BAMMC Activities for the academic year 2019-20

GUEST LECTURES

• Copywriting in Contemporary Society, June 2019
Resource: Ms. Nirali Vaidya, Assistant Creative Director, Muse Advertising
Learnt about the impact of social media on advertising copy and the need for brevity in today's technology driven society.

• Poetry and the Poet, July 2019
Resource: Manisha Lakhe, Writer
Understood that poetry is the personal diary of a poets experiences

• Relevance of writing in Contemporary Media, August 2019
Resource: Ms. Pratika Prabhune, Azadi Records
With the increasing need to be visible on social media , the language of advertising has changed. How best to adapt language to appeal to your target audience

• The Campaign Story, October 2019
Resource: Ms. Ruta Desai, Interface Advertising
Advertising is driven by the story teller. The campaign needs to satisfy AIDA to be effective.

• Growing Influence of Digital Media, January 2020
Resource: Mr. Hitesh Motwani, O&M
The digital space has taken the world by storm. New trends are fast evolving and there is a need to keep pace.

• The Creative Brief – understanding Client Needs, February 2020
Resource: Ms. Ruta Desai, Interface Advertising
The Client needs have to come first when planning a Campaign. Creativity needs to go hand in hand with the promotion of the product and the medium chosen. The talk aims at understanding how to bridge this challenge.

• Contemporary Research Methods, January 2020
Resource: Mallika Gulati
The questionnaire is the main instrument for collecting data in survey research. How to formulate questions so that the respondent can reply honestly and without getting confused. Discussion

• Alternative Media and scope of Advertising, July 2019
Resource: Ms. Anisha Nair, BEAR Advertising. Australia
Discussion on the biproducts of a hyperconnected world on the consumption of news and media due to the insatiable need for instant gratification.

WORKSHOP

• Workshop on InDesign, September 2019
Resource: Mr. O. Saldhana
New tools and software learning for the market are the key to success. Being aware of them is a step closer.