



## SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

*Empower Yourself @ IMR*

NAAC Accreditation with Grade "B+"

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Approved by AICTE & Permanently Affiliated to Savitribai Phule Pune University, Pune

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### SSR IMR Conducted

## “Print Advertisement Competition”

MBA SEM II Marketing Sparklez Batch 2021-23

27<sup>th</sup> June 2022

Coordinator: Dr. Rajesh Kumar Pandey

SSR IMR MBA Sem II Batch 2021-23 Marketing Sparklez students witnessed a creative activity in the form of **Print Advertisement Competition** on 27<sup>th</sup> June 2022. This event is a trade mark event conducted at IMR since the year 2009 as part of the course **Integrated Marketing Communication (IMC)**. The aim is to inculcate the creative trait among the Marketing



specialisation students. The event was conducted under the aegis of IQAC where by all students of Marketing Specialisation in the batch presented their Print Ads. The Poster with all Print Ads was launched in the Assembly and a voting on the Print Ads was conducted. The MBA 2<sup>nd</sup> Year & 1<sup>st</sup> Year Students along with Faculties & Non-Teaching staff voted for their respective choice among all the Print Ads. The Winner based on voting was – **Mr. Rohan Patel**. The students had a wonderful opportunity to express their creative thoughts in the form of Advertisement designing, Tag Line etc.



Print Ad Competition Batch 2021-23

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