

Web Report on Guest Lecture on “Recent Trends in Advertising”

Title	Guest Lecture on “Recent Trends in Advertising” for the students of BBA and MBA
Date	August 22, 2016
Resource Person/Facilitator	Dr. Monika Bansal, Assistant Professor, Delhi University
Summary	<p>Advertising has become an essential marketing activity in the modern era of competition. A good advertising campaign involves more creativity and imagination and it must match the expectation of consumers.</p> <p>The guest lecture was intended at making student aware about advertising as a powerful tool of communication for a business. Digital media ad is bound to shape advertising in the next few years. Therefore, a lecture was organized to help students understand the concept, relevance and future perspectives of advertising.</p> <p>Dr. Monika Bansal, the guest speaker, addressed the students regarding the importance of advertising. The speaker demonstrated the concept of advertising with beautiful videos. The eminent speaker 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 and geo-targeting, real time bidding concepts in advertising.</p> <p>This lecture helped the students to understand how advertising helps in maintaining PR relations. It was an informative, learning and interactive lecture by the expert in which the students participated enthusiastically.</p>