

Newsletter

2015-16

Departmental Exhibition

On the 21st of December 2016, the college organised an exhibition where the department of Advertising, Sales Promotion and Sales Management participated with unparalleled fervour. The department worked on theme of "Marketing as an Agent of Economic and Social Progress". The projects included models on the rise of E-wallets, Radio cabs, branding of grassroot level sports such as kabaddi into a global event and the subsequent corporatisation, 3D modelling of new marketing concepts like experiential marketing, role of public relations, and transformation of television commercials into brand films and so on.

