

Criterion 3: Research, Innovations and Extension

AIDA- Seminar on Advertisements

Title:	AIDA-Seminar on Advertisements
Date:	22.12.2016
Venue:	Commerce Class Room No: 313
Focus of the Event:	Skill Development, Entrepreneurship
Organizing Body:	Department of Commerce
Resource Person:	Mr. Ramesh Ranganath & Ms. Parvathi Menon
Total Number of Attendees:	112



Event Report

TWBC MARCOM is one of the leading creative ad agencies in South India. They were established in 2008 and soon started handling national and global superbrands. They offer brand design, Brand positioning campaigns, integrated marketing and so on. Representing TWBC Marcom we were lucky to have Mr Ramesh Ranganath and Ms Parvathi Menon coming in to give the students an insight on how a commercial firm worked using the principles and methods that they learned in the subject Advertising and Sales Promotion. The half day seminar was useful for the students to understand how an ad firm worked; they used simple and easy methods to make the students understand how they brought innovation in their ads and how they could think out of the box. Very relatable examples were used to explain the same. The ads which they have done for companies like Larsen and Toubro were portrayed in front of the students through colourful slides. Their company framework as well as their previous works was explained in short. The students were kept entertained through various slides and different innovations brought forward by the company in their advertisements.

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In short it was very useful and helpful to understand the syllabus through real life experiences shared by an actual creative advertising agency. Many students were even interested in asking the company for a chance for summer internship. It has definitely made the students look up to the advertisement industry in another angle.



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Additional Pictures





Event Brochure

EVENT : AIDA
SKILL DEVELOPMENT, ENTREPRENEURSHIP SEMINAR

**ORGANIZED BY
DEPARTMENT OF
COMMERCE**

Resource Person,
Mr Ramesh Ranganath,
Ms Parvathi Menon

22/12/2016

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Event Attendance Sheet

Sacred Heart College (Autonomous), Thevara
Department of Commerce
AIDA
22.12.2016

Sl. No	Name	Signature		SEBASTIAN	
1.	YADUKRISHNAN M	<i>Yadukrishnan</i>	37.	GILSON JOSEPH M X	<i>Gilson</i>
2.	THANSEEHANARGEES.K.A		38.	VISHNU PRASANNAN	<i>Vishnu</i>
3.	S NANDA KISHORE	<i>nandakish</i>	39.	GODWIN PETER K P	
4.	ASHIL SEBASTIAN		40.	APREM ABRAHAM	<i>Aprem</i>
5.	GOLDA BENNY	<i>Golda</i>	41.	MATHAI	<i>Mthai</i>
6.	BHAVYA JACOB		42.	AMAL K	<i>Amal</i>
7.	SWATHY K THAMBI	<i>Swathy</i>	43.	RENJITHKUMAR. C.R	<i>Renjith</i>
8.	SAJAN JOSEPH		44.	NITHIN THOMAS	<i>Nithin</i>
9.	MINSAF K K	<i>Minsaf</i>	45.	AMAL DAS	
10.	ADIL JASAR N A	<i>Adil</i>	46.	RAHUL NAIR	<i>Rahul</i>
11.	DON PAUL	<i>Don Paul</i>	47.	DEEPAK TOMY	<i>Deepak</i>
12.	MARY LIDIYA P.A		48.	RIYA ROY	<i>Riya</i>
13.	SHAHASTHA MOOL KUPPOOTH	<i>Shahastha</i>	49.	SANKOORIKAL	<i>Sankoorikal</i>
14.	AKSHAY KUMAR K K	<i>Akshay</i>	50.	SARA MK	<i>Sara</i>
15.	SAYOOJ RAJIV		51.	ANTONY PETER V.Y	<i>Antony</i>
16.	HORMIS JOSEPH GEORGE	<i>Hormis</i>	52.	HEMANGI U LALAN	<i>Hemangi</i>
17.	MEERA KAIMAL P.S	<i>Meera</i>	53.	NIKHIL THOMAS	<i>Nikhil</i>
18.	N.SRILAKSHMI		54.	GOVIND KR	<i>Govind</i>
19.	MAHESWAR NARAYANAN	<i>Maheswar</i>	55.	EBIN THOMAS	<i>Ebin</i>
20.	EMMANUEL WILLIAM V.W	<i>Emmanuel</i>	56.	JOHN DENNY D CRUZ	<i>John</i>
21.	ROSHAN JOSEPH	<i>Roshan</i>	57.	ELSA GEORGE	<i>Elsa</i>
22.	MERISSA KURIAN		58.	THALIYATH	
23.	DEEPAK MATHEW	<i>Deepak</i>	59.	AKHIL VARGHESE	
24.	GOKUL M	<i>Gokul</i>	60.	GEORGE ANTONY	<i>George</i>
25.	ARATHI ANAND	<i>Arathi</i>	61.	ALAPATT	<i>Alapatt</i>
26.	NIVEDITA MENON	<i>Nivedita</i>	62.	SHONE SIBI	<i>Shone</i>
27.	KARTHIK R.	<i>Karthik</i>	63.	ALEENA J EARATHU	
28.	VIMAL BOSE S		64.	MUHAMMED IQUBAL P.S	<i>Muhammed</i>
29.	DIPINDAS K	<i>Dipindas</i>	65.	RAHUL PRASAD	<i>Rahul</i>
30.	NEETHUMOL.A.V		66.	NIKHIL NATHAN	<i>Nikhil</i>
31.	NIKHIL CHANDRAN T		67.	VENUGOPAL	<i>Venugopal</i>
32.	CHRISTY JACKSON		68.	NITIN SINGH MAHALA	<i>Nitin</i>
33.	MATHACHAN SHIJO	<i>Mathachan</i>	69.	EFREENA MATHEW	
34.	HARIKRISHNAN C.U		70.	MOHAMMED ASHIQUE H.S	<i>Mohammed</i>
35.	MUHAMMED ZAYAN RASHEED		71.	MANJU JAMES	<i>Manju</i>
36.	STEEV THOMAS	<i>Steev</i>		NIKITHA VARGHESE	
				SAHIL S	<i>Sahil</i>
				SANDRA DELLY	<i>Sandra</i>
				BRONSTAN XAVIER	
				ARAVIND	<i>Aravind</i>

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	SIVASANKAR		115.	ASHIK ANTONY	Ashik
72.	POOJA JOSE	Pooja	116.	SHAUN SUNIL	Sunil
73.	MARIA YUSUF	Change	117.	HIRITHIK P BHAT	Hirithik
74.	SRUTHI ANN THOMAS	Sruthi	118.	NEAMA K HUSSAIN	Neama
75.	ANN MARY JOHN	Ann	119.	NAKULAN SJI	Nakulan
76.	MITHUN VIJAY	Mithun	120.	AKSHAY N JOSHY	Akshay
77.	AI KA ANIL	AIKa	121.	JESTO THOMAS M	Jesto
78.	RIMA PETER	Rima	122.	SAURAV PRABHAL KUMAR	Saurav
79.	SHREYA MARIA MATHEW	Shreya	123.	MUHAMMED JASIM JAMAL	Jasim
80.	SREELAKSHMI M.S	Sreelakshmi	124.	AJAY V MATHEN	Ajay
81.	VISHNU G MENON	Vishnu	125.	ZENNA BAISIL	Zenna
82.	GOURILEKSHMI J	Gourilekshmi	126.	ROCHELLE JOSE	Rochelle
83.	HARITHA M H	Haritha	127.	NAVEEN RONY	Naveen
84.	ANUDEEV CHANDRAN	Anudeev	128.	GEETHU.K	Geethu
85.	SNIGDHA SARKAR	Snigdha	129.	LISTON AUGUSTINE	Liston
86.	ALFENA PAULY M.D	Alfena	130.	THOMAS JOJI N	Thomas
87.	LAVANYA SELVARAJ	Lavanya	131.	SHAWN JOMON	Shawn
88.	LILLY JOHN	Lilly	132.	MARIYA VARGHESE	Mariya
89.	SUFIA TAZEEN.N	Sufia	133.	MK SUDEVAN	Mk Sudevan
90.	S ABHISHEK	Abhishek	134.	ERICKSONBENNY	Erickson
91.	SANDRA JUDE	Sandra	135.	ARDHRA KARMINE	Ardhra
92.	GOPIKA VIJAYAN	Gopika	136.	DHEERAJ V K	Dheeraj
93.	JIBIN MAMMEN JOHN	Jibin	137.	RYSON LALA S	Ryson
94.	ADITYA AMBADY	Aditya	138.	SIEMINE BABU	Siemine
95.	ANAND P BABU	Anand	139.	ARYA UNNIKISHNAN	Arya
96.	SARAH AZRAA	Sarah	140.	ROSHAN SANTHOSH	Roshan
97.	DAN ANTONY	Dan	141.	ANITHA TOMY	Anitha
98.	SUKRITHI VIJAY	Sukrithi	142.	GOPIKA.G.MENON	Gopika
99.	TONY MALIAKKAL	Tony	143.	ALEENA JOSE	Aleena
100.	SNEHA CHANDRA MOHAN	Sneha	144.	NEENU GEORGE	Neenu
101.	SREELAKSHMI M	Sreelakshmi	145.	SHERIN STANY	Sherin
102.	ANAKHA SARA PAUL	Anakha	146.	BINDU JANARDHANAN	Bindu
103.	NANDANA RAJEEV	Nandana	147.	MIDHU MARIA JOSEPH	Midhu
104.	MUHAMMED ASLAM T A	Muhammed	148.	ROSMIN JOHNY PYNADATH	Rosmin
105.	MALAVIKA PALAMATTATHIL RAJENDRAN	Malavika	149.	ASWATHTY V C	Aswaththy
106.	SWATI MANOJ	Swati	150.	ATHIRA M S	Athira
107.	RYSON LALA S	Ryson	151.	STEVE G KONNULY	Steve
108.	SRUTHY BABU	Sruthy	152.	THULSI MADHUSUDANAN	Thulsi
109.	TONY PAUL	Tony	153.	REHNA ILLIAS	Rehna
110.	VISHNU K	Vishnu	154.	NEENU SAJU	Neenu
111.	ATHIRA SHIBU	Athira	155.	MIZPHIA SARA SUNNY	Mizphia
112.	JITHIN PANDIATH	Jithin	156.	SARANYA.S	Saranya
113.	NOEL PRINCE	Noel	157.	MOHAMMED AZHARUDEEN A A	Mohammed
114.	ALEN S KOLLAMKUDIYIL	Alen	158.	AKHIL RAJU	Akhil
			159.	SHARA RAVIKUMAR	Shara

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	ALEENA PHILIP	<i>Aleena</i>
161.	LAKSHMI RAMAKRISHNAN NAIR	<i>Lakshmi</i>
162.	JEWEL PAUL	<i>Jewel</i>
163.	PEARL FRANCIS	<i>Pearl</i>
164.	SWATHI SURESH	<i>Swathi</i>
165.	ABHINI ASOKAN	<i>Abhini</i>
166.	AKASH.S	<i>Akash</i>
167.	ASWIN FRANCIS	<i>Aswin</i>
168.	SREELAKSHMI	<i>Sreelakshmi</i>
169.	JEROME JOSEPH	<i>Jerome</i>
170.	ANEETA ANTU JOSEPH	<i>Aneeta</i>
171.	ROHIT TOM	<i>Rohit</i>
172.	SNEHA BABU	<i>Sneha</i>
173.	AIMA JOSHY.K	<i>Aima</i>
174.	PRIYA JOSEPH	<i>Priya</i>
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