



# Ramanand Arya D. A. V. College

## Records Committee

Receipt for the Activity details submitted with the Records Committee

### New Trends in the field of Advertising

Timestamp	2/21/2021 23:57:22
Email Address	vaishali.rgcms@gmail.com
Name of the activity:	New trends in the field of Advertising
Date:	28th January, 2021
Time:	5:30:00 AM
Venue:	Online
Faculty:	Self finance courses
Department / Committee:	Self Finance Department
Organisers / Cordinators Name:	NIKAM VAISHALI
Organisers / Cordinators Contact No:	9967491894
No. of Participants (Total):	226
No. of Participants (Male):	79
No. of Participants (Female):	147
No. of Participants (Others):	0
Nature of the Activity:	Academic
Topic/ Subject of the activity	New trends in the field of Advertising
Objective for conducting the activity:	To provide information on recent advertisement practices.
Briefly mention the methodology used:	Webinar
Briefly mention the outcome of the activity:	Students gained knowledge about changing advertising practices by different brands.
Proofs attached:	Document, Photos, Report, Any Other



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# Ramanand Arya D. A. V. College

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Comment (if any):	No
Attachments:	<a href="#">Webinar report on Advtg - vaishali Nikam.docx</a> , <a href="#">photo webinar -Topic- New trends in advertising - vaishali Nikam.docx</a> , <a href="#">Advertising 2021_WEBINAR_FEEDBACK ANALYSIS - vaishali Nikam.xlsx</a> , <a href="#">Notice of advertising webinar - vaishali Nikam.docx</a>
Report submitted by:	Vaishali Nikam



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# Ramanand Arya D. A. V. College

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27th January 2021

### NOTICE

This is to inform all students that the college is pleased to organize a Webinar for all the students. The details for the Webinar are given below:

The schedule for lectures is given below:

Name of the Lecturer: Mrs. Manjula Kamath

Topic: "New trends in the field of Advertising"

Date: 28th January 2021

Time: 5.30 p.m. to 6.30 pm

Online Platform: "Microsoft Teams" (Link will be provided at 5.15 p.m.). All the students are requested to avail the benefits of the Webinar.

Srivastava Madam

Coordinator  
(Self Financing Courses)





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### Report on webinar

Topic: "New trends in the field of Advertising"

Date: 28 January 2021

Objective: To provide information on recent advertising practices by different Brands.

A Webinar was conducted on "new trends in the field of marketing" by prof. Manjula Kamath on 28 January 2021 at 5.30 p.m. this programme was conducted for all self-financing students.

226 students participated in the webinar.

Outcome:

Students gain knowledge about changing advertising practices by different brands, they learnt about the role of consumer behavior in advertising and what is the importance of segmentation in advertising.

Boys:79

Girls:147

Name of the speaker: prof. Manjula Kamath

Female representative: Shweta Rai

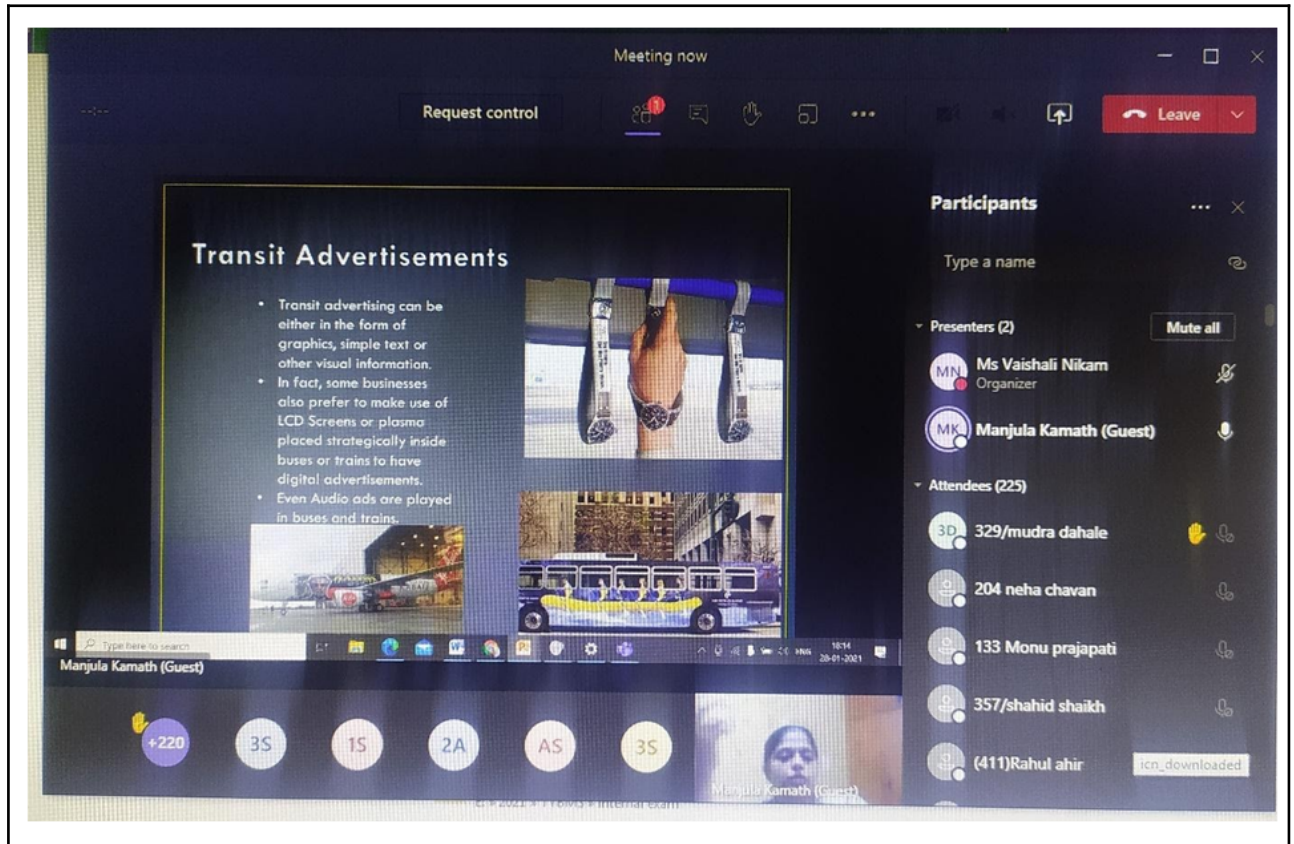
Male representative: Danish Parab





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[Advertising 2021 WEBINAR FEEDBACK ANALYSIS - vaishali Nikam.xlsx](#),

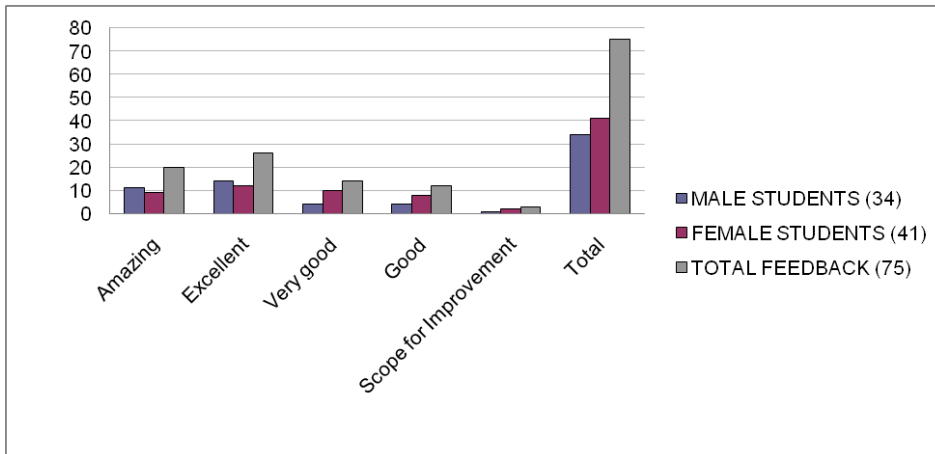
Feedback Report Of Webinar

DATE: 28/01/2021

Topic: New trends in the field of Advertising

1. Knowledge of the Resource Person

	MALE STUDENTS (34)	FEMALE STUDENTS (41)	TOTAL FEEDBACK (75)
Amazing	11	9	20
Excellent	14	12	26
Very good	4	10	14
Good	4	8	12
Scope for Improvement	1	2	3
Total	34	41	75

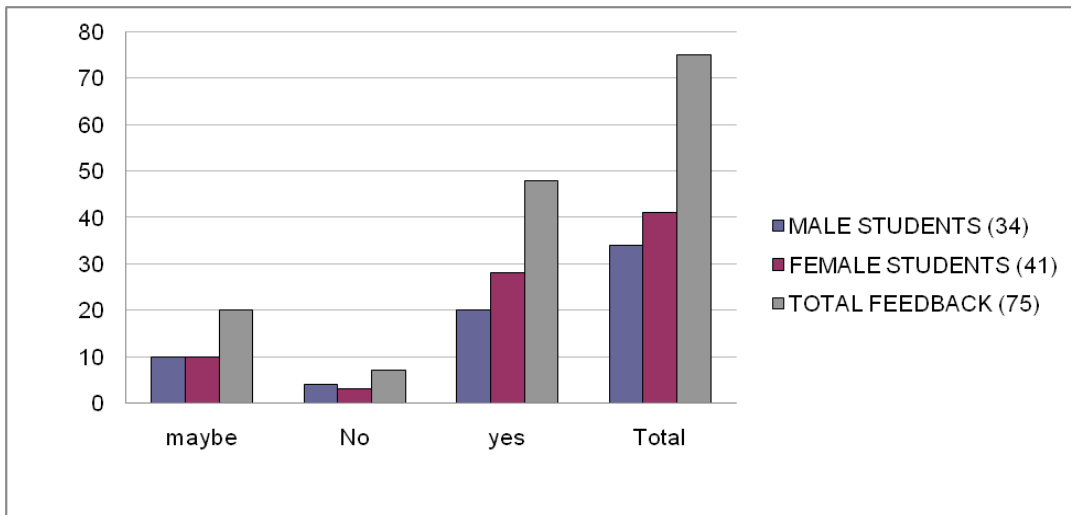


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2. Was it related to your curriculum

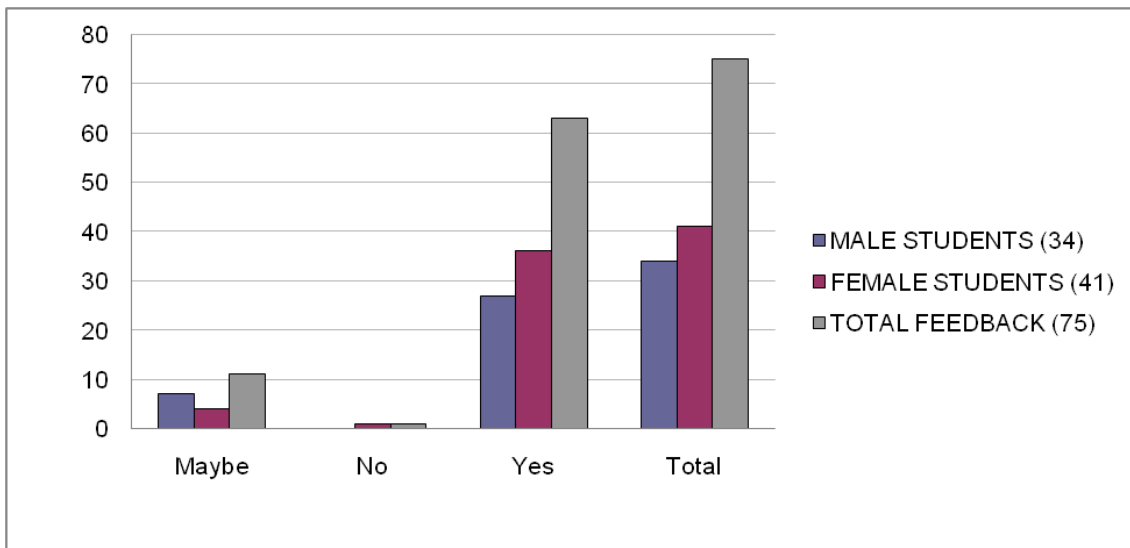
	MALE STUDENTS (34)	FEMALE STUDENTS (41)	TOTAL FEEDBACK (75)
maybe	10	10	20
No	4	3	7
yes	20	28	48
Total	34	41	75



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3. Is it helpful for your career development?

	MALE STUDENTS (34)	FEMALE STUDENTS (41)	TOTAL FEEDBACK (75)
Maybe	7	4	11
No	-	1	1
Yes	27	36	63
Total	34	41	75

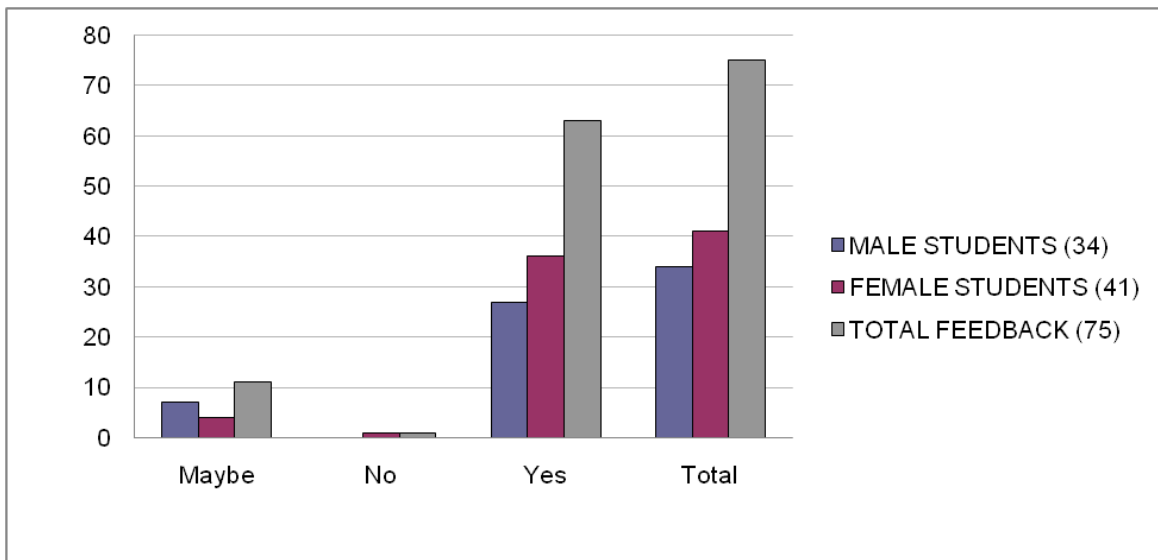


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4. Has it improved your knowledge?

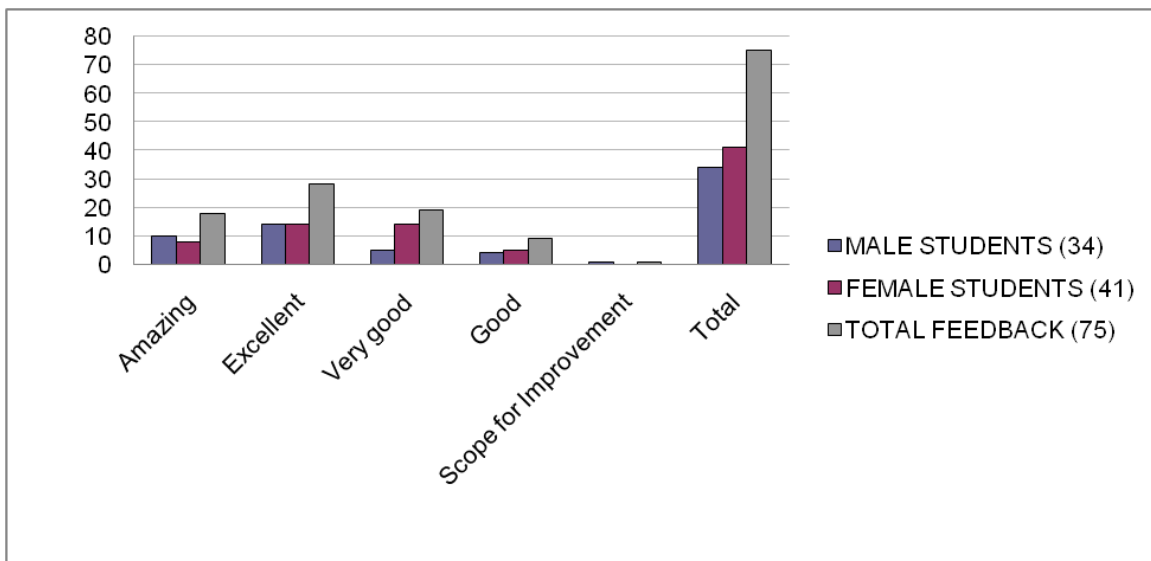
	MALE STUDENTS (34)	FEMALE STUDENTS (41)	TOTAL FEEDBACK (75)
Yes	32	37	69
No	-	2	2
Maybe	2	2	4
Total	34	41	75



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5. How was the overall presentation of Webinar

	MALE STUDENTS (34)	FEMALE STUDENTS (41)	TOTAL FEEDBACK (75)
Amazing	10	8	18
Excellent	14	14	28
Very good	5	14	19
Good	4	5	9
Scope for Improvement	1	-	1
Total	34	41	75



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