

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

S.NO.	NAME	ENROLL.NO.	TOPICS
1	SHIVAM SINGLA	43190112417	Advertising-Definition & Characteristics
2	ARUNIMA	43290112417	Models of Advertising Communication
3	KSHITIJ GULATI	43490112417	AIDA Model
4	JANVI AGGARWAL	43690112417	DAGMAR Model
5	KANIKA VIJ	43790112417	Maslow's Hierarchy Model
6	KRISHNA KR. SINGH	43890112417	Maslow's Hierarchy Model in Marketing
7	SWATI SHARMA	50190102417	Implications of Maslow's Hierarchy of Needs Theory in Advertising
8	ABHISHEK YADAV	00151412417	Types of Advertising
9	APOORVA	00251412417	Functions of advertising
10	DEEPAK NEGI	00351412417	Objectives and Importance of advertising
11	DEVESH AGARWAL	00451412417	Ethical and Regulatory Aspects of Advertising
12	HARSHIKHA JASSAL	00551412417	Explain ASCI
13	HIMANSHI KAINTE	00651412417	Explain AAAI Code
14	KARTIK SINGH	00751412417	Advertising Laws
15	NAMAN ARORA	00851412417	Classification of Advertising on the basis of Target Audience.
16	PRAGATI PANDEY	00951412417	Classification of Advertising on the basis of Geographical Area
17	SAHIBA DUGGAL	01051412417	Classification of Advertising on the basis of Medium
18	SOMYA KANDWAL	01251412417	Classification of Advertising on the basis of Purpose
19	UJJWAL UPPAL	01351412417	Creativity in Advertising-Concept
20	VIKASH SHARMA	01451412417	Importance of Creativity in Advertising
21	GOURAV CHAWALA	35151402417	Elements of Advertising
22	SAKSHAM BHASIN	35251402417	Importance of Copy, Slogan and Audio-Visual in creating an advertisement
23	SONAL TANWAR	35351402417	Advertising Appeal- Definition with examples.
24	SUMIT BALHARA	35451402417	Ad Agency-Concept
25	TANVI SETHI	35551402417	Types of Ad Agency
26	VERSHA	35651402417	Functions of Ad Agency
27	RITIKA DAHIYA	40251412417	Departments of Ad Agency
28	SAKSHAM ARORA	40351412417	Structure of Ad Agency
29	PRABHAT KUMAR	40451412417	Hierarchy of an Advertising Agency
30	CHETAN SEHRAWAT	40551412417	Concept of Brand

31	CHIRAG BATHEJA	40651412417	Role of Segmentation in Brand
32	SHYAM	40751412417	Importance of Targeting in Brand
33	NIKHIL SINGH	40851412417	Role of Positioning in Brand
34	MANISHA YADAV	40951412417	SWOT Analysis
35	SAHIL PULANI	41051412417	Budgeting Process in advertising
36	SHUBHAM NIGAM	41151412417	Factors affecting advertising budget.
37	VIKASH CHANDOLIA	41251412417	Explain the concept and stages of product life cycle.
38	ANAND RANJAN SAJ	41351412417	Examples of product life cycle
39	AAKRITI CHOPRA	50151412417	Planning in Advertising
40	ANISHA PANWAR	50251412417	Role of Pitching in Advertising
41	ANMOL GULATI	50351412417	DAVP- its role and importance
42	MAYANK TANWAR	50451412417	Functions of DAVP
43	MD. MAHFOOZ ALI	50551412417	Advertising Campaign-Define
44	PULTIK SHARMA	50651412417	Media Planning in Advertising Campaign
45	RAHUL BHARDWAJ	50751412417	Scheduling is important for Advertising Campaign-Explain
46	VANSHIKHA PRAJAPATI	50851412417	Uses and Importance of Media measurement tools
47	DIGVIJAY SINGH	50751402416	IRS (Indian Readership Survey)-Explain
48	KARAN RATHI	51551402416	RAM (Research and Analysis of Media (marketing))-Explain
49	PARIKSHIT KR. MEHRA	52351402416	BARC & WAM