

NAJATH COLLEGE OF SCIENCE AND TECHNOLOGY, KARUVARAKUNDU

Programme Report

(The format is prepared and circulated by IQAC)

1. Name of the programme	One-Day Workshop on Career in Advertising Resource Person: Anas Mohammed, Adwils Media School
2. Aim, Objectives, and Scope of the programme	<p>Aims:</p> <ul style="list-style-type: none">➤ To introduce students to the dynamic field of advertising and its career opportunities➤ To explore the latest trends and technologies shaping the advertising industry <p>Objectives:</p> <ul style="list-style-type: none">➤ Skill Development➤ Understanding the basics in advertising➤ Understanding career pathways in advertising <p>Scope: The workshop has a broad scope like catering students to aspiring professionals and individuals interested in the dynamic world of advertising.</p>
3. Name of the coordinator/organizing secretary	Shahana Thasnim N
4. Date of programme	12 March 2025
6. Total number of attendees/participants	22
7. Organizing body	Department of English
8. Organizing committee members	Faculty Members of Dept. of English
9. Students' involvement in organizing the programme	coordinating and attending the programme
10. Detailed report of the programme	Copy Attached
11. Feedback of the programme	
12. Feedback analysis	

<p>13. Outcome, Evaluation, and results of the programme</p>	<p>Outcome:</p> <ul style="list-style-type: none"> • Students gained a comprehensive understanding of the advertising industry's landscape, its history, and current trends. • Students were introduced to multiple career opportunities in advertising, including roles like copywriting, account management, creative direction, media buying, digital marketing, and public relations. • The workshop provided guidance on how to seek out internship opportunities in advertising and related industries. <p>Results:</p> <ul style="list-style-type: none"> • 90% of the students reported feeling more confident about pursuing a career in advertising post-workshop. Many students expressed interest in applying for internships in advertising agencies after receiving advice on portfolio development.
<p>14. Signature of the organizing secretary</p>	

Workshop on Career in Advertising

PG Department of English

12th March 2025

The PG Department of English at Najath College of Science and Technology organized a workshop on "**Career in Advertising**," led by Anas Mohammed, Faculty of Adwils Media School. The session, designed for final-year BA students, offered valuable insights into the advertising industry, its evolving trends, and the diverse career opportunities it presents. Anas Mohammed highlighted essential skills required for success in advertising, such as creativity, communication, and strategic thinking. The workshop also included discussions on the role of digital media, making it a comprehensive guide for students considering a career in advertising. The workshop provided students with a strong foundation for pursuing careers in advertising. By offering industry insights, skills development, and networking opportunities, students are better equipped to enter the advertising world with a clearer understanding of the expectations and paths available to them. Future workshops will aim to build on this knowledge with more in-depth sessions on specific roles and areas within advertising.



Creativity Life

Come
be creative

"From beginner to pro – Learn the secrets of
stunning designs, Enroll today!"

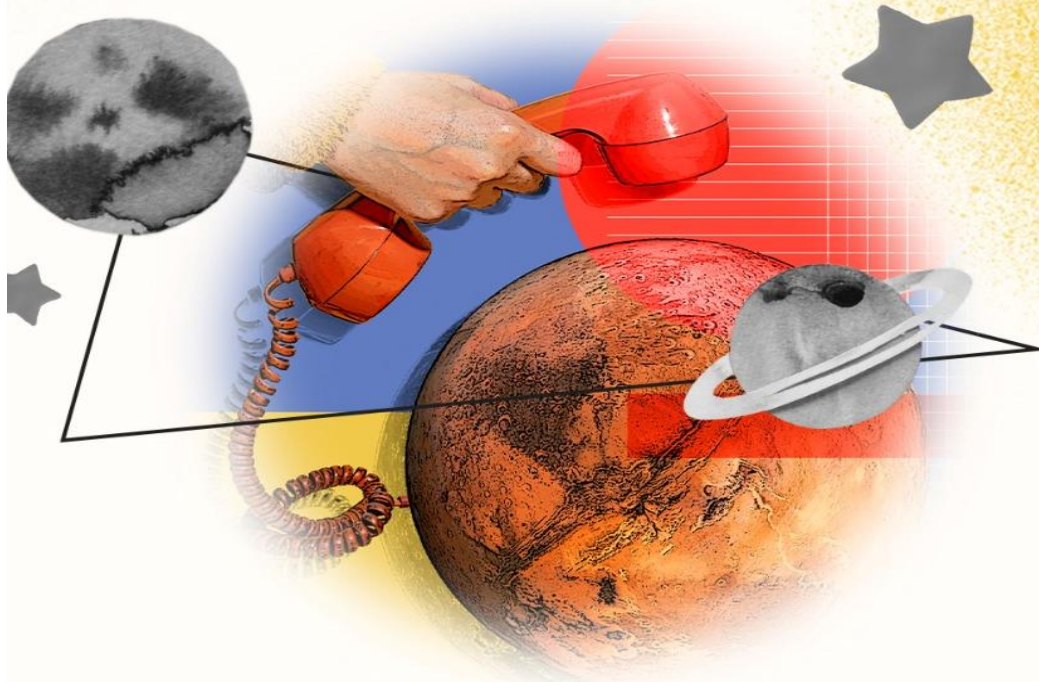
CAREER IN ADVERTISING

12 MARCH 2025 , 10:30 pm
NAJATH COLLEGE OF SCIENCE AND TECHNOLOGY,
KARUVARAKUNDU

ADWILS
MEDIA SCHOOL



led by:
ANAS MUHAMMED



GRAPHIC DESIGNING | ADVERTISING | DIGITAL MARKETING | PHOTOGRAPHY
VIDEOGRAPHY | VIDEO EDITING | MOTION GRAPHICS | UI/UX DESIGN