

Mangaon Taluka Education Society's
Doshi Vakil Arts College and G.C.U.B. Science & Commerce
College, Goregaon- Raigad
Activity Report - Department of Commerce

Academic Year	2021-2022
Activity No.	04
Name of the Activity	Online Students Seminar on "Dimension of Advertising"
Date	Saturday, 4 September 2021
Time	09.00 am to 11.00 am
Venue	Online Mode on Teachmint and Google Meet
Organized By	Department of Commerce
Convenor/ Co-Ordinator	Dr. Parag V. Pimplapure, Dr. Shrikant Chandorkar
Activity for College/Class/Group	All Commerce Classes
No. of Beneficiaries	8 Presenter & 54 students
Objectives of Activity	<ol style="list-style-type: none"> 1. To enhance presentation skill among students 2. To enhance knowledge about subject 3. To enhance research habits among students
Brief Information about activity	<p>This program was conducted online mode for the students of commerce department on behalf of Commerce Department. Commerce Department had fixed 12 topics for presentation. Students choose a topic from the given topic and prepared their own presentation and presented one by one in this seminar for 7 to 10 min.</p> <p>Topics for this presentation are :</p> <ol style="list-style-type: none"> 1. Integrated Marketing Communication 2. Evolution of advertising 3. Role of advertising agencies 4. Relationship between advertising agency and advertiser 5. Career options in advertising 6. Advertising and consumer demand 7. Social advertising 8. Communication process in advertising 9. AIDA model 10. Brand Crises 11. Rural advertising 12. Green advertising 13. Online advertising.
Outcome	<ol style="list-style-type: none"> 1. Students have acquired presentation skills. 2. Knowledge of students increased 3. Research habits Enhanced among students who participated in Presentation.
Feedback Analysis	Feedback for this Seminar is good.


Head of Department

HEAD, DEPARTMENT OF COMMERCE
Mangaon Taluka Education Society's
Doshi Vakil Arts College and
G.C.U.B. Science & Commerce College
Goregaon-Raigad (402103)




I/C PRINCIPAL
Mangaon Taluka Education Society's
Doshi Vakil Arts College and
G.C.U.B. Science and Commerce College
At Goregaon, Tal. Mangaon Dist. Raigad-402103

Mangaon Taluka Education Society's
Doshi Vakil Arts College and G.C.U.B. Science & Commerce College,
Goregaon Raigad

**IQAC & Department of Commerce Jointly
Organizes**

One day Seminar on

“Dimensions in Advertising”

On Saturday, 4th September 2021 from 9.00 a.m. onwards

Platform : Teachmint and Google Meet

Topics of the Seminar

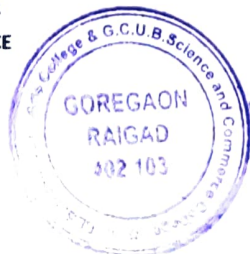
1.	Integrated Marketing Communication (IMC)
2.	Evolution of Advertising
3.	Role of Advertising Agencies
4.	Relationship Between Advertising Agency and Advertiser
5.	Career Options in Advertising
6.	Advertising and Consumer Demand
7.	Social Advertising
8.	Communication Process in advertising
9.	Aida Model
10	Brand Crises
11	Rural Advertising
12	Green Advertising
13	Online Advertising

- Select any one topic from the above list.
- Create a Powerpoint Presentation of 7 to 10 minutes duration.
- E-Certificate will be provided to all the presenters.
- Enroll your name as a Presenter/Co-Presenter/only participant

ENROLMENT LINK FOR THIS SEMINAR

<https://forms.gle/TM5ep89MVma4gJS28>

DR. PARAG V. PIMPLAPURE
Subject Teacher & HOD, COMMERCE



Dr. Nilima R. Mirajkar
I/C PRINCIPAL
Mangaon Taluka Education Society's
Doshi Vakil Arts College and
G.C.U.B. Science & Commerce College
Goregaon-Raigad (402 103)

ATTENDANCE OF STUDENTS WORKSHOP ON DIMENSION IN ADVERTISING 04/09/2021						
Timestamp	Email Address	CLASS	YOUR NAME (PRESENTER/PARTICIPANT)	NAME OF THE CO-PRESENTER	NAME OF YOUR TOPIC	YOUR ROLE?
8/31/2021 9:59:37	afrahmukadam03@gmail.com	SYBCOM	MUKADAM AFRAH IMRAN	Nil	Effectiveness of online advertising	
9/1/2021 10:04:19	namiragazge949@gmail.com	SYBCOM	Nameera Asif Gazge	Nil	Active participants in advertising	
9/1/2021 10:47:29	asifmukadam54@gmail.com	SYBCOM	Ariya M.Asif Mukadam	Nil	Communication process	
9/1/2021 12:15:54	sabalokhande541@gmail.com	SYBCOM	Saba ahmed lokhande	-	Benefits of advertising	
9/1/2021 12:36:36	deepashreesinkar8866@gmail.com	SYBCOM	Deepashree Vivek Sinkar	Janhavi Bhagwat	Career options in advertising	
9/1/2021 15:18:46	misbahyelukar@gmail.com	SYBCOM	MISBAH SAJJAD YELUKAR	PALEKAR ARFIYA INAYA	Political advertising	
9/2/2021 10:41:45	jsbhagwat590@gmail.com	SYBCOM	Bhagwat Janhavi Shshikant	Sinkar Deepashree Vivek	Career options in advertising	
9/3/2021 9:05:54	kardekarniha2@gmail.com	TYBCOM	Kardekar Niha Rizwan		None	PARTICIPANT
9/3/2021 9:06:51	aqsatolkar125@gmail.com	TYBCOM	TOLKAR AQSA INAYATULLAH		None	PARTICIPANT
9/3/2021 9:40:12	tolsamiya@gmail.com	TYBCOM	Tol samiya kifayat	Sharmin Fahim dhanse	Marketing mix	MAIN PRESENTER
9/3/2021 9:43:55	sharminchanshe82@gmail.com	TYBCOM	SHARMIN FAHIM DHANSHE	Samiya kifayat tol	Marketing mix	MAIN PRESENTER
9/3/2021 10:36:24	afrahyelukar@gmail.com	SYBCOM	AfrAh Yelukar	Non	Role of advertising agency	MAIN PRESENTER
9/3/2021 14:20:27	Samreenmukadam002@gmail.com	SYBCOM	Mukadam Samreen Niyaz Ahmed	Nil	Green advertising	MAIN PRESENTER
9/4/2021 14:27:10	tamannamahadkar123@gmail.com	TYBCOM	None	MAHADKAR TAMANNA	None	PARTICIPANT
9/4/2021 15:36:43	nbancarkar08@gmail.com	SYBCOM	Bandarkar Nausheen Mushlaque		Evolution of advertising	MAIN PRESENTER
9/4/2021 19:42:47	abculrehmansae9558@gmail.com	TYBCOM	Abdulrehman Dhanshe	Abdulrehman Dhanshe	Consumer behaviour	CO-PRESENTER
9/4/2021 13:10:32	namratasatve1209@gmail.com	TYBCOM	Namrata vijay satve		None	CO-PRESENTER
9/4/2021 13:21:53	tejalshinde112001@gmail.com	TYBCOM	Tejal Sunil Shinde		No	PARTICIPANT
9/4/2021 17:11:48	zaidduste12@gmail.com	TYBCOM	Participant		Market Targeting	PARTICIPANT
9/5/2021 6:26:33	umairpardeshi@gmail.com	TYBCOM	UMAIR PARDESHI		Consumer behaviour	MAIN PRESENTER
9/5/2021 8:41:48	lambenauman@gmail.com	TYBCOM	Nauman Lambe	Nauman Lambe	Nauman Lambe	MAIN PRESENTER
9/5/2021 20:09:42	ajinkyamahadik2001@gmail.com	TYBCOM	Participate		Concept in marketing	PARTICIPANT




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