



Shri Vile Parle Kelavani Mandal's ^{SWC-21-3}
Usha Pravin Gandhi College of Arts, Science and Commerce
NAAC Accredited "A" Grade



Certified workshop on 'DESIGN ADVERTISING CAMPAIGN'



Mr. Rajeev Thakre
(Film Design, Multimedia & Animation Expert)

Dates : 4th January 2021 to 17th January 2021

Platform : Microsoft teams

Course fee : free

Duration : 15 hours online teaching and
15 hours practice and assignments.

For registration contact Prof. Ashish Mehta

98190 93323



REPORT

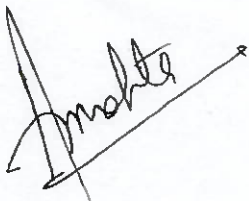
Department of BAFTNMP organised A 30 HOURS ONLINE WORKSHOP ON DESIGN ADVERTISING CAMPAIGN for first year and second year students from 4th January 2021 to 17th January 2021 in association with Mr. Rajeev Thakre, film design multimedia and animation expert Arena animation. 228 students attended the workshop from FYBA and SYBA together.

The learning objectives of the workshop was to teach small ventures on how to create an integrated marketing campaign/program across multiple platforms. These campaigns would ensure that the business is targeting their ideal customer through multiple touch points to Acquire, Engage, Retain Customers, eventually turning them into loyal advocates.

Take your digital marketing efforts to the next level and ensure that your marketing campaign is more effective. Learn how to implement different digital marketing strategies to create a complete, result-driven marketing campaign that will capture the attention of your customers.

Topics covered in the workshop include:

- **Determining your target audience: Who are you interested in attracting?**
- **Setting specific goals and metrics (KPIs): What do you want to accomplish with your campaign and how will you measure performance?**
- **Crafting your offer: What incentive will get the attention of your target audience?**
- **Identifying your channels: What media channels will you use to promote your offer? Websites / Social Media / Email / Mobile / Video etc.**
- **Determining your campaign budget.**
- **Creating clear, consistent and optimized content: How will you get the visitor to take action?**
- **Defining your lead nurturing strategy: How to help your visitors along their buying journey?**
- **Tracking and measuring results: How will you measure success?**





Usha Pravin Gandhi College of Arts, Science & Commerce

Bhakti Vedanta Swami Marg, North-South Rd. No. 1, Jubu Scheme, VileParle-W, Mumbai-400056
NAAC Accredited "A" Grade with CGPA 3.04



DATE: 17/1/21

NAME OF THE TEACHER: RAJIV THAKRE

NAME OF THE COURSE: CERTIFIED COURSE OF DESIGN ADVERTISING
CAMR

* Please tick in the correct bracket:

1) The knowledge I gained through this course is

() below average () average good () excellent

2) The command of the faculty over his content is

() below average () average good () excellent

3) Faculty's attitude toward students

below average average () good () excellent

4) Faculty's skill in making the class interactive while teaching

() below average average () good () excellent

5) Compare the course to your expectation

() below average average () good () excellent

