



Dr S.C. Gulhane Prerna College of Commerce, Science and Arts

Run by Prerna Sewa Mandal
Reshimbag Square, Nagpur-24

Govt Recognized and Affiliated to Rashtrasant Tukadoji Maharaj Nagpur University
NAAC (UGC) ACCREDITED INSTITUTION 'B' GRADE (CGPA-2.32)

Ph: 2745296, 2746840

E-mail: prernacollegengp@gmail.com



REPORT

Department: Commerce and Management

Program: Certificate course in Fundamentals of Advertising and Media Management

Resource Person: Ms. Arati Goswami, HR Manager of PrernaSewa Mandal

Date and Time: 16th January to 31st January 2024 from 10:30 am to 01:30 pm.

Objectives: -

1. To make students understand about the importance of Advertising and Media Management.
2. To grasp all the important aspects of Advertising and Media Management to remove all the doubts relating to Advertising and Media Management
3. To cover all the aspects of Advertising and Media Management right from the basics of it to advanced concepts.
4. To know various definition and concept included in Advertising and Media Management.
5. To make students aware about the need of Advertising and Media Management.
6. To make students interested in Advertising and Media Management.

Highlights: -

- **Day 1(Topic: Introduction on Advertisement and Media Management)**
Ms. Arti Goswami conducted a introductory session on Advertisement and Media Management, in her talk she explained meaning, definition and features of Advertisement.
- **Day 2 (Topic: Urge with Need and Importance)**
Ms. ArtiGoswami in her talk explained reasons of advertisement and media management as it is very important for growth and success of the organisation. She also added it is the means to create awareness among people.
- **Day 3(Topic: Classification of Advertisement and Media Management)**
The resource person explained classification of advertisement and types of media. Advertising includes print, advertising, broadcast advertising, public service advertising, covert advertising, etc. whereas media includes print media, out of home media, internet media and so on.

Program Coordinator
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- **Day 4(Topic: Scope of Advertisement and Media Management)**
Ms. ArtiGoswami explained advertising and media management have wider scope as it cover each and every aspect. It encompasses various mediums and strategies to promote products, services or ideas.
- **Day 5 (Topic: Ethical, Social and Economic Aspects)**
Ms. Arti Goswami in very simple way made the students understand the ethical, social and economic aspects of advertisement. Ethical advertising includes transparency, privacy, truthfulness, etc., whereas social advertising includes cultural sensitivity, promotion of positive message, etc. and economic advertising includes market competition, job creation, consumer awareness and so on.
- **Day 6 (Topic: Creative Strategy and Advertising Budget)**
Ms. Arti Goswami in her session explained advertising strategy must be creative to target audience, highlight unique features, maintain consistency, etc. and how advertising budget plays important role in creating it.
- **Day 7 (Topic: Advertising Media Strategy)**
Ms. Arti Goswami explained importance of advertising media strategy which helps to understand target audience, select right channels, analyse performance, etc.
- **Day 8 (Topic:Choosing the Right Agency)**
Ms.Arti Goswami in her talk explained selection of advertising agency plays important role in growth and success of business. It includes advertising agency's experience, past successful campaigns, creative capabilities, client reference, etc.
- **Day 9 (Topic:Types of Advertisement and Media Management)**
Ms. Arti Goswami explained various types of advertising such as digital, print, broadcast, outdoor, social media, etc. It includes strategies for optimising reach, frequency and cost effectiveness.
- **Day 10 (Topic:Exam)**
Ms. Arti Goswami Conducted the exam on the topic Advertising and Media Management.

Valedictory Function:

1. On this occasion Ms. Sakshi Shivhare introduced the Guest Mr. Prakash Pohare chief editor of Deshonnati, Nagpur, Hon'ble chairperson Dr S. C. Gulhane the Scretary of PrernaSewa Mandal and guest of honor Dr Pravin Joshi the Director of College.

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2. Dr S. C. Gulhane welcomed Mr. Prakash Kohareby offering bouquet and memento and Dr Ratna Sarkar the Principiapl of college welcomed Dr S. C. Gulhane.
3. On this occasion Dr Pravin Joshi explained the purpose behind organising various certificate courses or Add on Coerces in his introductory remark.
4. Dr S. C. Gulhnae also enlightened students.
5. Certificates distributed to students by guest.
6. Finally, Ms. ChandaniShahare proposed a vote of thanks.

Outcomes: -

1. Students got information on various necessary topics on Advertising and Media Management.
2. Students learnt concept of digital Advertising and Media Management.
3. Students knew both managerial and commercial skills required for today's advertising and media industry.
4. Students became aware about the wide range of sectors, including digital media, broadcasting, journalism, cinema, and public relations of Advertising and Media Management.
5. Students got to know about the ethical aspects of Advertising and Media Management
6. Students got to know about Techniques and Impact of Advertising and Media Management.
7. The course helped students to know importance of Advertising and Media Management.

No. of Beneficiaries: Around 50 students.

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Glimpses of Certificate Course in Advertising and Media Management



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