

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION'S ANNAL JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY



Approved by: Pharmacy Council of India, New Delhi &

Affiliated to The Tamilnadu Dr. M.G.R Medical University, Chennai.

Ethirmedu, B. Komarapalayam - 638183, Namakkal Dist. Tamilnadu, India.

Website: www.jkkmmrfpharmacy.edu.in / e.mail : principal@jkkmmrfpharmacy.edu.in

Contact No : +919789456750, +919943066944, +919943069944

Dr. N. SENTHILKUMAR, Ph.D.,
Principal

ADD ON COURSE	ADVERTISING AND MARKETING COMMUNICATIONS
DEPARTMENT	PHARMACEUTICS
ACADEMIC YEAR	2023-2024
DATE	12/06/2023 To 16/06/2023
VENUE	SEMINAR HALL

REPORT

No. of students enrolled: 60

No. of students certified: 56

No. of students absent: 04

OBJECTIVE OF THE COURSE

The objective of this value-added Ensure that the target audience is aware of the product or service. Create and sustain demand and preference for the product. Shorten the sales cycle and Measure customer attitudes and behaviours.

LEARNING OUTCOMES FROM THE COURSE

- Perform a market segmentation analysis to identify the organization's target market.
- Collaborate in the development of advertising and marketing communications material in compliance with current Canadian legislation, industry standards and business practice
- Contribute to planning, implementing, monitoring and evaluating projects by applying the principles of project management.
- Incorporate concepts of social, environmental and economic sustainability in the development of marketing communications strategies.


PROGRAMME CO-ORDINATOR




PRINCIPAL
Dr. N.SENTHILKUMAR,
PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAL JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
ETHIRMEDU, KOMARAPALAYAM - 638 183,
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Dr. N. SENTHILKUMAR, Ph.D.,
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REF.NO: JKKM/PHARM/CEU/REQ/2023/001

DATE: 17/04/2023

From

Department of Pharmaceutics,
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.
Komarapalayam, Namakkal [Dist.]
Tamil Nadu, PIN: 638183.

To

The principal,
JKKMMRF'S Annai JKK Sampoorani Ammal College of Pharmacy.
Komarapalayam, Namakkal [Dist.]
Tamil Nadu, PIN: 638183.

Subject: Letter for requesting Permission to Conduct an ADD ON COURSE regarding:

Respected Sir,

We are writing this letter to request permission to conduct an add-on course in the **SEMINAR HALL on 12/06/2023 to 16/06/2023**. We wish to conduct an add-on course regarding the title **Advertising and Marketing Communications**. We request you to kindly permit to conduct add-on course program as this would be a great opportunity for Students to learn and that would help a great deal to shape the students.

Looking forward to hearing from you.

Thank you,

Yours sincerely,

Programme co-ordinator

Dr. N.SENTHILKUMAR,
PRINCIPAL,

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Dr. N. SENTHILKUMAR, Ph.D.,
Principal

DATE: 18/04/2023

CIRCULAR

This is informed to the B.Pharm, M. Pharm & Pharm. D Students that the following value-added course can be conducted by the Department of Pharmaceutics, JKKMMRF'S ANNAI JKK SAMPOORANIAMMAL COLLEGE OF PHARMACY, KOMARAPALAYAM and it will be commenced as per the schedule:

COURE NAME	SCHEDULE	DURATION	VENUE	RESOURCE PERSON
ADVERTISING AND MARKETING COMMUNICATIONS	12/06/2023 To 16/06/2023	30 HOURS	SEMINAR HALL	Dr.V.SURESH Mr.K.JAGANATHAN

All the above-mentioned students must enrol and actively participate in the course without fail.

NOTE: Certificates should be issued to all the students after completion of the course and examination.

PROGRAMME CO-ORDINATOR



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DEPARTMENT	PHARMACEUTICS
ACADEMIC YEAR	2023-2024
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SYLLABUS

DATE	HOURS	TOPIC	SUBTOPICS	RESOURCE PERSON
12/06/2023	6 HOURS	Advertising And Marketing Communications	Introduced to advertising and marketing communications	Dr.V.SURESH
			Integrated marketing communications planning	
13/06/2023	6 HOURS		Professional Presentation Skills	Mr.K.JAGANATHAN
			Components of the marketing plan	
14/06/2023	6 HOURS		Fundamentals of graphic design for advertising and marketing communications	Dr.V.SURESH
			Digital media marketing	
15/06/2023	6 HOURS		Social media for marketing and advertising in a business environment	Mr.K.JAGANATHAN
			Graphic Design Fundamentals	
16/06/2023	6 HOURS		Communications plans and materials	Dr.V.SURESH
			Digital Marketing and Analytics	Mr.K.JAGANATHAN




Dr. N. SENTHILKUMAR,
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RESOURCE PERSON



Dr. V. Suresh, M.Pharm, Ph.D.,
Professor



Mr. K. Jaganathan, M.Pharm,
Associate Professor

VENUE: SEMINAR HALL
DATE: 12/06/2023 To 16/06/2023
TIME : 09.30 AM TO 4.30 PM

ORGANIZING COMMITTEE DEPARTMENT OF PHARMACEUTICS

- Dr.B.Senthilkumar
- Mr.A.Sheik Alisha
- Mrs.S.Kavibharathi
- Mrs.S.Sangeetha

SUB TITLE

- Introduction to advertising and marketing communications
- Integrated marketing communications planning
- Professional Presentation Skills
- Components of the marketing plan
- Fundamentals of graphic design
- Digital media marketing
- Digital media
- Graphic Design Fundamentals
- Communications plans
- Digital Marketing and Analytics



JKKMMRF'S ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY KOMARAPALAYAM

DEPARTMENT OF PHARMACEUTICS

TOPIC ADVERTISING AND MARKETING COMMUNICATIONS

DR. N. SENTHILKUMAR,
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RESOURCE PERSON PROFILE



Name : Dr.V.Suresh, M.Pharm,Ph.D.,
Designation : Professor
Department : Department of Pharmacology
Organization : JKKMMRF'S Annai JKK Sampoorani Ammal college of Pharmacy, Komarapalayam.
Phone Number : 9789456750
Email Id : velayuthamsuresh79@gmail.com
Qualification : M.Pharm, Ph.D.,



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RESOURCE PERSON PROFILE



K. Jaganathan

Name : Mr.K.Jaganathan, M.Pharm.,
Designation : Associate Professor
Department : Department of Pharmaceutics
Organization : JKKMMRF'S Annai JKK Sampoorani Ammal college of Pharmacy, Komarapalayam.
Phone Number : 9789456750
Email Id : jaganjkkm2022@gmail.com
Qualification : M.Pharm



Dr. N. Senthilkumar
Dr. N.SENTHILKUMAR,
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LIST OF STUDENTS ENROLLED FOR THE COURSE

S.NO	REG.NO	STUDENT NAME	COURSE	SIGNATURE
1	380021507510	JOHN BERLIN JOE J U	III PHARM D	John Berlin Joe J U
2	380021507511	KANIMOZHI K	III PHARM D	Kanimozhi K
3	380021507512	KARTHICK J	III PHARM D	J. Karthick
4	380021507513	KAVIYA R	III PHARM D	Kaviera
5	380021507514	KIRANKUMARN V	III PHARM D	Kirankumarn
6	380021507515	MOHANRASU P	III PHARM D	Mohanrasu P
7	380021507516	MOHIT R	III PHARM D	Mohit R
8	380021507517	PARTHASARATHY S	III PHARM D	Parthasarathy S
9	380020507504	DHANUSHKUMAR S	IV PHARM D	Dhanushkumar S
10	380020507505	EDWIN V REJI	IV PHARM D	Edwin V Reji
11	380020507506	FALAHUDDHARAIN R	IV PHARM D	Falahuddharain R
12	380020507507	GEHESH S V	IV PHARM D	Gehesh S V
13	380020507508	GUNASEKAR M	IV PHARM D	Gunasekar M
14	380020507509	KALAIKARUNA K	IV PHARM D	Kalaikaruna K
15	380020507510	KARTHIKEYAN K	IV PHARM D	Karthikeyan K

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16	380020507511	KEERTHI VASAN A	IV PHARM D	<i>Keerthi Vasan</i>
17	380020507526	SURYA R	IV PHARM D	<i>Surya R</i>
18	380020507527	SURYA S	IV PHARM D	<i>Surya S</i>
19	380020507528	TAMILARASAN P	IV PHARM D	<i>Tamil Arasan</i>
20	380020507529	VASANTH KUMAR C	IV PHARM D	<i>Vasanth Kumar</i>
21	380020507530	VINYA BHAGATH B	IV PHARM D	<i>Vinya Bhagath B</i>
22	381910402	ALSHADA SHARF	V PHARM D	<i>Alshada Sharf</i>
23	381910403	ANCY B	V PHARM D	<i>Ancy B</i>
24	381910404	ARCHANA B	V PHARM D	<i>Archana B</i>
25	381910405	BALAJI S	V PHARM D	<i>Balaji S</i>
26	381910406	BHARATH M	V PHARM D	<i>Bharath M</i>
27	381910407	DHILIP KUMAR M	V PHARM D	<i>Dhilip Kumar M</i>
28	381910408	DONY D	V PHARM D	<i>Dony D</i>
29	381810425	PAPITHA S	VI PHARM D	<i>Papitha S</i>
30	381810426	PRAVEEN N	VI PHARM D	<i>Praveen N</i>
31	381810427	RESHMA P VARGHESE	VI PHARM D	<i>Reshma P Varghese</i>
32	381810428	SHAFRIN FATHIMA A S	VI PHARM D	<i>Shafreen Fathima A S</i>
33	381810429	N THIRUMURUGAN	VI PHARM D	<i>N Thirumurugan</i>
34	381810430	VENKATESH A	VI PHARM D	<i>Venkatesh A</i>
35	560023507501	AARTHI R	SEM-I B.PHARM	<i>Aarthi R</i>
36	560023507502	ABITHA S	SEM-I B.PHARM	<i>Abitha S</i>
37	560023507503	AJAY KRISHNA M	SEM-I B.PHARM	<i>Ajay Krishna M</i>
38	560023507504	ANANDH A	SEM-I B.PHARM	<i>Anandh A</i>
39	560022507532	KAJENDHIRAN P	SEM-III B.PHARM	<i>Kajendhiran P</i>



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40	560022507533	KANISHKAR SHASATIVEL S	SEM-III B.PHARM	Kanishkar S.
41	560022507534	KANNAN M	SEM-III B.PHARM	Kannan
42	560022507535	KAVIYA R	SEM-III B.PHARM	Kaviya
43	560022507536	KAVIYA S	SEM-III B.PHARM	Kaviya
44	560022507537	KISHORE S	SEM-III B.PHARM	Kishore
45	560022507538	LAVANYA M	SEM-III B.PHARM	Lavanya
46	560022507539	MADHAN M	SEM-III B.PHARM	Madhan
47	560022507540	MAHARANJANI T	SEM-III B.PHARM	Maharajan
48	560021507512	BARNEDO P	SEM-IV B.PHARM	Barnedo P
49	560021507513	DEEPAK M	SEM-IV B.PHARM	Deepak
50	560021507514	DHANUSH A	SEM-IV B.PHARM	Dhanush A.
51	560021507515	DHANUSHKUMAR P	SEM-IV B.PHARM	Dhanush
52	560021507516	DHARSANA K	SEM-IV B.PHARM	Dharsana
53	560021507517	DHARSHINI S	SEM-IV B.PHARM	Dharshini
54	560021507518	DHINA S	SEM-IV B.PHARM	Dhina
55	560021507519	DHIVYA S	SEM-IV B.PHARM	Dhivya
56	560021507520	EDWIN THOMAS G	SEM-IV B.PHARM	Edwin
57	261123507501	BHAVATHARANI R	SEM-I M.PHARM (PHARMACEUTICS)	Bhavatharani
58	261123507502	CHANDANKUMAR V	SEM-I M.PHARM (PHARMACEUTICS)	Chandankumar
59	261123507503	DEEPAPRIYA K	SEM-I M.PHARM (PHARMACEUTICS)	Deepapriya
60	261123507504	HARIHARAN M	SEM-I M.PHARM (PHARMACEUTICS)	Hariharan

PROGRAMME CO-ORDINATOR



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11	380020507506	FALAHUDDHARAIN R	IV PHARM D	/	/	A	A	A
12	380020507507	GEHESH S V	IV PHARM D	/	/	/	/	/
13	380020507508	GUNASEKAR M	IV PHARM D	/	/	/	/	/
14	380020507509	KALAIKARUNA K	IV PHARM D	/	/	/	/	/

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40	560022507533	KANISHKAR SHASATIVEL S	SEM-III B.PHARM	/	/	/	/	/
41	560022507534	KANNAN M	SEM-III B.PHARM	/	/	/	/	/
42	560022507535	KAVIYA R	SEM-III B.PHARM	/	/	/	/	/
43	560022507536	KAVIYA S	SEM-III B.PHARM	/	/	/	/	/
44	560022507537	KISHORE S	SEM-III B.PHARM	/	/	/	/	/
45	560022507538	LAVANYA M	SEM-III B.PHARM	/	/	/	/	/
46	560022507539	MADHAN M	SEM-III B.PHARM	/	/	/	/	/
47	560022507540	MAHARANJANI T	SEM-III B.PHARM	/	/	/	/	/
48	560021507512	BARNEDO P	SEM-IV B.PHARM	/	/	/	/	/
49	560021507513	DEEPAK M	SEM-IV B.PHARM	/	/	/	/	/
50	560021507514	DHANUSH A	SEM-IV B.PHARM	/	/	/	/	/
51	560021507515	DHANUSHKUMAR P	SEM-IV B.PHARM	/	/	/	/	/
52	560021507516	DHARSANA K	SEM-IV B.PHARM	/	/	/	/	/
53	560021507517	DHARSHINI S	SEM-IV B.PHARM	/	/	/	/	/
54	560021507518	DHINA S	SEM-IV B.PHARM	/	/	/	/	/
55	560021507519	DHIVYA S	SEM-IV B.PHARM	/	/	/	/	/
56	560021507520	EDWIN THOMAS G	SEM-IV B.PHARM	/	/	/	/	/
57	261123507501	BHAVATHARANI R	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
58	261123507502	CHANDANKUMAR V	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/
59	261123507503	DEEPAPRIYA K	SEM-I M.PHARM (PHARMACEUTICS)	/	A	/	A	A
60	261123507504	HARIHARAN M	SEM-I M.PHARM (PHARMACEUTICS)	/	/	/	/	/



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PRINCIPAL,

JKK MUNIRAJAH MEDICAL RESEARCH FOUNDATION
ANNAI JKK SAMPOORANI AMMAL COLLEGE OF PHARMACY,
ETHIRMEDU, KOMARAPALAYAM - 638183,
NAMAKKAL DISTRICT, TAMILNADU.

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Dr. N. SENTHILKUMAR, Ph.D.,
Principal

15	380020507510	KARTHIKEYAN K	IV PHARM D	/	/	/	/	/
16	380020507511	KEERTHI VASAN A	IV PHARM D	/	/	/	/	/
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33	381810429	N THIRUMURUGAN	VI PHARM D	/	/	/	/	/
34	381810430	VENKATESH A	VI PHARM D	/	/	/	/	/
35	560023507501	AARTHI R	SEM-I B.PHARM	/	/	/	/	/
36	560023507502	ABITHA S	SEM-I B.PHARM	/	/	/	/	/
37	560023507503	AJAY KRISHNA M	SEM-I B.PHARM	/	/	/	/	/
38	560023507504	ANANDH A	SEM-I B.PHARM	/	/	/	/	/



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ADD ON COURSE – STUDENT ANSWER SHEET

ADD – ON COURSE TITLE	ADVERTISING AND MARKETING COMMUNICATIONS	
NAME OF THE STUDENT	M. Deepak	
DATE	16/06/2023	
REGISTER NO	560021507513.	
COURSE/ YEAR/ SEM	II B.pharm IV sem	MARKS OBTAINED: 48
SIGNATURE:	STUDENT: M. Deepak	STAFF: [Signature]

DURATION: 01:00 HOUR

MAXIMUM MARKS: 50

EACH QUESTION CARRIES 2 MARKS

- Advertisement is a mass communication, it addresses the masses and it is a form of communication
 - Personal
 - ☒ Non- personal
 - Direct
 - Indirect
- If the price of following product were increased, its demand would remain inelastic
 - Computer
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 - Apparel
 - Gold
- Creation of advertisement by an advertising agency involves activities like
 - Copy writing
 - Drawing photographs
 - Making illustration
 - ☒ All the above



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4. Which of the following is not a technique of demand forecasting?
 - a) Delphi technique
 - b) Correction analysis
 - c) Direct derivation
 - ☒ d) Chi-square analysis
5. If a firm advertises its own products in a magazine, this would be a /an
 - ☒ a) Direct advertising effort
 - b) Indirect advertising effort
 - c) Both A and B
 - d) Neither A and B
6. Brand identify is followed by _____ which I reflection of what marketers plan to send to the public.
 - a) Brand value
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7. To develop which of the following do large agencies often have higher staff strength?
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8. Which of the following establishes relationship between clients and business entrepreneurs?
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10. Addressable media are used
- a) For two-way communication
 - ☒ b) To deliver customised marketing message to identifiable prospects
 - c) For social media
 - d) None of the above
11. Which of the following is an example of product research?
- a) Packaging research
 - b) Competitive product studies
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 - ☒ d) All the above
12. The last stage of a PLC is
- a) Maturity
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 - c) Introduction
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13. Media research is a part of
- a) Evaluating advertising research
 - ☒ b) Strategic advertising research
 - c) Marketing research
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14. Which of the following is not a part of the communication mix?
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15. Advertising involves dissemination of information about a product or service to induce people to take actions beneficial to
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16. If the aim of promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotion mix.

- ☒ a) Advertising
- b) Sales promotion
- c) Publicity
- ☒ d) None of the above

17. Which of the following is step in marketing process?

- a) Finding a need
- b) Conducting research
- c) Setting a price and do mark testing
- ☒ d) All the above

18. A mix of different communication tools has a better chance of achieving

- a) Objectives
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19. The final marketing mix should be decided according to

- a) The commands of the top brass
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- ☒ c) Results of MR surveys and interviews of prospective clients
- d) Limitation imposed by the promotion mix and product mix

20. The second press commission examined

- a) Ownership patterns
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21. The ultimate goal of integrated marketing communication is to _____

- a) Increase brand awareness
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22. What does management of advertisement need to play its role and perform its functions successfully?
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 - ☒ c) Agency
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23. Marketing communicators can most effectively gain the consumer's attention by creating message that truly appeal to their needs for _____
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24. Which of the following is NOT an activity performed in developing the media strategy?
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25. _____ Is the design of a strategy that shows how investments in advertising time and space will contribute to the achievement of marketing objectives
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ADD ON COURSE TITLE- ADVERTISING AND MARKETING COMMUNICATIONS

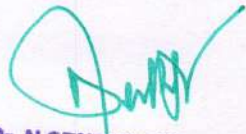
ANSWER SHEET

DURATION: 01:00 HOUR

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ADD ON COURSE	ADVERTISING AND MARKETING COMMUNICATIONS
DEPARTMENT	PHARMACEUTICS
ACADEMIC YEAR	2023-2024
DATE	12/06/2023 To 16/06/2023
VENUE	SEMINAR HALL

MARK STATEMENT

S.NO	REG	NAME	COURSE	MARKS SCORED	% MARKS
1	380021507510	JOHN BERLIN JOE J U	III PHARM D	42	84
2	380021507511	KANIMOZHI K	III PHARM D	46	92
3	380021507512	KARTHICK J	III PHARM D	42	84
4	380021507513	KAVIYA R	III PHARM D	48	96
5	380021507514	KIRANKUMARN V	III PHARM D	40	80
6	380021507515	MOHANRASU P	III PHARM D	42	84
7	380021507516	MOHIT R	III PHARM D	36	72
8	380021507517	PARTHASARATHY S	III PHARM D	38	76
9	380020507504	DHANUSHKUMAR S	IV PHARM D	40	80
10	380020507505	EDWIN V REJI	IV PHARM D	32	64
11	380020507506	FALAHUDDHARAIN R	IV PHARM D	A	A
12	380020507507	GEHESH S V	IV PHARM D	46	92
13	380020507508	GUNASEKAR M	IV PHARM D	34	68
14	380020507509	KALAIKARUNA K	IV PHARM D	46	92



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31	381810427	RESHMA P VARGHESE	VI PHARM D	34	68
32	381810428	SHAFRIN FATHIMA A S	VI PHARM D	44	88
33	381810429	N THIRUMURUGAN	VI PHARM D	46	92
34	381810430	VENKATESH A	VI PHARM D	48	96
35	560023507501	AARTHI R	SEM-I B.PHARM	42	84
36	560023507502	ABITHA S	SEM-I B.PHARM	46	92
37	560023507503	AJAY KRISHNA M	SEM-I B.PHARM	38	76
38	560023507504	ANANDH A	SEM-I B.PHARM	32	64
39	560022507532	KAJENDHIRAN P	SEM-III B.PHARM	A	A



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40	560022507533	KANISHKAR SHASATIVEL S	SEM-III B.PHARM	40	80
41	560022507534	KANNAN M	SEM-III B.PHARM	44	88
42	560022507535	KAVIYA R	SEM-III B.PHARM	38	76
43	560022507536	KAVIYA S	SEM-III B.PHARM	44	88
44	560022507537	KISHORE S	SEM-III B.PHARM	46	92
45	560022507538	LAVANYA M	SEM-III B.PHARM	42	84
46	560022507539	MADHAN M	SEM-III B.PHARM	46	92
47	560022507540	MAHARANJANI T	SEM-III B.PHARM	44	88
48	560021507512	BARNEDO P	SEM-IV B.PHARM	46	92
49	560021507513	DEEPAK M	SEM-IV B.PHARM	48	96
50	560021507514	DHANUSH A	SEM-IV B.PHARM	42	84
51	560021507515	DHANUSHKUMAR P	SEM-IV B.PHARM	40	80
52	560021507516	DHARSANA K	SEM-IV B.PHARM	48	96
53	560021507517	DHARSHINI S	SEM-IV B.PHARM	40	80
54	560021507518	DHINA S	SEM-IV B.PHARM	42	84
55	560021507519	DHIVYA S	SEM-IV B.PHARM	42	84
56	560021507520	EDWIN THOMAS G	SEM-IV B.PHARM	42	84
57	261123507501	BHAVATHARANI R	SEM-I M.PHARM (PHARMACEUTICS)	46	92
58	261123507502	CHANDANKUMAR V	SEM-I M.PHARM (PHARMACEUTICS)	44	88
59	261123507503	DEEPAPRIYA K	SEM-I M.PHARM (PHARMACEUTICS)	A	A
60	261123507504	HARIHARAN M	SEM-I M.PHARM (PHARMACEUTICS)	46	92



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60- 70% Marks = 06 students

70- 80 % Marks =10 students

More than 80% Marks = 40 students

Outcome attainment Rubrics:

Attainment level 1- If students getting 60-70% of marks

Attainment level 2- If students getting 70- 80% of marks

Attainment level 3- If students getting more than 80 % of marks

Attainment level:

Since, 40 students scored more than 80% of marks

PROGRAMME CO-ORDINATOR

PRINCIPAL

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STUDENT FEEDBACK ANALYSIS



JKKMMRF'S ANNAI JKK SAMPOORANI
AMMAL COLLEGE OF PHARMACY, KOMARAPALAYAM,
DEPARTMENT OF PHAMACEUTICS



STUDENT FEEDBACK FORM

NAME OF STUDENT: *Surya.R*

REGISTRATION NO: *380020507526*

COURSE: *Pharm.D*

YEAR & SEMESTER: *IV - Year*

SEMINAR TOPIC: *Advertising and
Marketing communications*

DATE & TIME: *16/06/2023*

1. Over all, how satisfied were you with this seminar?

- ☐ Very satisfied
- ☒ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

2. How clear were the idea and concepts we presented?

- ☐ Extremely clear
- ☒ Very clear
- ☐ Moderately clear
- ☐ Not very clear
- ☐ Not at all clear



[Signature]
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3. What percentage of the information was new to you?

- ☐ 100%
- ☒ 75%
- ☐ 50%
- ☐ 25%
- ☐ 0%

4. How informative did you find our seminar?

- ☒ Extremely informative
- ☐ Very informative
- ☐ Moderately informative
- ☐ Not very informative
- ☐ Not informative all

5. Were there any technical issues that prevented you from seeing or hearing the seminar?

- ☐ Yes
- ☒ No

6. Would you like to learn more about this topic?

- ☒ Yes
- ☐ No

7. Rate the content of the slides/ virtual aid?

- ☐ Extremely clear
- ☒ Very clear
- ☐ Moderately clear
- ☐ Not very clear
- ☐ Not at all clear

8. How accurate was the session description?

- ☐ Extremely clear
- ☒ Very clear
- ☐ Moderately clear
- ☐ Not very clear
- ☐ Not at all clear




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9. How did the session compare to your expectations?

- ☐ Excellent
- ☒ Good
- ☐ Fair
- ☐ Poor
- ☐ Not at all clear

10. How would you rate the content of the seminar?

- ☐ 1
- ☐ 2
- ☐ 3
- ☒ 4
- ☐ 5

R. swaya
STUDENT NAME & SIGNATURE



[Signature]
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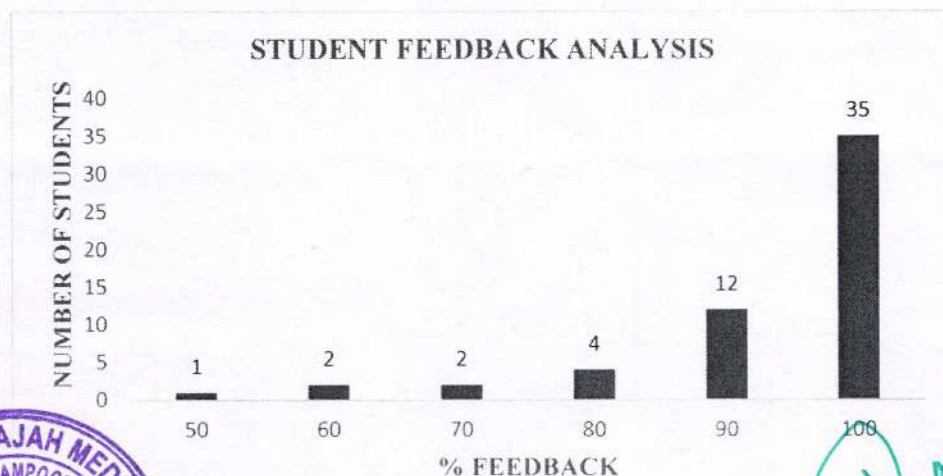
DATE: 16/06/2023

REPORT SUMMARY

Academic year	2023-2024
Add -on course title	Advertising and Marketing Communications
Date	12/06/2023 To 16/06/2023
Duration of the Course	30 HOURS
Total participants Enrolled	60
Successfully Completed	56
Type of Assessment	Multiple Choice of Questions (MCQ'S)
Course Outcome	Explore the dynamic advertising and marketing communications industry. Gain knowledge in both theoretical and applied aspects of progressive marketing communications and acquire the industry techniques to perform the advertising/communications functions businesses require to compete in traditional and digital marketing environments.
Outcome Attainment	40 students scored more than 80% of marks

Feedback Question Analysis Question Asked-Feedback Rating

1.Satisfaction	6.Like to learn more about this topic
2.Clarity	7.Rate the content of the slides/virtual aid
3. Percentage of the information was new	8.Accuracy of the sessions
4. Informative	9.Session expectations
5. Technical issues	10.Rate the content of the seminar



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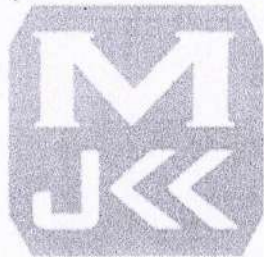
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PHOTOGRAPH




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KOMARAPALAYAM
VALUE ADDED COURSE**



Organized by
DEPARTMENT OF PHARMACEUTICS

certificate of participant

KANNAN.M

Has appreciated for his / ~~her~~ participation in VALUE ADDED COURSE ON
ADVERTISING AND MARKETING COMMUNICATIONS 12/06/2023 TO 16/06/2023

COORDINATOR

CONVENOR



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