



**Bharath**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

**Requisition Letter**

**Date: 30.01.2020**

From

The HOD,  
Department of Mechanical Engineering,  
Bharath Institute of Higher Education and Research,  
Selaiyur, Chennai.

To

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

Respected Sir,

Sub: Requisition for conducting Value added course – reg.

School of Mechanical Sciences has planned to conduct Value added course entitled “ADVERTISING PUBLIC RELATION AND SPONSORSHIP IN SPORTS” from 03/02/2020 to 07/02/2020. In this regard we kindly request you to grant permission for the same.

Thanking You

HOD/MECH



**Bharath**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

Date: 30.01.2020

**Department of Mechanical Engineering**

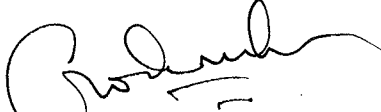
**Circular**

The of Department of Mechanical Engineering, BIHER is glad to conduct five days value added program entitled “ ADVERTISING PUBLIC RELATION AND SPONSORSHIP IN SPORTS” from 03.02.2020 to 07.02.2020 for 30 hours. Those who are interested to participate do register your name to the program coordinator.

The registered students must attend all the classes without fail. The students who have completed the course successfully with good score will get the course completion certificate from the institute/Department.

**Resource person: Dr.Hariharan and Mr.Sabarish**

Maximum no. of registration Allowed – 60.



Program coordinator

**Mr.R J Golden Renjith Nimal**



# **Bharath**

**INSTITUTE OF HIGHER EDUCATION AND RESEARCH**  
(Declared as Deemed - to - be - University under section 3 of UGC Act 1956)

## **Department of Mechanical Engineering**

### **ADVERTISING, PUBLIC RELATION AND SPONSORSHIP IN SPORTS**

#### **Objectives:**

To develop an understanding and appreciation of the place that interscholastic sports and activities occupy in the Indian culture and by developing sound educational attitudes toward.

To educate the student body in the appreciation of sports and activities and the best way to enjoy them from the point of view of good

To serve as a focal point for morale, spirit and loyalty of students by providing a common meeting ground and enthusiasm which are shared by

To allow for the development of physical growth, mental alertness and emotional stability for all those who participate in

To provide the opportunity for a student to learn to handle winning and losing and to make decisions that affect themselves and members of their

To learn to develop through hard work and dedication a feeling of self confidence and self-esteem in all

#### **MODULE 1**

**(10Hrs)**

##### **DAY-I**

INTRODUCTION TO ADVERTISING –History and Development in Advertising. Definition of Advertising, Objectives of Advertising in Sports.

IMC IN SPORTS – Concepts of Integrated Marketing Communication in Sports, Elements of Integrated Marketing Communication.

#### **MODULE II**

**(5 Hrs)**

BUSINESS OF ADVERTISING - Advertiser, Advertising Agency and World of Media, Brand Manager, Duties and responsibilities of a Brand manager, Client Advertising Agency relationship in the 21st century.

#### **MODULE III**

**(10 Hrs)**

SPORTS PERSONALITIES AS BRAND ENDORSER- Reputed sports persons and the brand they are endorsing.

SPORTS PERSONALITIES AS BRAND ENDORSER- Reputed sports persons and the brand they are endorsing.

#### **MODULE IV**

**(5 Hrs)**

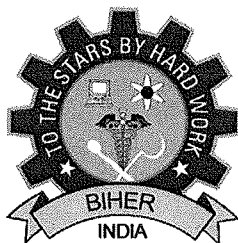
SPONSORSHIP ISSUES IN SPORTS - Meaning and Objectives of Sponsorship, Advertising and Sponsorship, Developing Sponsorship proposal.

CASE STUDY AND PRESENTATION- Details of Sponsorship Agreement in National and International sports bodies.



**Department of Mechanical Engineering**  
**One Week Value added Program on ADVERTISING, PUBLIC RELATION**  
**AND SPONSORSHIP IN SPORTS**

Date	Morning Session (9 AM – 12 PM)	Afternoon Session (1:30 PM – 3:30 PM)
03.02.2020	<b>Program Inauguration : Dr. R.Hariharan</b> INTRODUCTION TO ADVERTISING – History and Development in Advertising. Definition of Advertising, Objectives of Advertising in Sports	<b>Mr.Sabarish.R</b>  IMC IN SPORTS – Concepts of Integrated Marketing Communication in Sports, Elements of Integrated Marketing Communication.
04.02.2020	<b>Mr.Sabarish.R</b>  BUSINESS OF ADVERTISING - Advertiser, Advertising Agency and World of Media, Brand Manager	<b>Dr. R.Hariharan</b>  Duties and responsibilities of a Brand manager, Client Advertising Agency relationship in the 21st century.
05.02.2020	<b>Dr. R.Hariharan</b> SPORTS PERSONALITIES AS BRAND ENDORSER- Reputed sports persons and the brand they are endorsing.	<b>Mr.Sabarish.R</b>  SPORTS PERSONALITIES AS BRAND ENDORSER- Reputed sports persons and the brand they are endorsing.
06.02.2020	<b>Mr.Sabarish.R</b>  SPONSORSHIP ISSUES IN SPORTS - Meaning and Objectives of Sponsorship, Advertising and Sponsorship, Developing Sponsorship proposal.	<b>Dr. R.Hariharan</b> CASE STUDY AND PRESENTATION- Details of Sponsorship Agreement in National and International sports bodies.
07.02.2020	<b>Dr. R.Hariharan</b> Preparation of Bibliography and Annexures - Plagiarism detection methods - Referencing methods.	<b>Mr.Sabarish.R</b>  Interpretation of results and systematic presentation while preparing research report; Presentation of Qualitative data. <i>Quiz/ Feedback / valedictory Session</i> Qualitative, Quantitative, Macro Study, Case Study, Ethnographic Study; Empirical Research, etc.



# Bharath

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

## Attendance sheet

S.No	Reg. No	Students Name	Department
1	U16ME042	MOURYA RAJ D	Mechanical Engineering
2	U16ME046	V. SIVASHANMUGAM V	Mechanical Engineering
3	U16ME050	VIKRAM SINGH	Mechanical Engineering
4	U16ME051	AFTAB ALAM	Mechanical Engineering
5	U16ME053	HARI HARAN S E	Mechanical Engineering
6	U16ME054	VIGNESH KUMAR R	Mechanical Engineering
7	U16ME057	AMIT PRAKASH V	Mechanical Engineering
8	U16ME058	RAHUL GEDELA	Mechanical Engineering
9	U16ME060	PUCHAKAYALA HARI BABU .	Mechanical Engineering
10	U16ME122	KESHAV KUMAR .	Mechanical Engineering
11	U16ME128	SHUBHAM YADAV	Mechanical Engineering
12	U16ME138	VAIDHEESWARAN K	Mechanical Engineering
13	U16ME139	MD ZEESHAN RAZA .	Mechanical Engineering
14	U16ME144	JAGADALA KUMARA SWAMY	Mechanical Engineering
15	U16ME701	KONERU CHAITANYA CHANDRA .	Mechanical Engineering
16	U16ME713	TUPAKULA LAKSHMI NARAYANA .	Mechanical Engineering
17	U16ME715	DAMSANI SRIKANTH	Mechanical Engineering
18	U16ME717	CHINTAKAYALA SANDEEP SANDEEP	Mechanical Engineering
19	U16ME718	TARUN G	Mechanical Engineering
20	U16ME719	NEHLANGKI SUIAM	Mechanical Engineering
21	U16ME002	DINESH KUMAR U	Mechanical Engineering
22	U16ME011	AJITH KUMAR S	Mechanical Engineering
23	U16ME012	MOHANRAJ R	Mechanical Engineering
24	U16ME014	RAVIRAJAN S	Mechanical Engineering
25	U16ME023	ARAVINDAN K	Mechanical Engineering
26	U16ME029	DINESH KUMAR M	Mechanical Engineering
27	U16ME031	ZHAKIRHUSSAIN S	Mechanical Engineering
28	U16ME033	SHERIN T MAMMEN	Mechanical Engineering
29	U16ME035	PARTHAN V	Mechanical Engineering
30	U16ME041	SUVODEEP RAKSHIT	Mechanical Engineering
31	U16ME049	MOHAMED ABDULLAH K	Mechanical Engineering
32	U16ME055	DEEPAK H	Mechanical Engineering
33	U16ME056	YOGESH P	Mechanical Engineering
34	U16ME059	JEFRON G	Mechanical Engineering

35	U16ME120	MADDIKARA SRIKAMTHREDDY	Mechanical Engineering
36	U16ME121	MUKESH K	Mechanical Engineering
37	U16ME129	DEEPAK RAJAN D	Mechanical Engineering
38	U16ME131	VIJAY M	Mechanical Engineering
39	U16ME133	AKASH SAHA	Mechanical Engineering
40	U16ME134	ARANYA JASH	Mechanical Engineering
41	U16ME140	MO WASEEM .	Mechanical Engineering
42	U16ME602	SHAIK MAHAMMED HANEEF	Mechanical Engineering
43	U16ME603	SHAIK RIYAZ	Mechanical Engineering
44	U16ME007	ALBY ANTONY .	Mechanical Engineering
45	U16ME008	RISHEEK SHANKAR M	Mechanical Engineering
46	U16ME009	CHENNABOENA THARUN KUMAR .	Mechanical Engineering
47	U16ME016	YUVARAJ P	Mechanical Engineering
48	U16ME024	ANCHULLA VENUGOPAL	Mechanical Engineering
49	U16ME025	SHANKAR YADAV	Mechanical Engineering
50	U16ME026	VISHVAK R	Mechanical Engineering
51	U16AM019	ANTHAM JEEVA REDDY	Automobile Engineering
52	U16AM020	MERUGU SHIVA SAGAR	Automobile Engineering
53	U16MT501	MUGILAN M	Mechatronics Engineering
54	U16MT502	VIGNESHWAR C B	Mechatronics Engineering
55	U16MT503	KARUPHIN KAWIN J	Mechatronics Engineering

# **Bharath Institute of Higher Education and Research**

## **CERTIFICATE OF PARTICIPATION**

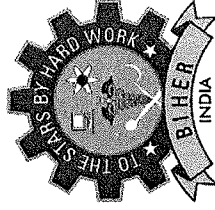
This is certify that

***DEEPAK . H*** \_\_\_\_\_

has participated in the Value Added Course titled "Advertising, Public Relation and Sponsorship in Sports" conducted by the School of Mechanical Engineering during the month of Feb 2020.

*Sunder* \_\_\_\_\_

VAC CO-ORDINATOR



*Sunder* \_\_\_\_\_

HOD MECHANICAL



# Bharath

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

## FEEDBACK FORM

- ❖ As part of a continuing improvement process, our college appreciates suggestions and inputs regarding the institution. We request you to sincerely answer these questions under assurance of complete confidentiality. Your interest in making our institution better is greatly appreciated.

Name of Department : ..... Mechanical Engineering .....  
Date : ..... 07/02/2020 .....  
Event / Speaker Name : ..... Advertising public relation and Sponsorship in Sports .....

- Please rate the session on the scale indicated. Your comments are most appreciated.

S.No	Parameters	Below Average	Average	Good	Excellent	Outstanding
1.	<b>The Topic</b>					
	The choice of topic was relevant to me					/
2.	<b>The Lecturer / Speaker</b>					
	Self-confidence					/
	Communication skills					/
	Doubts/ queries were answered satisfactorily					/
3.	<b>The Content (Topic)</b>					
	Refers to latest developments in the field					/
	Career oriented					/
	Innovative learning, if any					/

- Overall, how would you rate this Guest Lecture / Workshop / Seminar / Event/Value added course?

1. Below Average	2. Average	3. Good	4. Excellent	5. Outstanding
			/	

- Comments (If any):

I really enjoyed the course.  
More courses like this can be conducted.



PHOTO

