

**BA.JMC (H) IV SEM (SEC: A)****BASICS OF ADVERTISING (CODE: 202)**

S.NO.	NAME	ENROLL.NO.	TOPICS
1	AAYUSHI GUPTA	00190112417	Advertising-Definition & Characteristics
2	AAYUSHI NAWANI	00290112417	Types of Advertising
3	ADITI ANAND	00390112417	Functions of advertising
4	ASHWIN MONCY	00490112417	Objectives and Imporatnace of advertising
5	BALRAJ SINGH	00590112417	Models of Advertising Communication
6	DEEPANSHU SHARMA	00690112417	AIDA Model
7	HIMANSHU PANTHRI	00790112417	DAGMAR Model
8	IKSHA TIWARI	00890112417	Maslow's Hierarchy Model
9	JAYSHI SHARMA	00990112417	Maslow's Hierarchy Model in Marketing
10	PRIYANSHU SRIVASTAV	01090112417	Implications of Maslow's Hierarchy of Needs Theory in Advertising
11	RAHUL MISHRA	01190112417	Classification of Advertising on the basis of Target Audience.
12	RICHA SAJWAN	01290112417	Classification of Advertising on the basis of Geographical Area
13	NIKITA	01390112417	Classification of Advertising on the basis of Medium
14	SATYAM KUMAR	01490112417	Classification of Advertising on the basis of Purpose.
15	SOUMYAJIT PATNAIK	01590112417	Ethical and Regulatory Aspects of Advertising
16	UDIT MADAN	01690112417	Explain ASCI
17	CHIRAG ANAND	35190102417	Explain AAI Code
18	KARAN GULATI	35290102417	Advertising Laws
19	LAVISHA AHUJA	35390102417	Creativity in Advertising-Concept
20	SHUBHAM JAIN	35490102417	Importance of Creativity in Advertising
21	TUSHAR KASHYAP	35690102417	Elements of Advertising
22	SHANU BHARDWAJ	40190102417	Importance of Copy, Slogan and Audio-Visual in creating an advertisement
23	SWAKSHAR JHA	40290102417	Concept of Brand
24	KESHAV YADAV	40390102417	Role of Segmentation in Brand
25	GAURI SACHDEVA	40490102417	Importance of Targeting in Brand
26	VIDHI MALHOTRA	40690102417	Role of Positioning in Brand
27	SAHIL MATHUR	40790102417	SWOT Analysis
28	MONIKA GURU	40890102417	Advertising Appeal- Definition with examples.
29	PRIYANKA KUMARI	40990102417	Ad Agency-Concept
30	TARUN SOLANKI	41090102417	Types of Ad Agency

31	RIYA VOHRA	41190102417	Functions of Ad Agency
32	ANKITA SETHI	41290102417	Departments of Ad Agency
33	RITIKA NANDI	41390102417	Structure of Ad Agency
34	RISHITA CHAUHAN	41490102417	Hierarchy of an Advertising Agency
35	DHRUV SHARMA	41590102417	Planning in Advertising
36	PARUL TOMAR	41690102417	Role of Pitching in Advertising
37	DIVYANSHU GAMBHIR	41790102417	DAVP- its role and importance
38	NIKUNJ GHAMBIR	41890102417	Functions of DAVP
39	PAVNEET SINGH	41990102417	Advertising Campaign-Define
40	SARTHAK BHAGAT	42090102417	Media Planning in Advertising Campaign
41	JYOTIKA RISHI	42190102417	Scheduling is important for Advertising Campaign-Explain
42	TANYA NAGPAL	42290102417	Uses and Importance of Media measurement tools
43	DEEPALI MEHRA	42390102417	IRS (Indian Readership Survey)-Explain
44	ARUN CHAUDHARY	42490102417	RAM (Research and Analysis of Media (marketing)-Explain
45	AASHNA BHAT	42590102417	BARC
46	RAJAN KUMAR	42690102417	WAM
47	MUSKAAN TANEJA	42790102417	Budgeting Process in advertising
48	ANUSHREE SINGH	42890102417	Factors affecting advertising budget.
49	SHUBHAM MITTAL	42990102417	Explain the concept and stages of product life cycle.
50	JOSHNA	43090102417	Examples of product life cycle