



Orientation Workshop for "Examination Pattern in the offline mode"

Event Flow

9:00am-9:30am		Breakfast	
10:00am onwards		Welcome Note National Anthem Welcome Address by Principal, Dr. Ameer Vora Address by Dr. Sanjay Ranade Address by Dr. Daivata Patil Address by Prof. Kavita Makhija Address by Chief Guest, Dr. Sundar Rajdeep Vote of Thanks	
	10:45am-11:00am	Tea Break	
Time	Room No.782	Room No. 784	Room No. 783
	Advertising	Journalism	Film, Television & New Media
11:00am-11:30am	Advertising & Marketing Research	Reporting	Laws related to Films, TV & Internet
11:30am-12 noon	Copywriting	Investigative Journalism	New Media Theory & Practice
12 Noon-12:30pm	Globalization & International Advertising	Feature & Writing for Justice	Understanding Indian Contemporary Cinema
12:30pm-1:00pm	Brand Building	Writing & Editing Skills	Introduction to Production Management
1:00pm-1:30pm	Account Planning & Advertising	Global Media & Conflict Resolution	Trends & Technology in Film & Television/ Basics of Marketing & Publicity Design for Films & TV
1:30pm-2:00pm	LUNCH		
2:00pm-2:30pm	Agency Management	Business & Financial Journalism	Practical Film Making (music Videos)
2:30pm-3:00pm	Social Media Marketing	Mobile Journalism & New Media	
3:00pm-3:30pm	Direct Marketing & E-Commerce	Journalism & Public Opinion	
3:30pm-4:00pm	Consumer behaviour	News Media management	
4:00pm-4:30pm	Documentary & Ad Film Making	Media laws & Ethics	
4:30pm	Vote of Thanks		

