

Rukmini Devi Institute of Advanced Studies

Madhuban Chowk, Rohini, Delhi-110085

(Approved By AICTE & Affiliated With GGSIP University)

DOSSIER

On

Guest Lecture

On

“Advertising - An Autopsy”

On

January 21, 2016



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Director General, RDIAS

FORM A

Proposal:

- **Name of the event to be organized:** Guest Lecture on “*Advertising - An Autopsy*”
- **Date:** January 21, 2016
- **Time:** 12.00 pm to 2:00 pm
- **Venue:** Lecture Theatre, RDIAS
- **Motivation for the activity:** The motive behind holding this session was to apprise the students about the concept of advertising, techniques of promotion used by the organizations and the various techniques used in order to make the masses aware of the product.
- **Organized by:** MBA & BBA Department
- **Resource Person:** Dr. Pankaj Kumar, Assisitant Professor, Kamla Nehru College, University of Delhi

FORM B

Part 1

Aim of the event:

The objective of this lecture was to make the students aware about the various advertising and promotional techniques used by the organizations these days. It is the most important and noticeable part of any organization's existence, therefore, students as the future managers should be well aware of all the relevant practices in the aforesaid field.

Part 2

Abstract:

According to the Canadian-US advertising pioneer, John E. Kennedy (1864-1928), an advertisement is "salesmanship in print." Paid, non-personal, public communication about causes, goods and services, ideas, organizations, people, and places, through means such as direct mail, telephone, print, radio, television, and internet. An integral part of marketing, advertisements are public notices designed to inform and motivate. Their objective is to change the thinking pattern (or buying behavior) of the recipient, so that he or she is persuaded to take the action desired by the advertiser. When aired on radio or television, an advertisement is called a commercial.

The students were shown an advertisement in the beginning of the session conducted by Dr. Pankaj Kumar, where he briefed about the importance of advertisements as a promotional tool for the business and its relevance to consumers. He highlighted that how consumers are becoming deceived by misleading advertisements. The speaker also explained how the advertisements should be ethical in its content and should be able to reach to the audience in minimum duration.

A successful advertising campaign will spread the word about the products and services attract customers and generate sales. The most suitable advertising option for business

will depend on target audience and what is the most cost effective way to reach as many of them as possible, as many times as possible. The following are the various ways of presenting an ad that were discussed:

- Newspaper

Newspaper advertising can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section.

You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results.

- Magazine

Advertising in a specialist magazine can reach your target market quickly and easily. Readers (your potential customers) tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality).

- Radio

Advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new customers.

- Television

Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and colour to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.

Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to:

- ✓ the time slot
- ✓ the television programme
- ✓ whether it is metro or regional
- ✓ if you want to buy spots on multiple networks.

- Outdoor and transit

There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to work, you are likely to be the first business they think of when they want to buy a product.

- Direct mail, catalogues and leaflets

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business. A cost effective form of direct mail is to send your newsletters or flyers electronically to an email database.

- Online

Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding whom to buy from.

Part 3

Conclusion

The lecture was certainly informative and interactive where various types of advertisements were shown to make students aware about the completeness of the advertisements. Advertising is becoming more prevalent and more personal, so the speaker explained about the concept of creativity and maintenance of relationship for an advertiser with customers. Students also learned how an advertisement is structured and how does it transmits information to the consumer. With the help of advertisement examples, a better understanding and framework was provided to students and the session was concluded by giving some industry insights about taking advertising as a career. Students participated with full enthusiasm and spirit; and it was indeed an informative, interactive and learning session.

Session Moments



Dr. Kumar being welcomed by Respected Director General, RDIAS..!!



Dr. Pankaj Kumar Addressing the Students and faculty..!!



Students and faculty listening to the speaker..!!



Respected Director General, RDIAS presenting token of appreciation to the Guest Speaker..!!