



PRAHLADRAI DALMIA LIONS COLLEGE OF COMMERCE & ECONOMICS

NOTICE

**Workshop on 'Language & Advertising -
Amazing language techniques & persuasion in Marketing'**

Date : 11/09/2018

All students of SFC are hereby informed that the Career Placement Cell has organised a **Workshop on 'Language & Advertising - Amazing language techniques & persuasion in Marketing'** on **20th September, 2018 at 11:00 in College Auditorium (Ground Floor)**. You all requested to attend the workshop.

Registration for the workshop will be conducted at the same time of the workshop. It will be purely on a first come, first serve basis.

Ms. Subhashini Naikar
Swayam Local Chapter Convenor

Prof. N. N. Pandey
Principal





Prahladrai Dalmia Lions College of Commerce & Economics
Sunder Nagar, Malad (West), Mumbai, 400 064.
IQAC

IQAC Activity No: _____

Name of the Activity : Workshop on ‘Language & Advertising - Amazing language techniques & persuasion in Marketing’			
Date	Faculty	Department / Committee	Coordinator’s Name
20th September, 2018		All SFC Programmes	Ms. Aditi Save
Time	Venue	Number of Participants	Nature: Outdoor / Indoor
11:00 AM.	College Auditorium	50	Indoor
Support / Assistance from :			

Brief Information about the Activity (Criterion No: _____)



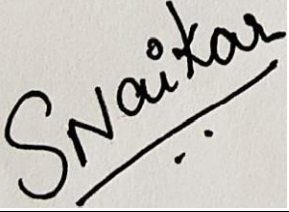
TOPIC / SUBJECT OF ACTIVITY	Language & Advertising - Amazing language techniques & persuasion in Marketing
OBJECTIVES	<ol style="list-style-type: none"> 1. To know how language is used as a medium to advertise. 2. To learn various practical language techniques in advertising. 3. To know how persuasion is used as a tool to convince potential customers in Marketing.
METHODOLOGY	Offline Seminar with ICT usage
OUTCOMES	<ul style="list-style-type: none"> ● The students should know how language is used as a medium to advertise. ● The students should learn various practical language techniques in advertising for effective speaking. ● The students should know how effectively persuasion is used as a tool to convince potential customers in Marketing.

PROOFS & DOCUMENTS ATTACHED (Tick mark the proofs attached):

1. Notice & Letters	2. Student list	3. Activity Report	4. Photos	5. Feedback form
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6. Feedback analysis	7. News clip with details	8. Certificate	9. Any other	10.
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IQAC CELL ACTIVITY NUMBER :

Name of the teacher In charge & Signature	Name of the head / Committee In charge & Signature	Vice Principals Signature	IQAC Coordinators Signature & College Seal
Durgesh Y. Kenkre 	Durgesh Y. Kenkre 		

DI/R-CpA/IQAC/00





Report on the Seminar conducted on 20/09/2018 ,‘Language & Advertising - Amazing language techniques & persuasion in Marketing’

The Career Guidance Cell of Prahladrai Dalmia Lions College of Commerce and Economics organized a Seminar for Language & Advertising - Amazing language techniques & persuasion in Marketing on 20th September, 2018. The targeted audience of the webinar was the Second and Third Year students of the various courses offered by the College except BMS of SFC, PDLC. Prof. Aditi Save and Prof. Subhasini Naikar successfully organized the webinar and it was well conducted.

The seminar commenced at 11:00 am and was conducted for a duration of one hour.

The Keynote speaker Miss. Neha Sharma informed the students about how advertising language techniques can incorporate sound similarity, misrepresentation, redundancy, explanatory questions or similar sounding word usage. Persuasive advertising could be a strategy of promoting that endeavors to persuade a buyer to buy an item or benefit by engaging to their needs and wants. This publicizing strategy endeavors to outline items in a positive light and persuade customers approximately its benefits. Influential publicizing employment's passionate reactions rather than truths to propel customers.

Second Year and Third Year students attended the seminar. The seminar was a success and an enthusiastic response was received from the students.





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Prahladrai Dalmia Lions College of Commerce & Economics

Sunder Nagar, Malad (W), Mumbai-400 064.

Activity Attendance Report

Name of Activity: Workshop on 'Language & Advt - Amazing language technique & persuasion in marketing'
Name of Subject / Association: BMS

Class: SFC Date: 20/09/18 Academic Year 2018-19

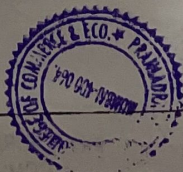
Name of Teacher in charge: CA Durgesh Kenkare Sign. of Teacher:

Sr. No.	Roll No.	Name of student	Signature	Feedback	Gender
1	3070	Acharya Sudesham Bhaskar		A	Male
2	3071	Agrawal Jayesh chetan		A	Male
3	323	Rohan Dilip Shelar		B	Male
4	324	Roshni Dharmendra B.		B	Male
5	325	Sajab Najam Hussain Hussain		A	Male
6	3075	Bhimsania Kanika Shyam		A	Female
7	3076	Bhivadan Saham Vinayak		B	Male
8	3077	Charan Additya sadhikanth		B	Male
9	3078	Chhajed Priyam Jayesh		A	Male
10	3079	Choudhary Dimple Mohanlal		B	Female
11	3080	Chumbarupriya Prashant		B	Female
12	3081	Devi Vishal Dinesh		A	Male
13	3082	singh Riya hari nayan		A	Female
14	3083	desai harsh tushar		B	Male
15	3084	DUBEY Raj NANDINI Raj		B	Female
16	3089	Jadeja Karan Jayendra		C	Male
17	3090	Jadiya Shyam Sunder Surendra		B	Male
18	3091	Jain Akshit Bharal		A	Male
19	3092	Jain Karan Jayantilal		C	Male
20	3093	Jain Neha omprakash M		A	Female
21	3094	Jain Prachi Bharatkumar		B	F
22	3095	Shaikh Uzma Jameel Ahmed		A	Male

Feedback :

A = Good
B = Satisfactory
C = Unsatisfactory

Gender : M = Male / F = Female / O = Other



PRINCIPAL

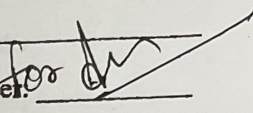
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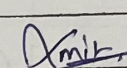
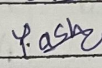
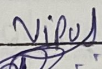
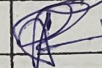
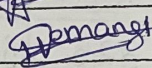
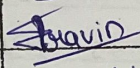
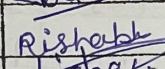
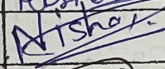
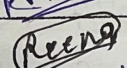
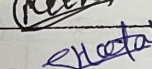
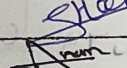
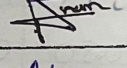
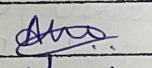
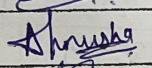
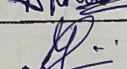
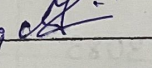
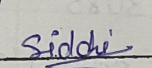
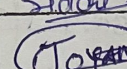
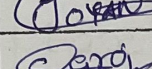
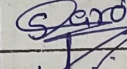
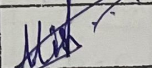
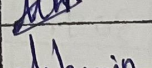
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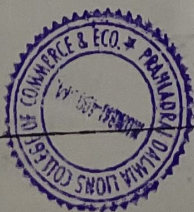
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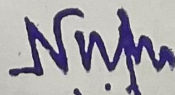
Name of Teacher in charge: CA Durgesh Kenkare Sign. of Teacher: 

Sr. No.	Roll No.	Name of student	Signature	Feedback	Gender
23	3096	Jain Smit Shaileshkumar		A	Male
24	3097	Jain Yash kamal.		A	Male
25	3098	Khatari Vipul Bhalaram.		A	Male
26	3099	Kohli Parth Rohit		B	Male
27	3100	Kothari Hemangi Sighesh		A	Female
28	3101	Kumavat Pravin Jogaram		B	Male
29	3102	Mahyavanshi Rishabh Hansraj		B	Male
30	3103	Makwana. Nishant Vinod		B	Female
31	3072	Prajapati Keena Lalji		B	Female
32	3073	Prajapati Shoetal Muktesh		B	Female
33	3074	Qureshi amara anwar		B	Male
34	3075	Rai Abhilash Mahendra		A	Male
35	3077	Rao Anusha Ravi		B	Female
36	3078	Raaval. Manisha Ekanth		B	Female
37	3080 ⁷⁹ 3080	Savli Siddhi Hemant		B	Female
38	3082 ⁷⁹ 3082	REGO JOYAN JFROME		C	Male
39	3081	Saroj Kumari pooja		A	Female
40	338	Bewchit. Alisa Prakash.		C	Female
41	339	Pujari Ashwin Harish		A	Male
42	340	Shaikh Afiza Javed Akhtar		B	Female
43	342	Shaikh Safiful Moham		C	Female
44	344	Taylor Bhatik Kaushik		A	Male

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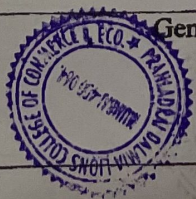
Class: SFC Date: 20/09/18 Academic Year 2018-19

Name of Teacher in charge: CA Durgesh Kencare Sign. of Teacher: *[Signature]*

Sr. No.	Roll No.	Name of student	Signature	Feedback	Gender
45	347	Joshi Adarsh Anil	<i>Joshi</i>	A	Male
46	301	Anchan Risha Ashok	<i>Anach</i>	B	F
47	302	Bhargav Neha Nandlal	<i>Neha</i>	C	Female
48	303	Chitroda Aarti Bharatbhai	<i>A</i>	B	Female
49	306	Dukhande Daksh	<i>Daksh</i>	C	Male
50	307	Gandhi Nikita Vinod	<i>Nikita</i>	B	Female

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