



Fatima College (Autonomous)

Re-Accredited with 'A++' by NAAC (Cycle - IV)

Mary Land, Madurai - 18

The Department
of
Journalism and Mass Communication

Organizes
a
National Level
Workshop
on



New Age Advertising: Skills & Techniques

With *Ravindran Solomon*

Vice President
Senior Creative Director
Wunderman Thompson

October 10, 2022

Registration - Rs 300/-

EARLY BIRD OFFER @ Rs 250/- Before Oct 03, 2022

For Registration: <https://forms.gle/NcReDnmXL6pxfSfDA>

Pay @ **Indian Bank** Koodal Nagar Branch

A/C No: 6858229929 IFSC Code: IDIB000K150

A/C Holder: Principal and HOD JMC Department

Thrust Areas

- *Traditional Ad, New Age Ad*
- *Digital Space in Ad - Insta, FB, LinkedIn, Youtube*
- *Social Media - AI, AR, TikTok, Snapchat, Reels, Influencers*
- *Writing & Designing for Ads*
- *Structure of Ads*
- *Career Opportunities*

Venue: Jubilee Hall, Fatima College

Contact: 6385824463 | 9994466406 | jmc_spectrum@gmail.com

Profile of the College

Fatima College (Autonomous), Mary Land, Madurai, is a Postgraduate College for women affiliated to Madurai Kamaraj University. It is a Catholic minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the Sisters of St. Joseph of Lyon, France). This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyon and the zeal and heroic sacrifice of Rev. Sr. Rose Benedicta, the Foundress of the College.

Fatima College has established a reputation for excellence in all aspects of higher education. It has endeared itself to the People of Madurai by imparting value based holistic education to young women with the objective of giving preference to the rural and economically backward women and first-generation learners. It is re-accredited with A++ by National Assessment and Accreditation Council of India with a CGPA of 3.61 on a 4-point scale.

Profile of the Department

The Department of Journalism and Mass Communication started in the year 2015-16 offers an Undergraduate Programme in Journalism and Mass Communication. The programme equips the students with knowledge and skills that would enable them to become media professionals, through a perfect combination of theoretical and practical courses. The students benefit from the experiential learning offered through Internship trainings and field visits to Radio Stations, TV Channels and the Press. They gain research experience through research projects. They produce Documentary and Short films and bring out a Lab Journal every year. The well-equipped Recording Studio and Media Lab help them in acquiring the necessary skill sets. The Spectrum Club facilitates the showcasing of the diverse talents of the students. The Value added and Skill-embedded Crash Courses offered as off-class programmes make them ready for career in the media industry with the tailor-made syllabus to suit the needs of all students. The MoU signed by the Department with Sathangai Academy offers the perfect platform for intense training in script writing, film making, television production, photography offered by professionals.

Objective of the workshop

Our world has shrunk into our smartphones. Therefore, the need for sharper, incisive and eye-ball grabbing communication that touches the heart is becoming paramount. While traditional advertising still has its pride of place in today's marketing game plan, the future is in digital advertising which is powered by data. This workshop strives to bring a bird's-eye-view of both traditional and digital advertising today, with a quick look into the operations of an advertising/digital agency and career possibilities. Those who aspire to land a career in the field of advertising or to update and upgrade their advertising strategies and skillsets can benefit from this workshop.

NEW AGE AD - Video Contest

I Prize - Rs 1000/-

II Prize - Rs 750/-

III Prize - Rs 500/-

Patrons

Dr. Sr. M. FRANCISCA FLORA

Secretary, Fatima College

Dr. Sr. G. CELINE SAHAYA MARY

Principal, Fatima College

Convenors

Dr. S. SAIRA BANU

Head | Dept of JMC

Ms. S. JENO MARY

Ms. C. GLADIOUS

Assistant Professor | Dept of JMC

Ms. S. ARCHANA

Assistant Professor | Dept of JMC