

BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT
STUDIES, POWAI.

DEPARTMENT OF MANAGEMENT STUDIES

ACTIVITY REPORT

ADVERTAINMENT

VENUE : AV ROOM

DATE: 17th July 2019

TIME: 12:00PM

The Department of Management Studies organized an inter-class competition based on creativity in television advertising for all SYBMS and TYBMS classes. The products were given to student groups in advance on the basis of which they had to enact a television advertisement containing the information of price, tagline, jingle, benefits, etc.

Nine teams participated and the students of all departments witnessed the event. The competition was judged by Prof. Ashish Navik, Prof. Preeti Maharu and Prof. Hamid Khan. The event in-charge was Prof. Steffi Salve.