/ Objectives:**
To create awareness about the different career options in Advertising and Journalism
- D. **Location:** Zoom Meeting (Online)
- E. **Participants:** 60
- F. **Date:** 8th April 2020, Wednesday
- G. **Resources Person:** Dr. Hanif Lakdawala
- H. **Methodology:** During the session, Mr. Hanif shared few videos and a PowerPoint Presentation with the students which had basic information about the different career options in Advertising and Journalism. He helped the students draw a very clear distinction between the two fields. Mr. Hanif also shared that he had studied various subjects and had degrees in various fields that are very different from each other.
- I. **Observation:** While explaining, he told the students about the diverse fields one can pursue and explained about each field. One very important message that he conveyed to the students was to utilize this free time not only in deciding their career options, but also to increase networking, engage in activities that would help them in boosting knowledge and to read different books. Mr. Hanif encouraged the students to sign up for different value-added courses so that they can make an informed career decision.
- J. **Feedback:**
Overall, the session was engaging and informative and students look forward to more sessions.
- K. **Annexures to the report:**

Annexure 1: Attendance of the webinar

8th April 2020

Attendance:

Roll No.	Name	Present/ Absent
MM1920002	Ansari Amaan Arif Rubina	Present
MM1920004	Bapat Vaibhavi Pravin Jyoti	Present
MM1920005	Bengeri Arunima Abhay Gopi	Present
MM1920007	Chary Meghana Srinivas Srijoythi	Present
MM1920008	Chavanke Shreyas Ramnath Nirmala	Present
MM1920010	D Souza Lita Christopher Olveena	Present
MM1920011	Das Shambhavi Shyamal Prajakta	Present
MM1920012	Dave Bhavika Prem Rekha	Present
MM1920014	Dhuri Shubham Bhushan Deepa	Present
MM1920015	Doshi Pujan Rajesh Jigna	Present
MM1920017	Ghadigaonkar Brahmi Anil Vijaya	Present
MM1920018	Gole Esha Madhav Pushpa	Present
MM1920019	Gomendes Renoshka Anthony Reshma	Present
MM1920022	Hulavane Shravani Madhukar Sharmila	Present
MM1920024	Iyer Nikhita Ravi Kavita	Present
MM1920025	Iyer Shubhaprada Srinivas Vijayalakshmi	Present
MM1920026	Iyer Sneha Santosh Seetha	Present
MM1920027	Jasani Aneri Amit Bhavna	Present
MM1920028	Joshi Shraddha Vivekanand Lalita	Present
MM1920029	Kagal Tanushree Uday Kalika	Present
MM1920032	Kavya Ganapathi Vidya	Present
MM1920034	Khan Shehzeen Abdulaziz Rubina	Present
MM1920035	Khorakiwala Shabbir Mannan Alifiya	Present
MM1920036	Kothari Hitanshi Sudhir Payal	Present
MM1920038	Lopez Jason Johnson Lizy	Present
MM1920040	Malik Aanchal Ashok Kalpana	Present
MM1920042	Mishra Akansha Brijbushan Saroj	Present
MM1920043	Miura Bijoy Kumar Rekha	Present
MM1920044	Nair Sagara Manoj Jayalakshmi	Present
MM1920045	Nair Shreya Sudheer Preeta	Present
MM1920046	Netra Sridhar Padma	Present
MM1920048	Nithya Venkat Krishnan Venkateshwari	Present
MM1920050	Pandaram Aarti Mariappan Meena	Present
MM1920051	Parimal Pradeep Hedao Sangita	Present
MM1920052	Parth Dedhia Binny	Present
MM1920054	Pathak Janhavi Manoj Padmaja	Present
MM1920055	Patil Ronit Sunil Kamal	Present
MM1920057	Pillai Kavya Sanjeev Shanthi	Present
MM1920059	Prabhavathi Kumar Murugeshwari	Present
MM1920061	Prajesh Shibu Vijayshri	Present

MM1920064	Rane Shreya Sanjay Sneha	Present
MM1920066	Sahu Pooja Laxman Suma	Present
MM1920069	Saransh Khandelwal Jyotsna	Present
MM1920070	Sawal Swarangi Prashant Nilam	Present
MM1920071	Sawant Vaishnavi Suhas Yashaswini	Present
MM1920076	Shetty Gagan Gajendranath Suchitra	Present
MM1920078	Shevade Aditi Mandar Nandini	Present
MM1920081	Smrithi Arun Ranjani	Present
MM1920083	Subramanian Ramaswamy Suparna	Present
MM1920084	Thakur Isha Nitin Reena	Present
MM1920086	Ubale Sakshi Arvind Vidya	Present
MM1920088	Vanasri Sridhar Vandana	Present
MM1920091	Vyas Megh Veerendra Rupali	Present
MM1920092	Narkar Shreya Vishnu Vaibhavi	Present
MM1920094	Sansare Daya Prakash Manisha	Present
MM1920095	Rambade Jaanvi Anil Ashwini	Present
MM1920097	Takbhate Hrushikesh Suhas Pankaja	Present
MM1920099	Jadhav Rishi Vikram Gayatri	Present
MM1920100	Arya Santosh	Present

Annexure 2: Notification and Zoom Link

Subject: Career Scope in Advertising and Journalism

DATE: Apr 8, 2020

TIME: 03:00 PM

Host: Dr. Hanif Lakhdawala

Message 1:

Hanif Lakhdawala is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://us04web.zoom.us/j/739176170?pwd=K1VaRjFqY1E4RFdlaktYVVNRLzZIUT09>

Meeting ID: 739 176 170

Password: 024525

Message 2:

Hanif Lakhdawala is inviting you to a scheduled Zoom meeting.

Topic: SIES

Time: Apr 8, 2020 03:25 PM Mumbai, Kolkata, New Delhi

Join Zoom Meeting

<https://us04web.zoom.us/j/547133985?pwd=algxRVglbnV3ZXBoZkt6YmhjR1FBQT09>

Meeting ID: 547 133 985

Password: 044757

Dr. Vaneeta Raney

Co-ordinator,

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