



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
A Unit of Maharaja Agrasen Technical Education Society
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Workshop on Exciting Career in Communication
10 May 2023

Convener: Dr. Nisha Singh

On 10th May, the Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies organized a workshop on the topic 'Diverse Career Opportunities in Media'. The workshop was conducted by Ms. Rupanjali Lahiri, Associate Director, and Mr. Dharam Arora, Managing Director of Delhi School of Communication. The workshop commenced with an interactive session between the resource persons and the students, where the students had the opportunity to enquire about various career prospects available for them after graduation. The experts then conducted an exciting quiz for the students, which involved identifying different brands based on their taglines, jingles, and designs. The activity filled the students with enthusiasm as it took them down the memory lane of their childhood memories related to advertisements.

In the final segment of the workshop, the experts divided the students into groups and asked them to create an advertisement for an umbrella with holes. Within 20 minutes, all the groups prepared their media briefs, and presented their ad pitch by using the 4 Ps of advertising. The students created innovative designs, catchy jingles, and taglines for the product, and the best two teams were selected based on their outstanding performance. During the workshop, the students gained a plethora of knowledge and insights on how communication is done by utilizing the art of storytelling.

Overall, the workshop proved to be a great success in educating the students about the various opportunities available in the field of media and advertising. The practical activities and interactive sessions enabled the students to learn the significance of effective communication in the advertising industry.

