



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Tel. Office: 8448186947, 8448186950 www.maims.ac.in

Advertising Workshop for Budding Entrepreneurs

October 16, 2017

With the aim to provide deep insight of the field of advertising, the Department of Journalism and Mass communication (B.A (JMC), Maharaja Agrasen Institute of Management Studies, Rohini organized a one day workshop on October 16, 2017 on the topic “Advertising workshop for Budding Entrepreneurs” for Final year students as a part of their subject “Advertising Practices” curriculum.

The workshop was conducted by Mr Utkarsh Mehta, Senior Media Executive, Dentsu Webchutney. Mr. Utkarsh is a notable alumnus of BA(JMC), MAIMS from 2011 batch. He worked for the brands like Red Bull, HDFC Life, KTM, Vespa, Flipkart, Shoppers stop, Digital India and many more. It was organized by Ms Shifali Ahuja, subject expert of MAIMS. During the workshop, Mr Utkarsh provide the industrial exposure of advertising field about how to make an advertising campaign live. He started with the process of brain mapping to idea generation to media planning and at last advertising effectiveness.





MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001: 2015 Certified Institution

Tel. Office: 8448186947, 8448186950 www.maims.ac.in



Mr. Mehta also organized brainstorming activities of preparing taglines and slogans for different brands. He divided the entire strength of students into groups and made them work on how to prepare a creative brief for different product, services and even for social cause. He continued his session with how to live the campaign with the optimum utilization and planning of media. The workshop was attended by 48 students of final year with full zeal and enthusiasm. It was really great for the students to have their senior as an expert from the industry.



Resource person Mr Utkarsh, with participants and faculty members.

Faculty Coordinator- Ms. Shifali Ahuja , Assistant Professor