



SMT. MITHIBAI MOTIRAM KUNDNANI COLLEGE OF COMMERCE AND ECONOMICS
Vidyasagar Principal K.M. Kundnani Bandra Campus
Adv. Nari Gursahani Road, TPS-III, Off. Linking Road, Bandra (W), Mumbai-50
'Saa Vidya Ya Vimuktaye Dadati Charitra'



Diamond Jubilee Celebration 1961-2021

Theme: Tapas

DEPARTMENT OF BUSINESS MANAGEMENT
IN COLLABORATION WITH

DEPARTMENT OF BACHELORS IN MASS MEDIA AND COMMUNICATION

Presents Three-day workshop on

“COPYWRITING AND CAMPAIGN ANALYSIS TOOLS -
BUILDING BLOCKS TO DIGITAL MARKETING”

15th - 17th July, 2021 : Time : 3pm - 5pm

Registration Fee : Rs 50 Per Student

E - Certificates Will Be Provided After Completion Of Workshop



PROGRAM DETAILS

Objectives of the workshop :

* Workshop will provide insight relating to skill required for creation of the advertisements and equip the participants with the new learning of the social media tools & techniques.

* Workshop will provide understanding on various elements of the advertisements.

* Deep analytics power to measure campaign success will be provided to the participants

Dates	Content	Timings
15th July 2021	<ul style="list-style-type: none">*Copywriting elements: USP, Big Idea, etc.*Skills required/Idea Generation Techniques.*Guidance for the betterment of performance.*Professional opportunities as a copywriter or social media executive.*Evaluation of some digital advertising campaigns for reference.*Social media advertising and Copywriting for online portals- basics and ways to go about.	3 pm to 5 pm
16th July,2021-Assignment Day on the learnings of 15 th July,2021	<p>Participants will be asked to work on the following series:</p> <ul style="list-style-type: none">*Select any brand as per their choice for digital advertising.*Give a brief outline of the brand specifically the products or services to be advertised.* Identify Unique selling proposition* Outline a Big idea for the digital campaign.* Create seven posts as part of the digital campaign for brand's social media platform.* Write content for brand's website, online portal,sms, direct mails.	Students need to complete the assignment as per comfort.
17th July,2021	<ol style="list-style-type: none">1. Digital Media Space2. Impact of Digital Media to advertising3. Important metrics to know4. How to create target audience5. Power of Google & Facebook6. Case Study which are media led7. Analytics8. Email Marketing9. How to generate strategic Insights <p>Session to include breakout rooms & QnA</p>	3 pm to 5 pm

HOW TO JOIN

Pay Rs. 50/- (UPI/PAYTM, NEFT Etc)

CLICK HERE TO PAY
(View Payment Details)



Register Below



CLICK HERE TO REGISTER

Join Whatsapp Group Below



TAP HERE TO JOIN

Please Note :-

- 1- Link for the Workshop will be posted on the whatsapp group.
- 2- Limited Seats : Admission on first Come Basis
- 3- E-Certificates will be issued to only those participants who attend both the sessions and complete the assignment
- 4- Best creative Ad designed by the participant will be awarded
- 5- For any queries contact :- 7738247732

GUEST SPEAKER'S



Ms. Pawani Dube

Copywriting and Content writer
for Vardhaman Learning



Mr. Huzefa Amin Merchant

Account Manager

Organizing Committee

Dr. CA Kishore Peshori
I/C Principal

Ms. Asha Bhat
V.P Student Progression

Dr. Vishal R Tomar
Diamond Jubilee Co-ordinator

Dr. Megha Somani
(HOD, Business Management)

Ms. Sana Dhanani
(Co-ordinator, BAMMC)

Mr. Sevansh Gupta
Student Co-ordinator

Ms. Gauri . G
Student Co-ordinator