

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

S.NO.	NAME	ENROLL.NO.	TOPICS
1	AMAN KEVIN KUJUR	00190102418	Advertising-Definition & Characteristics
2	ASHISH THAKRAN	00290102418	Types of Advertising
3	BISHAL DEV SHEE	00390102418	Functions of advertising
4	FAIZ AHMAD	00490102418	Objectives and Imporatnace of advertising
5	GARIMA BISHT	00590102418	Models of Advertising Communication
6	JANVI PANTHRI	00790102418	AIDA Model
7	JOSHITA DUTTA	00890102418	DAGMAR Model
8	KAJAL	00990102418	Maslow's Hierarchy Model
9	KINSHUK ATRI	01090102418	Maslow's Hierarchy Model in Marketing
10	KRITIKA BUDHORI	01190102418	Implications of Maslow's Hierarchy of Needs Theory in Advertising
11	NAMRITA BHATIA	01290102418	Classification of Advertising on the basis of Target Audience.
12	NITESH SAINI	01390102418	Classification of Advertising on the basis of Geographical Area
13	POOJA SINGH	01490102418	Classification of Advertising on the basis of Medium
14	RYAN JOSEPH	01590102418	Classification of Advertising on the basis of Purpose.
15	SHIVAM SHARMA	01690102418	Ethical and Regulatory Aspects of Advertising
16	SHIVANI DOGRA	01790102418	Explain ASCI
17	SHIVANI GAUR	01890102418	Explain AAI Code
18	SHIVANI MEHLA	01990102418	Advertising Laws
19	SHOURYA JOSHI	02090102418	Creativity in Advertising-Concept
20	SHUBHAM SINGH	02190102418	Importance of Creativity in Advertising
21	TANMAY MANDAVGANE	02290102418	Elements of Advertising
22	VIVEK KUMAR SINHA	02390102418	Importance of Copy, Slogan and Audio-Visual in creating an advertisement
23	YAMINI KUMARI	02490102418	Concept of Brand
24	YASHITA CHHABRA	02590102418	Role of Segmentation in Brand
25	HIMANSHU ARORA	35190102418	Importance of Targeting in Brand
26	RIYA SHARMA	35390102418	Role of Positioning in Brand
27	SHASHI RANJAN KUMAR	35490102418	SWOT Analysis
28	SHRIMAN BHATT	35590102418	Advertising Appeal- Definition with examples.
29	SHRUTI PRAKASH	35690102418	Ad Agency-Concept
30	MEENAL VERMA	40190102418	Types of Ad Agency

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S.NO.	NAME	ENROLL.NO.	TOPICS
31	GARVIT BHIRANI	40290102418	Functions of Ad Agency
32	SATYAM	40390102418	Departments of Ad Agency
33	S SHRUTI	40490102418	Structure of Ad Agency
34	DEEKSHANT PARASHAR	40690102418	Hierarchy of an Advertising Agency
35	SHARAD SHARMA	40790102418	Planning in Advertising
36	NISHTHA CHAUDHARY	40890102418	Role of Pitching in Advertising
37	PRAGYA GULATI	40990102418	DAVP- its role and importance
38	MANSI RAWAT	41090102418	Functions of DAVP
39	SHRUTI AGARWAL	41190102418	Advertising Campaign-Define
40	SURBHI SHARMA	41290102418	Media Planning in Advertising Campaign
41	SAMARTH KHATTAR	41390102418	Scheduling is important for Advertising Campaign-Explain
42	OJASWIN SINGH	41490102418	Uses and Importance of Media measurement tools
43	SHRESTHA KUMAR	41590102418	IRS (Indian Readership Survey)-Explain
44	CHIRAG TYAGI	41690102418	RAM (Research and Analysis of Media (marketing)-Explain
45	NAZIM KHAN	41890102418	BARC
46	GOPAL ARORA	42090102418	WAM
47	VANSHIKA SEHGAL	42290102418	Budgeting Process in advertising
48	LAKSHAY KR. CHOUDHARY	42390102418	Factors affecting advertising budget.
49	KANISHK ALERIA	42490102418	Explain the concept and stages of product life cycle.
50	PRINCE SHARMA	42590102418	Examples of product life cycle
51	JUHI	42690102418	Media Planning in Advertising Campaign