

2020-21

CH 1



SIES

College of Arts,
Science &
Commerce (Autonomous)

RISE WITH EDUCATION

NAAC REACCREDITED - 'A' GRADE

Report

Title of the Workshop: Clever Harvey Demo Lecture

Day & Date and Time: 20th December 2021, 10.30 am-3.00 pm.

Background:

The Department of Mass Media of SIES College of Arts, Science, and Commerce, Sion (W), (Autonomous) conducted a Clever Harvey Demo Lecture for the students of SYBAMMC on 20th December 2021.

Aims/Objectives:

- To provide students information about Junior MBA courses
- To have a guest lecture and give students industry exposure.

Location: Zoom Meeting App

Registration and Participation: 54 SYBAMMC Students

Session and name of Resource Persons: Ms. Shraddha

Outcome:

The feedback of participants reflects the following points satisfactorily on:
The Demo Lecture helped the students to gain the following are:

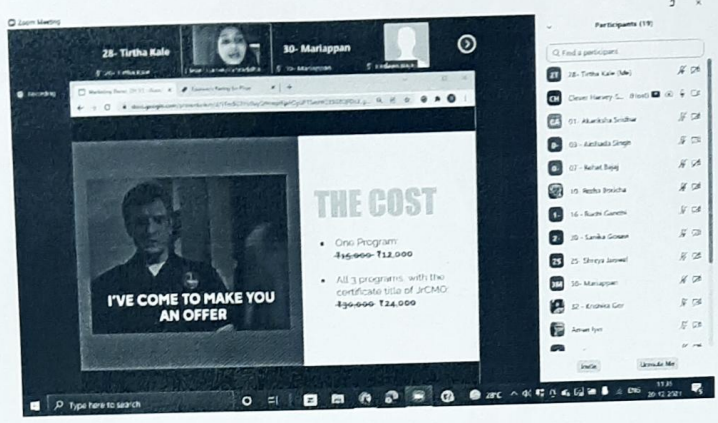
- To learn about the Clever Harvey Junior MBA program.
- The demo lecture was interactive and gave students insights about fun theory, marketing strategies, the concept, and the role of brand promotions, how are they used, on what basis the PR team works, and so on.
- To understand various case studies which taught them advertising strategies and crisis management.

Funding if any: NIL

Annexures:**1. List of Participants**

Session 1	Session 2	Session 3
Akshada Singh	Sarang Kulkarni	Nandini Reghu
Rehat Bajaj	Shivani Kulkarni	Shamika Patil
Resha Boricha	Tanaya Kulkarni	Rochishnu Mishra
Ruchi Gandhi	Tanuja Mahajan	Rukmini
Sanika Gosavi	Renuka Mudaliar	Shubham Sarma
Shreya Jaiswal	Belcia James Nadar	Vaishnavi Sarmalkar
Tirtha Kale	Akshath Namboodri	Hana Sayyed
Mariappan	Nithya Radhakrishnan	Diya Shah
Krishika Gor	Noel George	Sham Ashik
Akanksha	Akanksha Phadnis	Anuj Shetty
Aman Iyer	Athira Pillai	Soham Shetty
Anuj	Aishani Pradhan	Sushree S
Bhabna Baruah	Pratchi	Shivani Radhakrishnan
Neelmayee Khot	Rashi Rachh	Nidhi Shivdasan
Rasleen Bajaj	Aaditi	Ashna
Ruchita Anam		Riya Vaidya
		Aditya Veliyil
		Dhwani
		Aishwarya Poonan
		Janhavi Vedak
		Roshni Saroj
		Sahil Singh

2. Pictures



Ms. Shardha explaining the students of SYBAMMC the importance of Clever Harvey

Vaneeta
 Report Prepared by: Dr. Vaneeta Raney
 Course Coordinator,
 Department of Mass Media

Shardha
 PRINCIPAL