



Bharath
INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
ACCREDITED WITH 'A' GRADE BY NAAC

13/02/2022
Chennai

From
Dr S Praveen Kumar,
Professor & Head,
Department of Management Studies,
Bharath Institute of Higher Education and Research,
Chennai

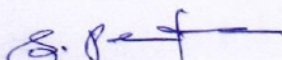
To
The Dean Engineering
Bharath Institute of Higher Education and Research,
Chennai

**Sub: Permission to conduct value- added course: Certificate course on Advertising
Management- reg.,**

Respected Sir,

With reference to subject mentioned above, the department proposes to conduct a value-added course titled: **Certificate course on Advertising Management** on 29/3/2022. We kindly solicit your kind permission to commence the program.

Warm Regards,


Dr S Praveen Kumar


DEAN- Engineering



13/02/2022

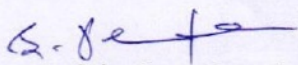
School of Management Studies & Commerce

Circular

Sub: Organising Value-added Course: Advertising Management- reg.,

With reference to the above-mentioned subject, it is to bring it to your notice that School of Management Studies & Commerce, **Bharath Institute of Higher Education & Research** is organising "Value added course: Advertising Management". The Course content and registration form is enclosed below.

The application must reach the institution along with all the necessary documents as mentioned. The hard copy of the application should be sent to the institution by registered/ speed post only to reach on or before 24th March 2022; application received after the mentioned date shall not be entertained under any circumstances.


Head of the Department

Encl: A copy of Syllabus & Registration form



Bharath Institute of Higher Education & Research

School of Management Studies & Commerce

Participant List- 2022

Value Added Course: Certificate course on advertising
management

| S.No | Register Number | Student Name | Remarks |
|------|-----------------|-------------------------|---------|
| 1 | P16BA037 | PYNJOP SHAPHRANG THABAH | |
| 2 | P16BA038 | SAI SARATH | |
| 3 | P16BA039 | C VENKATESH REDDY | |
| 4 | P16BA040 | D RAJESH RAJA | |
| 5 | P16BA042 | SHIVAM KUMAR | |
| 6 | P16BA043 | VINOTH S | |
| 7 | P16BA044 | SYTHIYALAL.M | |
| 8 | P16BA048 | BIPIN SAH | |
| 9 | P16BA049 | KARTHICK.A | |
| 10 | P16BA050 | ATHIYAMAN K P R | |
| 11 | P16BA051 | SATHISHKUMAR A S | |
| 12 | P16BA052 | ILAYARAJA.S | |
| 13 | P16BA053 | MADHAN.M | |
| 14 | P16BA054 | ARMAN KHAN | |
| 15 | P16BA055 | BABU M | |
| 16 | P16BA057 | PRITI PALLAWEE | |
| 17 | P16BA058 | RAHUL KUMAR SHAH | |
| 18 | P16BA059 | THENNARASAN.M | |
| 19 | P16BA061 | PUTTA BALAKRISHNA | |
| 20 | P16BA062 | KARUNAKARAN | |
| 21 | P16BA064 | NEEVIYA.M | |
| 22 | P16BA065 | ABHIMANYU | |
| 23 | P16BA066 | AMAR KANT | |
| 24 | P16BA067 | VICHITRA.M | |
| 25 | P16BA068 | ANANDHI.E | |
| 26 | P16BA070 | HIDAYATHULLA.B | |
| 27 | P16BA072 | DINESH PRABHU.G | |
| 28 | P16BA073 | ARUN KUMAR.S | |
| 29 | P16BA076 | NAUSHAD KHAN MD | |
| 30 | P16BA077 | MOHAMED PARVEZ.A | |

Bharath Institute of Higher Education & Research**School of Management studies and Commerce****Value Added Course: Certificate course on Advertising management Course
Duration:30 Hrs**

| S.No | Date | Topic | Time | Hour |
|------|------------|--|--------------|------|
| 1 | 29-03-2022 | Introduction to Advertising, Definition of Advertising | 5.00-6.00Pm | 1 |
| 2 | 30-03-2022 | History of Advertising | 5.00-6.00Pm | 1 |
| 3 | 31-03-2022 | Roles of Advertising | 5.00-6.00Pm | 1 |
| 4 | 03-04-2022 | Functions of Advertising, Key Players in Advertising | 4.00-6.00 Pm | 2 |
| 5 | 04-04-2022 | Types of Advertising | 5.00-6.00 Pm | 1 |
| 6 | 05-04-2022 | Steps in Development of Advertisement | 5.00-6.00 Pm | 1 |
| 7 | 06-04-2022 | Integrated Marketing Communication | 5.00-6.00 Pm | 1 |
| 8 | 07-04-2022 | Evolution of Integrated Marketing Communication, Role of IMC | 4.00-6.00 Pm | 2 |
| 9 | 08-04-2022 | Consumer Behaviour | 5.00-6.00 Pm | 1 |
| 10 | 10-04-2022 | Consumer buying decision process | 5.00-6.00 Pm | 1 |
| 11 | 11-04-2022 | Advertising Design | 5.00-6.00 Pm | 1 |
| 12 | 12-04-2022 | Appeals, | 4.00-6.00 Pm | 2 |
| 13 | 13-04-2022 | Strategies, | 5.00-6.00 Pm | 1 |
| 14 | 17-04-2022 | Cognitive strategies, Executional Strategies | 5.00-6.00 Pm | 1 |
| 15 | 18-04-2022 | Creating an Advertising, Advertising Effectiveness | 5.00-6.00 Pm | 1 |
| 16 | 19-04-2022 | Copywriting: Meaning and Definition of Copywriting | 4.00-6.00 Pm | 2 |
| 17 | 20-04-2022 | Copywriting for Print, Copywriting guidelines | 5.00-6.00Pm | 1 |
| 18 | 21-04-2022 | Radio Copywriting, TV Copywriting | 5.00-6.00Pm | 1 |
| 19 | 22-04-2022 | Writing for the Web, Tips for writing good web content | 5.00-6.00Pm | 1 |
| 20 | 24-04-2022 | Growth and Importance of Media | 4.00-6.00 Pm | 2 |
| 21 | 25-04-2022 | Meaning and Role of Media Planning | 5.00-6.00 Pm | 1 |
| 22 | 26-04-2022 | Media Plan, Market Analysis | 5.00-6.00 Pm | 1 |
| 23 | 27-04-2022 | Media Objectives, Developing and Implementing Media Strategies | 5.00-6.00 Pm | 1 |
| 24 | 28-04-2022 | Evaluating the effectiveness. | 4.00-6.00 Pm | 2 |

Course Feedback form

Course Title: *Advertising management*

Name: *Aravind*

RegNo: *P160A066*

Department: *MBA*

| S.No | Particulars | 1 | 2 | 3 | 4 | 5 |
|--|--|---|---|---|---|---|
| (1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied) | | | | | | |
| 1. | objectives of the course clear to you | | | | | |
| 2. | The course contents met with your expectations | | | | | |
| 3. | The lecture sequence was well planned | | | | | |
| 4. | The lectures were clear and easy to understand | | | | | |
| 5. | The teaching aids were effective | | | | | |
| 6. | The instructors encourage interaction and were helpful | | | | | |
| 7. | The level of the course | | | | | |
| (1. Very poor 2. Poor 3. Average 4. Good 5. Excellent) | | | | | | |
| 8. | Overall rating of the course: | 1 | 2 | 3 | 4 | 5 |

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

good

Aravind
Signature

*** Thank you ***

Course Feedback form

Date:

Course Title: *Advertising Management*

Name: *Shivam Kumar*

RegNo: *P1627042*

Department: *MBA*

| S.No | Particulars | 1 | 2 | 3 | 4 | 5 |
|---|--|---|---|-------------------------------------|-------------------------------------|-------------------------------------|
| (1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very Satisfied) | | | | | | |
| 1. | objectives of the course clear to you | | | <input checked="" type="checkbox"/> | | |
| 2. | The course contents met with your expectations | | | | <input checked="" type="checkbox"/> | |
| 3. | The lecture sequence was well planned | | | | <input checked="" type="checkbox"/> | |
| 4. | The lectures were clear and easy to understand | | | | <input checked="" type="checkbox"/> | |
| 5. | The teaching aids were effective | | | <input checked="" type="checkbox"/> | | |
| 6. | The instructors encourage interaction and were helpful | | | | <input checked="" type="checkbox"/> | |
| 7. | The level of the course | | | | | <input checked="" type="checkbox"/> |
| (1. Very poor 2. Poor 3. Average 4. Good 5. Excellent) | | | | | | |
| 8. | Overall rating of the course: | 1 | 2 | 3 | 4 | 5 |

Please give Suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Excellent

Shivam Kumar
Signature

*** Thank you ***



Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)
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SCHOOL OF MANAGEMENT STUDIES & COMMERCE

CERTIFICATION OF PARTICIPATION

KLAYARAJA S

has participated in the Value-added course: **Advertising Management**, a
unique and special programme held at
Bharath Institute of Higher Education & Research on 29/03/2022



Mr. Gowtham Ashirwad
COURSE CO-ORDINATOR

Dr S Praveen Kumar
HEAD OF THE DEPARTMENT



Value added course: Certificate course on Advertising Management on 29-03-2022

