

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

S.NO.	NAME	ENROLL.NO.	TOPICS
1	VARSHA SHARMA	42790102418	Advertising-Definition & Characteristics
2	MALLIKA SHARMA	42990102418	Models of Advertising Communication
3	MANSHU SAINI	43090102418	AIDA Model
4	BABLI YADAV	90190102418	DAGMAR Model
5	ADITYA MEHTA	00151402418	Maslow's Hierarchy Model
6	AKSHITA SHARMA	00251402418	Maslow's Hierarchy Model in Marketing
7	LAVISHA VERMA	00351402418	Implications of Maslow's Hierarchy of Needs Theory in Advertising
8	RISHAV SRIVASTAVA	00551402418	Types of Advertising
9	RUPALI UPENDRA KR. SINGH	00651402418	Functions of advertising
10	SIDDHARTH SHARMA	00751402418	Objectives and Importance of advertising
11	SITA NEGI	00851402418	Ethical and Regulatory Aspects of Advertising
12	SNEHA SINGH	00951402418	Explain ASCI
13	UPASANA TIWARI	01051402418	Explain AAAI Code
14	VAIBHAV KAKKAR	01151402418	Advertising Laws
15	VANSHIKA	01251402418	Classification of Advertising on the basis of Target Audience.
16	ANISHA KHURANA	35151402418	Classification of Advertising on the basis of Geographical Area
17	CHIRASHA KAPOOR	35251402418	Classification of Advertising on the basis of Medium
18	KUNAL VERMA	35351402418	Classification of Advertising on the basis of Purpose.
19	PALAK	35451402418	Creativity in Advertising-Concept
20	PRASHANT BALHARA	35551402418	Importance of Creativity in Advertising
21	ADARSH SINGH	40251402418	Elements of Advertising
22	ADITYA KUMAR	40351402418	Importance of Copy, Slogan and Audio-Visual in creating an advertisement
23	TUSHAR SHARMA	40451402418	Advertising Appeal- Definition with examples.
24	SONU	40551402418	Ad Agency-Concept
25	JATIN KAUSHAL	40651402418	Types of Ad Agency
26	GITIKA CHADHA	40751402418	Functions of Ad Agency
27	NEETU	40851402418	Departments of Ad Agency
28	JATIN GAUTAM	40951402418	Structure of Ad Agency
29	RISHABH SOOD	41051402418	Hierarchy of an Advertising Agency
30	PRASHANT KAUSHIK	41151402418	Concept of Brand

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31	HARSHIKA SINGH	41251402418	Role of Segmentation in Brand
32	KUSHAL RAJ SINGH	41351402418	Importance of Targeting in Brand
33	PRATIGYA TIWARI	41451402418	Role of Positioning in Brand
34	HIMANSHU VASHISHT	41551402418	SWOT Analysis
35	VAISHNAVI DHAWALE	41651402418	Budgeting Process in advertising
36	DEEPANSHU NAYYAR	41751402418	Factors affecting advertising budget.
37	DEV ASHISH	41851402418	Explain the concept and stages of product life cycle
38	YACHANA KEDIYAL	41951402418	Examples of product life cycle
39	AASIF	42051402418	Planning in Advertising
40	PARUL SHARMA	42151402418	Role of Pitching in Advertising
41	DIKSHA SHARMA	42251402418	DAVP- its role and importance
42	DEVANSH SETHI	42451402418	Functions of DAVP
43	YASH DUTT	42551402418	Advertising Campaign-Define
44	JASMINE KAUR BAWA	50151402418	Media Planning in Advertising Campaign
45	NIKHIL CHAPRANA	50251402418	Scheduling is important for Advertising Campaign-Explain
46	NISHU SINGH	50351402418	Uses and Importance of Media measurement tools
47	SAIF ALI	50451402418	IRS (Indian Readership Survey)-Explain
48	SAKSHI BHATT	50551402418	RAM (Research and Analysis of Media (marketing)-Explair
49	SIMRAN	50651402418	BARC & WAM
50	VIKAS RAI	50751402418	Role of Segmentation in Brand