



## **Prahladrai Dalmia Lions College of Commerce & Economics**

**ISO 9001:2015 CERTIFIED**

### **NOTICE**

Third year Advertising students are hereby informed that the B.A.(M.M.C) Department is organizing a “**Online Guest Lecture on the Subject Ad Design**” by **Prof. Shruti Soni** on **3<sup>rd</sup> September 2020** at **11 a.m.**

**Date: 3<sup>rd</sup> September 2020**

**Time: 11:00 a.m. to 12:40 p.m.**

**Platform: Google Meet**

**Prof. Bhavana Singh**

**BMM Co-ordinator**

**DI/N-STD/GEN/00**

**Prof. Subhashini Naikar**

**Vice Principal (SFC)**

**Dr. Kiran Mane**

**I/C Principal**





**Prahladrai Dalmia Lions College of Commerce & Economics**

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**NOTICE**

Third year Advertising students are hereby informed that the B.A.(M.M.C) Department is organizing a “**Online Guest Lecture (Bridge Course) on the Subject Financial Management**” by **Prof. Nilesh Rughani**.

Date: **4th January 2021 and 7<sup>th</sup> January 2021**

Time: 3 to 4:40pm and 9 to 10:40am

Platform: **Google Meet**

Prof. Bhavana Singh

BAMMC Co-ordinator

DI/N-STD/GEN/00

Prof. Subhashini Naikar

Vice Principal (SFC)

Dr. Kiran Mane

I/C Principal



## REPORT OF BRIDGE COURSE on Financial Marketing

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

DATE:- 4<sup>th</sup> and 7<sup>th</sup> January, 2021.

TIME:- 3:00 PM

The B. M. M. Department of P.D.Lions college had organised a bridge course where the students were been guided for the future. Prof. Nilesh ramji has an excellent sense of knowledge of finance and his visionary for the future Market is spellbound and bewitching. It was an amazing experience to be a part of his lectures. He gave a frame of reference to all of us for our future a brief description was given about how the market works when it comes to trends and pop culture. He also answered students questions related to internship, post graduation, diploma, the scope of advertising, fields of advertising and also types of jobs in advertising. Ma'am also shared some of her experience in ad agencies. The session was very informative and helpful for the student. Few students also asked doubts which made a session interactive

By:-

Anibrata Mitra

(T.Y.B.M.M. Advertising)



REPORT OF BRIDGE COURSE of TYBMM Ad

PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE

DATE:- 3rd SEPTEMBER, 2020.

TIME:- 11:00 AM

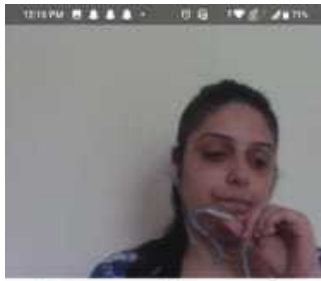
The B. M. M. department of P. D. Lions college had organized a bridge course where the students were been guided for the future. Prof. Shruti Soni gave a lecture on how the ad industry works and what are the benefits of doing advertising. She gave information about how ad agencies work from idea to execution, how important art direction and ad design is in the process. She further explained how advertising affects modern society and culture. Other factors like elements of design, principles, colour harmonies, etc were also very well explained by her. Then she also covered topics like typography, calligraphy, logo design, etc. She made the students understand that art direction and ad design can be used in a variety of fields like film production, TV ads, print production, magazines, brochures, etc. A brief description was given about how the market works when it comes to trends and pop culture. She also answered students' questions related to internship, post graduation, diploma, the scope of advertising, fields of advertising and also types of jobs in advertising. Ma'am also shared some of her experience in ad agencies. The session was very informative and helpful for the students. Few students also asked doubts which made the session interactive.

By:-

Anukul Thete

(T.Y. B. M. M. Advertising)

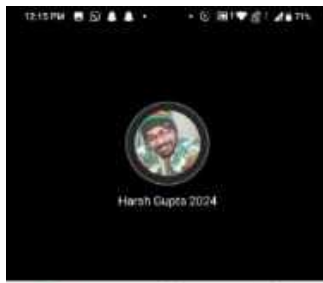




- MOHI SUWANA 2004
- Nigel Montano 2052
- Pramod Sarag 2018
- Pratik Patrak 2040
- Prityana Maurya 2046
- Rahul Mangrulkar 2045
- Ravi Mandhake 2042
- Rishabh Wadhwani 2004
- Ritika Parikh 2063
- Russell Anthony 2004
- Rudra Bhadoria 2005
- Rushabh Bhambhani 2057
- Saba Sheikh 2011
- Sanjay Narika 2004
- SARVJIT VAYANAGAR 2001
- Shah Acharya 2001
- Shah Goparagreda 2078
- Shrey Chavan 2014
- Shrey Kulkarni 2040
- Siddhant Bhatnagar 2006
- Shruti Jha 2053
- Sudeshan Toghia 2000
- Sunil Yabre
- Tanavkumar Bhaskar 2071
- Tanavne 2010
- Valant Desai 2070
- Vijay Parbhay 2057
- Vinay Gandhi 2021
- Vishal 2075
- Vishay Bhavika
- Vishal Karna 2000
- YASH NEMANI 2055
- Yogesh Sarda 2101
- Yukti Vaidhyanav 2009
- Zarath Memon

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- Harsh Gupta 2024 (You)
- Harsh Gupta 2024
- nikita karthika 2025
- NIDHI SUVARNA 2024

Also in the meeting (84)

- Aashya Shastri 2020
- Abhay Rathod 2005
- Abhishek Pandey 2005
- Aditi Chaudhkar 2012
- Agnes Fernandes 2019
- Arijati Gupta 2022
- Ashwini Mishra 2021
- Ayushi Shetty 2022
- Ashvi Jangir 2020
- Ankita Jha 2021
- Ankita Mahapatra 2042
- Apollina Waghole 2026
- Bryan Fernandes 2020
- Chandan Vishwakarma 2010
- Craig Almeida 2002
- Deepak Bhimchandra 2028
- Delina Lobo 2041
- Dhruvika Nakase 2020
- Jasni Tjajati 2027
- JISHITH DALVI 2015
- Kajal shedge 2026
- Leena Singhal 2022
- Lakshita Mendhe 2048
- mayur jain 2027
- Megha anin 2020
- MIRRI VICHARI 2042
- Moni Gavalkar 2022
- Natasha Dueda 2018
- Neel Kaklotar 2024
- NIDHI SUVARNA 2024

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# Bridge Course

Class – TYBMM (Advertising)

Date: 3<sup>rd</sup> September, 2020

Day: Thursday

Time- 11:00am to 12:40pm

Venue- Google Meet

Teacher – Shruti Soni

Duration- 1 Hour and 40 minutes



## Objectives

- To expose students to the creative and technical aspects of art direction and ad designing.
- To recognize the roles of advertising in modern society and different designs required to fulfill it.
- To understand the current developments and problems concerning advertising as an economic and social force.
- Appreciate the increasingly international nature of advertising.
- To analyze the interdependent nature of advertising and popular culture.

Sr. No	Module/Unit	No. Of Hours
1	<b><u>Introduction</u></b> 1.Introduction to the Art department in ad agency 2. What is Art Direction –Making of an Art Director 3. Introduction to colour - colour harmonies 4.Introduction to Illusion -Principles and elements of design	1 hour



*BAMme*

	5. Introduction to Photography 6. Introduction to Typography/Calligraphy-Word expression , Layout designing Logo designing 7. Introduction to desktop publishing	
2	<u><b>Perspective</b></u>  1.Introduction to Print Production -stationary design 2. Working with copy –partner Art direction in print media 3.Art direction in outdoor Transit/Ambient 4. Art direction in films /television	40 mins

**Note:**

- The above bridge course shall develop the student’s ability to perform different skills of making ads and designing them. This bridge course also gave them an idea about industry changes and requirements.
- This bridge course helps them to be future ready.

**Student’s Gratification:**

Students received an in-depth knowledge on media world and industry requirements.

*BAMme*





# Feedback Analysis of Bridge Course

Date: January 07, 2021

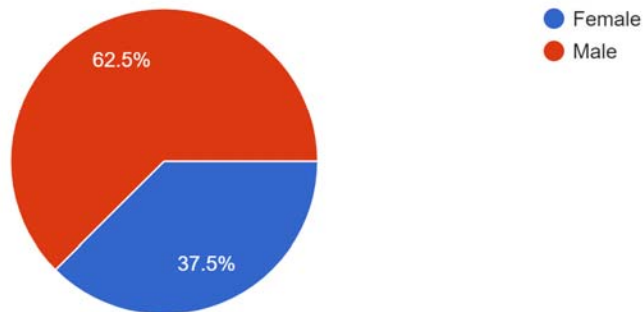
## Overview

Prahladrai Dalmia Lions College of Commerce and Economics, Self Financed Courses (B.A.(M.M.C)) has organized a Bridge Course for Third year Mass Media students on the subject of Financial Management by Prof. Nilesh Rughani.

### Feedback Analysis:

There were a total of 16 students who enrolled and attended the session

Gender  
16 responses

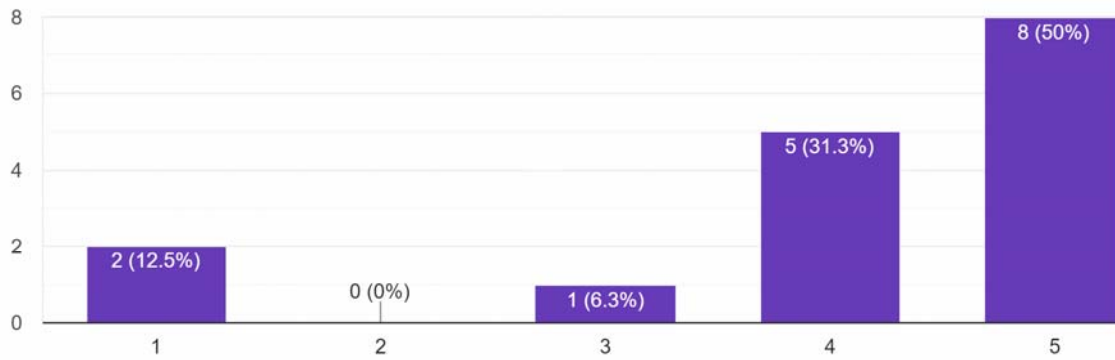


In total there were 10 males and 6 females.



### How would you rate the content of the course

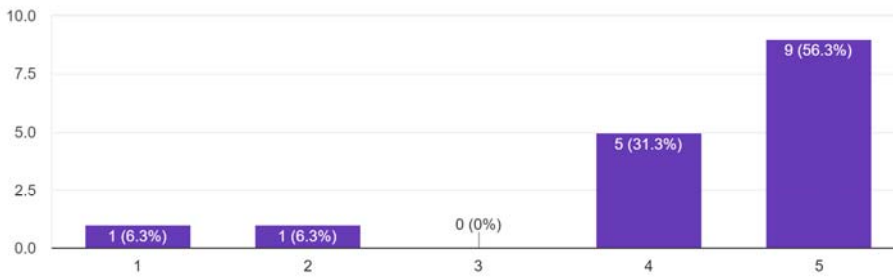
16 responses



From the total students, most of them were satisfied with the content of the event.

### How would you rate the speaker & his skill set

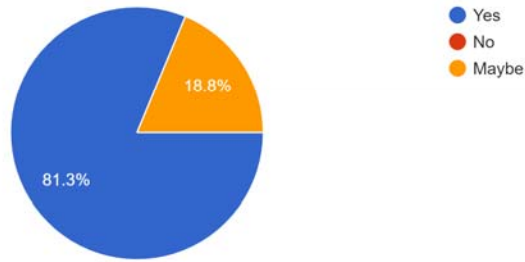
16 responses



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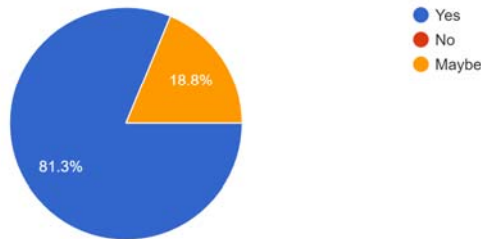


Did you learn something new in the bridge course  
16 responses



All the participants found the speaker was effective and they had learned a new skill in the session.

Did you learn something new in the bridge course  
16 responses



All the participants who attended the event were of the opinion that it turned out to be helpful for them. Also most of them said that they will be interested to attend such sessions in future.

*B. M. M. M.*





# Feedback Analysis of Guest Lecture for TYBMM advertising students

Topic: Advertising Design

September 03, 2020

## Overview

Prahladrai Dalmia Lions College of Commerce and Economics, Self Financed Courses (B.A. (M.M.C)) has organized a bridge course on the subject of "Ad design" for Third Year Advertising students.

Resource Person : Prof. Shruti Soni

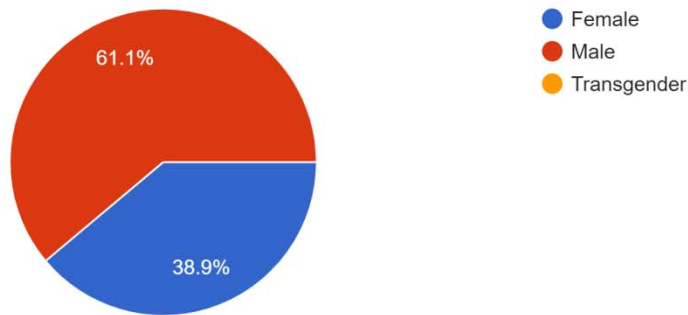
## Feedback Analysis:

There were a total of 72 students who attended the bridge course



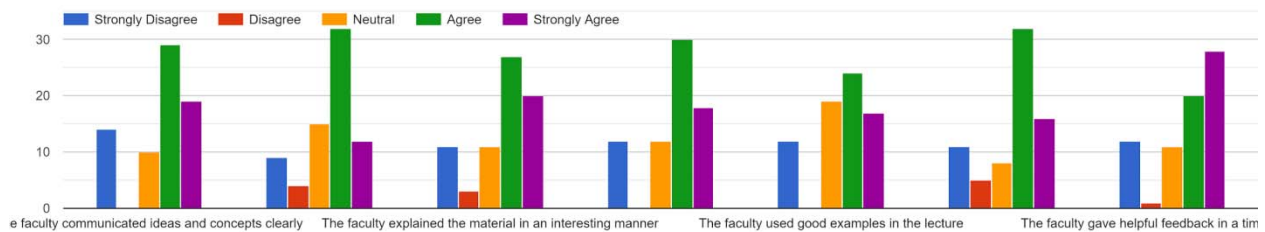
## Gender

72 responses



In total there were 44 males and 28 females.

Please evaluate the lecturer on the items listed below.



The participants were satisfied with the content of the guest lecture on the following terms:

- The participants strongly agreed that the session delivered the information they expected to receive.

*BAMane*

- The subject matter was presented effectively by the speaker.

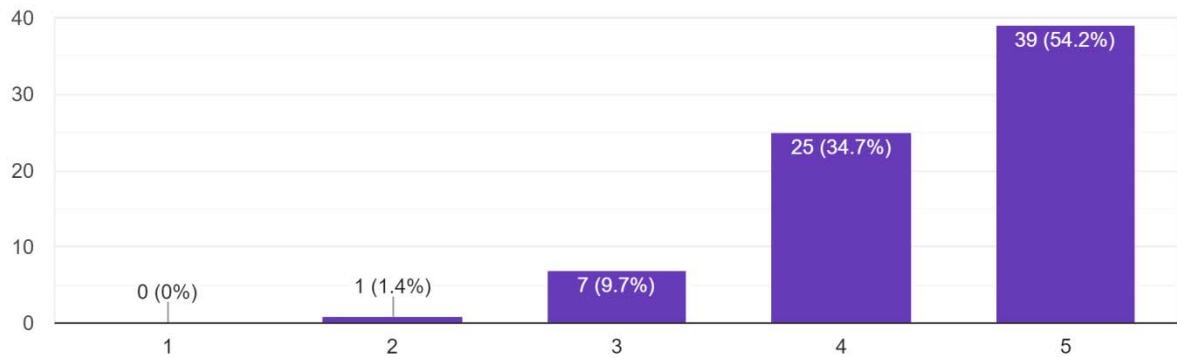


3

- The participants were satisfied by the material and examples of the lecturer.
- The participants agreed that they gained new knowledge through this session
- The participants agreed that they will surely plan to apply what they learned in this session.

How likely would you recommend using this faculty again in the future?

72 responses



All the participants who attended the webinar were of the opinion that it turned out to be helpful for them. Also most of them said that they will recommend using this faculty again in the future.

*BAMone*



