

ADVERTISING WORKSHOP

Every year, the Department of Commerce organises a workshop for the advertising students of SYBCOM & marketing students of SYBA in the month of February, on completion of semester IV syllabus.

The workshop highlights the creative elements being brainstormed and presented by the students under the guidance of Prof. Aurora Vaz. The students are given a product and they have to work on branding, copy, illustration, punchline, headline and logo for the same.

GALLERY





