



Web Report on Guest Lecture on “Advertising - An Autopsy”

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| Title | Guest Lecture on "Advertising - An Autopsy" for the students of BBA and MBA |
| Date | January 21, 2016 |
| Resource Person | Dr. Pankaj Kumar, |
| Summary | <p>Advertising is crucial for the launch of a new product, service or idea in the market. Advertisements have become an integral part in today’s marketing scenario. It presents and upholds the ideas, commodities and services of a recognized advertiser, which provides as a communication link between the producer and the potential buyers.</p> <p>The students were shown an advertisement in the initial session of the lecture 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.</p> <p>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.</p> |

