



RUKMINI DEVI

Institute of Advanced Studies

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DOSSIER

ON

Alumni Class room connect (Internal Event)

MBA

ON

09/09/2019



Submitted By:	Sunil Kumar Yadav
Designation:	Asst. Professor
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Title	Submission of Dossier for "Alumni Class room connect"
Resource Person/Facilitator	Ms. Nidhi
Date	10/09/2019

Summary

Making promises and keeping them is a great way to build a brand. Seth Godin. The interactive session by Ms. Nidhi was started with this wonderful quote. The topic in discussion was Advertising: a brand building tool.

Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor. She elucidated that the rudimentary purpose of advertising is to create need and purpose in minds of consumers. Advertising succours in building brand image in the cognizance of consumers so that they take prospective action of buying a product.

She then associated purpose of adverting to brand building. As advertisement is all about generating awareness, promoting and instituting companys image, the same is used as strategies and tactics of brand building. Strides in forming perfect advertisement were discussed with the students. Students keenly answered all the questions asked , thus making the whole session very interactive.

Clever advertising benefits the business to form the desired brand image and brand personality in the mind of the customers. Aim of brand building is to generate unique image about the company in the deliberations of the customer and this was elaborated by many examples like Fevicol, Woodland, Tata Salt, Maggie, Surf, Bisleri, etc. Triumph of companies through advertisement was discussed with students.

As todays youth are of digital age, all examples were allied with students and letting them know different platforms of advertisement where they were able to connect advertisements through social media platforms. Advertisements on Instagram, Facebook, Twitter, LinkedIn have different target audience which was explained with ample examples by Madam.

Eventually, through all illustrations it was concluded that building a profitable personal brand online is not a sprint, and something that happens overnight. The session was a great learning for students.

Dossier Image



2.The students listening to the valuable knowledge and thoughts of the speaker.



Expert addressing the students on the topic how advertisement is used as a tool for brand building.



Expert addressing thought provoking questions from the students.