



# SSR INSTITUTE OF MANAGEMENT & RESEARCH, SILVASSA

*Empower Yourself @ IMR*

NAAC Accreditation with Grade "B+"

Sayli-Silvassa Road, Silvassa – 396230, UT of DNH & DD

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

Phone: 0260 2681114, director@ssrimr.edu.in, www.ssrimr.edu.in

## SSR IMR Conducted "Print Advertisement Competition"

MBA SEM II Marketing Sparklez Batch 2022-24

25<sup>th</sup> May 2023

Coordinator: Dr. Rajesh Kumar Pandey

SSR IMR MBA Sem II Batch 2022-24 Marketing Sparklez students witnessed a creative activity in the form of **Print Advertisement Competition** on 25<sup>th</sup> May 2023. 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. Mitul Mehta**. The students had a wonderful opportunity to express their creative thoughts in the form of Advertisement designing, Tag Line etc.



Print Ad Competition Batch 2022-24

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