

Rukmini Devi Institute of Advanced Studies

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On

**Guest Lecture on Recent Trends in Advertising
for the students of BBA and MBA**

From

August 22, 2016

Prof. Col. (Retd.) Mahander Singh
Director General, RDIAS



Resource Person: Dr. Monika Bansal, Assistant Professor, Delhi University

Summary: Advertising has become an essential marketing activity in the modern era of competition. A good advertising campaign displays intelligent creativity and imagination and it must match the expectation of consumers.

The topic was introduced by the speaker by specifying the importance of advertisements for both new and existing businesses, as it helps to communicate important information to customers. The upcoming trend, Digital media advertisement is bound to shape advertising in the next few years. Therefore, this session would help students understand the concept, relevance and future perspectives of advertising.

Dr. Monika Bansal, the guest speaker, demonstrated intelligent advertising with beautiful videos. She made students understand about advertising trends that have evolved from the quintessentially traditional print ads and TV spots to new marketing trends that include native advertising, localized advertising, geo-targeting and real time bidding. Towards the end, madam discussed the role of advertising in maintaining PR relations. It was an informative, learning and interactive formatting session by the expert in which the students participated enthusiastically.