

Date:01/11/2023

To,

Principal

Shri Guru Govindsinghji College (B.J.),
Malegaon Road, Nanded.



Subject: Consent for the Organization of Certificate Course in Advertising and Media Management

Respected Sir,

With the above mentioned subject, I, Mr. Amol Dhule on behalf of the Department of Mass Communication And Journalism, hereby, feels glad to convey you that we are planning to organize Certificate Course in Advertising and Media Management for all the interested students of our institution.

The course will be conducted from 01/12/2023 to 31/12/2023. I request you to permit us for the successful organization of the course.

Yours Truly

Mr. Amol Dhule

Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.



NOTICE

CERTIFICATE COURSE IN ADVERTISING AND MEDIA MANAGEMENT

All the students of the college are hereby informed that Department of Mass Communication And Journalism is organizing Certificate Course in Professional Skills. The course will be conducted from 12/12/2023 to 31/12/2023. The students will get a very good opportunity to learn new ideas and aspects on Professional Skills.

All the interested students are informed to kindly enroll their candidature to Mr. Amol Dhule before 20/11/2023.

Principal

Dr. Vikas Kadam


Principal
Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded.



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
MANAGEMENT**

Inaugural Session

Introduction and Welcome	: MR. VIPIN VIKAS KADAM
Introduction of the guest	: MR. AMOL DEEPAKRAO DHULE
Key Speaker	: DR. DILIP VINAYAK SHINDE
President	: DR. VIKAS LIMBAJI KADAM
Comparing	: MR. SANJAY PUNDALIKRAO NARWADE
Vote of thanks	: DR. VILAS DHAWALE
Venue	: MASS COMMUNICATION AND JOURNALISM

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
MANAGEMENT**

Aims of the Certificate Course in Advertising and Media Management

1. **Comprehensive Understanding:** To provide students with a thorough understanding of the principles, strategies, and practices involved in advertising and media management.
2. **Practical Skill Development:** To equip students with the practical skills needed to create, implement, and manage effective advertising campaigns across various media platforms.
3. **Industry Preparedness:** To prepare students for careers in the advertising and media industries by imparting knowledge of current trends, tools, and technologies.
4. **Creative and Strategic Thinking:** To foster creative thinking and strategic decision-making in the development and management of advertising initiatives.
5. **Ethical Awareness:** To instill a strong sense of ethics and social responsibility in advertising practices.

Objectives of the Certificate Course in Advertising and Media Management

1. **Knowledge Acquisition:** Students will gain an in-depth understanding of advertising concepts, including branding, media planning, audience analysis, and content creation.
2. **Skill Application:** Students will learn to apply advertising theories and models to real-world scenarios, developing campaigns that are both creative and strategically sound.
3. **Technological Proficiency:** Students will become proficient in using modern advertising tools and media management technologies to optimize campaign effectiveness.
4. **Critical Analysis:** Students will develop the ability to critically analyze advertising campaigns, understanding what makes them successful or unsuccessful.
5. **Communication Mastery:** Students will enhance their communication skills, enabling them to effectively convey ideas and strategies to clients, team members, and stakeholders.
6. **Ethical Practice:** Students will be able to identify and navigate ethical dilemmas in advertising, ensuring that their campaigns adhere to industry standards and societal expectations.
7. **Career Readiness:** By the end of the course, students will be well-prepared to enter the advertising and media fields, with the knowledge and skills necessary to excel in their careers.

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
MANAGEMENT**

Evaluation / Assessment method:

1. Exam : 40 Marks
2. Project Notebook : 30 Marks
3. Seminar : 05 Marks

Total Marks : 75

Grade System:

- 65 – 75 : O
60 – 64 : A
55 – 60 : B
50 – 54 : C

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
MANAGEMENT**

Time Table

Sr. No.	Date	Time	Name of the Teacher	Topic
1	1 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Overview of Advertising and Media Management
2	2 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Evolution of Advertising: Historical Perspective
3	3 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Understanding the Advertising Industry
4	4 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Media Planning: Basics and Importance
5	5 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Audience Research and Analysis
6	6 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Branding and Advertising
7	7 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Ethics in Advertising
8	8 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Developing Advertising Strategies
9	9 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Designing an Advertising Campaign
10	10 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Budgeting for Advertising Campaigns
11	11 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Crafting the Advertising Message
12	12 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Digital Advertising: Techniques and Trends
13	13 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Content Marketing and Native Advertising
14	14 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Integrated Marketing Communications (IMC)

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Sr. No.	Date	Time	Name of the Teacher	Topic
15	15 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Media Buying and Negotiation
16	16 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Media Scheduling and Optimization
17	17 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Evaluating Advertising Effectiveness
18	18 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Media Analytics Tools and Techniques
19	19 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Crisis Management in Advertising
20	20 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Regulatory Framework for Advertising
21	21 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Global Trends in Advertising and Media Management
22	22 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Practical Workshop: Developing a Real-life Advertising Campaign
23	23 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Group Discussion: Current Challenges in Advertising and Media Management
24	24 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Case Study Analysis: Lessons from Global Advertising Failures and Successes
25	25 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Industry Guest Lecture: Insights from Advertising Professionals
26	26 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Project Work: Media Planning and Strategy Development
27	27 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Presentation of Group Projects: Advertising Campaign Proposals
28	28 December 2024	10:00 AM - 1:00 PM	Mr. Amol Dhule	Feedback and Review: Evaluating Group Projects

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Sr. No.	Date	Time	Name of the Teacher	Topic
29	29 December 2024	10:00 AM - 1:00 PM	Mr. Sanjay Pundalikrao Narwade	Exam Preparation: Key Concepts and Revision
30	30 December 2024	10:00 AM - 1:00 PM	Mr. Ravindersingh Davindersingh Modi	Final Assessment: Written Exam and Project Evaluation
31	31 December 2024	-	-	Course Completion and Reflection

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Certificate Course in Advertising and Media Management: Syllabus

Week 1: Introduction to Advertising and Media Management

- **Day 1: (1 Dec 2024)**
 - Overview of Advertising and Media Management
 - Importance of Advertising in Modern Business
 - The Role of Media in Advertising
- **Day 2: (2 Dec 2024)**
 - Evolution of Advertising: Historical Perspective
 - Key Advertising Theories and Models
- **Day 3: (3 Dec 2024)**
 - Understanding the Advertising Industry
 - The Advertising Ecosystem: Agencies, Clients, and Media
- **Day 4: (4 Dec 2024)**
 - Media Planning: Basics and Importance
 - Types of Media: Traditional vs. Digital
- **Day 5: (5 Dec 2024)**
 - Audience Research and Analysis
 - Consumer Behavior and Advertising
- **Day 6: (6 Dec 2024)**
 - Branding and Advertising
 - The Creative Process in Advertising
- **Day 7: (7 Dec 2024)**
 - Ethics in Advertising
 - Case Studies on Ethical Dilemmas in Advertising

Week 2: Advertising Strategies and Campaigns

- **Day 8: (8 Dec 2024)**
 - Developing Advertising Strategies
 - Setting Objectives and Goals
- **Day 9: (9 Dec 2024)**
 - Designing an Advertising Campaign
 - Selecting Media Channels
- **Day 10: (10 Dec 2024)**
 - Budgeting for Advertising Campaigns
 - Cost-Effective Advertising Solutions
- **Day 11: (11 Dec 2024)**
 - Crafting the Advertising Message
 - Importance of Visual and Verbal Communication
- **Day 12: (12 Dec 2024)**
 - Digital Advertising: Techniques and Trends
 - Social Media Advertising
- **Day 13: (13 Dec 2024)**
 - Content Marketing and Native Advertising

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- The Role of Influencers in Advertising
- **Day 14: (14 Dec 2024)**
 - Integrated Marketing Communications (IMC)
 - Case Studies of Successful Campaigns

Week 3: Media Management and Evaluation

- **Day 15: (15 Dec 2024)**
 - Media Buying and Negotiation
 - Understanding Media Metrics and KPIs
- **Day 16: (16 Dec 2024)**
 - Media Scheduling and Optimization
 - Cross-Media Strategies
- **Day 17: (17 Dec 2024)**
 - Evaluating Advertising Effectiveness
 - Pre-testing and Post-testing Methods
- **Day 18: (18 Dec 2024)**
 - Media Analytics Tools and Techniques
 - Tracking and Measuring ROI in Advertising
- **Day 19: (19 Dec 2024)**
 - Crisis Management in Advertising
 - Managing Negative Publicity and Backlash
- **Day 20: (20 Dec 2024)**
 - Regulatory Framework for Advertising
 - Understanding Legal Issues and Compliance
- **Day 21: (21 Dec 2024)**
 - Global Trends in Advertising and Media Management
 - Future of Advertising: AI and Automation

Week 4: Practical Application and Project Work

- **Day 22: (22 Dec 2024)**
 - Practical Workshop: Developing a Real-life Advertising Campaign
- **Day 23: (23 Dec 2024)**
 - Group Discussion: Current Challenges in Advertising and Media Management
- **Day 24: (24 Dec 2024)**
 - Case Study Analysis: Lessons from Global Advertising Failures and Successes
- **Day 25: (25 Dec 2024)**
 - Industry Guest Lecture: Insights from Advertising Professionals
- **Day 26: (26 Dec 2024)**
 - Project Work: Media Planning and Strategy Development
- **Day 27: (27 Dec 2024)**
 - Presentation of Group Projects: Advertising Campaign Proposals
- **Day 28: (28 Dec 2024)**
 - Feedback and Review: Evaluating Group Projects
- **Day 29: (29 Dec 2024)**
 - Exam Preparation: Key Concepts and Revision
- **Day 30: (30 Dec 2024)**
 - Final Assessment: Written Exam and Project Evaluation
 - Closing Ceremony and Certificate Distribution

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31 December 2024: Course Completion

- **Day 31: (31 Dec 2024)**
 - No scheduled classes; students are encouraged to review and reflect on their learning experiences.

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
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Question Paper

Marks : 40

Descriptive Question Section (40 Marks)

- **Certificate Course in Advertising and Media Management:**
- **Question 1:**
- **Explain the role of media planning in the success of an advertising campaign.**
In your answer, discuss the importance of media selection, scheduling, and budgeting. Provide examples to illustrate how effective media planning can enhance the reach and impact of an advertising campaign.
- **Question 2:**
- **Discuss the ethical considerations in advertising.**
Evaluate the challenges faced by advertisers in maintaining ethical standards, including issues related to truthfulness, social responsibility, and the portrayal of gender and cultural stereotypes. Suggest ways in which advertisers can uphold ethical practices in their campaigns.
- **Question 3:**
- **Analyze the impact of digital media on traditional advertising models.**
Examine how the rise of digital platforms has transformed the advertising landscape. Compare and contrast digital advertising with traditional media, focusing on changes in consumer behavior, targeting capabilities, and the measurement of advertising effectiveness.
- **Question 4:**
- **Describe the process of creating an integrated marketing communications (IMC) campaign.**
Outline the steps involved in developing an IMC campaign, from initial research and strategy formulation to the execution and evaluation of the campaign. Discuss the advantages of using an IMC approach in today's complex media environment.

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
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Project Book

Marks: 30

Project Book Topics (30 Marks)

Project Book Topics

1. **Designing an Advertising Campaign for a New Product Launch**
 - Develop a comprehensive advertising campaign for a hypothetical new product. Include campaign objectives, target audience analysis, media planning, creative strategy, budget allocation, and expected outcomes.
2. **Case Study Analysis: Successful Advertising Campaigns**
 - Select and analyze two successful advertising campaigns from different industries. Discuss the strategies used, media choices, target audience engagement, and the overall impact of these campaigns on brand growth.
3. **The Role of Social Media in Modern Advertising**
 - Explore how social media platforms are being used by brands to connect with their audiences. Analyze the effectiveness of various social media advertising strategies, such as influencer marketing, paid ads, and content marketing.
4. **Ethical Advertising: Challenges and Solutions**
 - Investigate the ethical challenges faced by advertisers today. Focus on issues like misleading advertisements, cultural sensitivity, and the portrayal of gender. Propose solutions for maintaining ethical standards in advertising practices.
5. **The Evolution of Advertising: From Print to Digital**
 - Trace the evolution of advertising from traditional print media to the digital age. Discuss how advertising strategies have changed over time, with a focus on technological advancements and shifts in consumer behavior.
6. **Consumer Behavior and Advertising: A Research Study**
 - Conduct a research study on consumer behavior in response to advertising. Choose a specific demographic and analyze how different types of advertising (e.g., digital, television, print) influence their purchasing decisions.
7. **Creating a Brand Identity through Advertising**
 - Develop a project that focuses on building a strong brand identity using advertising. Discuss the role of brand messaging, visual elements, and consistent communication across different media platforms.
8. **Advertising in the Global Market: Challenges and Opportunities**
 - Explore the challenges and opportunities of advertising in the global market. Focus on cultural differences, language barriers, and the need for localized content. Provide examples of global brands that have successfully navigated these challenges.
9. **Impact of Advertising on Consumer Perception: A Comparative Study**

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- Conduct a comparative study on the impact of advertising on consumer perception of two competing brands. Analyze how advertising shapes consumer attitudes and brand loyalty.

10. Measuring Advertising Effectiveness: Tools and Techniques

- Investigate the various tools and techniques used to measure the effectiveness of advertising campaigns. Discuss the importance of metrics such as ROI, brand recall, and customer engagement in evaluating campaign success.



A handwritten signature in black ink, appearing to be "H. S. B." with a horizontal line underneath.

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
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Seminar

Marks: 05

Seminar Topics (5 Marks)

Seminar Topics

1. **The Power of Storytelling in Advertising**
 - Discuss how brands use storytelling to create emotional connections with their audiences and the impact of narrative-driven campaigns on consumer behavior.
2. **The Rise of Influencer Marketing**
 - Explore the growing trend of influencer marketing, its effectiveness compared to traditional advertising methods, and the challenges associated with managing influencer partnerships.
3. **Behavioral Targeting in Digital Advertising**
 - Examine how advertisers use consumer data to target ads more effectively, the ethical implications of behavioral targeting, and its impact on ad personalization.
4. **Sustainability in Advertising**
 - Analyze how brands are incorporating sustainability into their advertising strategies, including green marketing, and the role of advertising in promoting environmental awareness.
5. **Trends in Video Advertising**
 - Investigate the latest trends in video advertising, including the rise of short-form content, the use of video on social media platforms, and the effectiveness of video ads in engaging audiences.

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
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List of students enrolled for the Certificate Course.

Sr. No.	Name of the Student	Class
1	BHISE GUNRTNA AMRATRAO	BAMCJ 1 ST
2	CHAVHAN MONIKA SUDHAKAR	BAMCJ 1 ST
3	DOKHALE SUNIL RAJARAM	BAMCJ 1 ST
4	WAYWALE SAKSHI DEVIDAS	BAMCJ 1 ST
5	RAYGHOL PORNIMA NAMDEV	BAMCJ 2 ND
6	SAWATE BHARATRATNA DILIP	BAMCJ 2 ND
7	WAVDHANE MAROTI SUBHASH	BAMCJ 2 ND
8	DESHMUKH VAISHNAVI GOVINDRAO	BAMCJ 2 ND
9	INGOLE AKASH PRABHAKAR	BAMCJ 2 ND
10	PATHAN DANISH FAIJULLA KHAN	BAMCJ 3 RD
11	SURYAWANSHI SARIKA KERBA	BAMCJ 3 RD
12	HANUMANTE SATISH PRABHAKAR	BAMCJ 3 RD
13	KAMBLE VISHAKHA DEORAO	BAMCJ 3 RD
14	RATHOD PUNDLIK INDAL	BJMS
15	YADULWAD RAMAKANTA GANGARAM	BJMS
16	GOLHER SACHIN BABURAO	BJMS
17	JOGDAND RAVI MOKINDRAO	BJMS
18	SURYAWANSHI VIDHYA LAXMAN	MJMS 1 ST
19	JONDHALE GAJANAN VISHWANATH	MJMS 1 ST
20	JADHAV NIKHIL ASHOK	MJMS 1 ST
21	DHUTADE SHITAL PRAKASH	MJMS 1 ST
22	BHUTALE VARSHA ARYABHANU	MJMS 1 ST
23	WAGHMARE SAINATH THARAJI	MJMS 2 ND
24	SONKAMBLE DIPAK BHUJANG	MJMS 2 ND
25	CHOUDANTE HANSRAJ DEVRAO	MJMS 2 ND
26	BHISE MOTI BHAGWAN	MJMS 2 ND
27	SURYA NITIN NAGORAO	MJMS 2 ND

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**CERTIFICATE COURSE IN ADVERTISING AND MEDIA
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List of top five students of the Certificate Course:

1. JONDHALE GAJANAN VISHWANATH - MJ(MS) 1ST
2. BHISE MOTI BHAGWAN - MJ(MS) 2ND
3. SURYA NITIN NAGORAO - MJ(MS) 2ND
4. YADULWAD RAMAKANTA GANGARAM - BJMS
5. WAYWALE SAKSHI DEVIDAS - BA(MCJ) 1ST

Course Coordinator

Principal

Principal

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Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
CHODANTE HANSRAJ DEVRAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 24/30

Seminar Topics: 4/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

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Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm_vks@gmail.com

Certificate of Completion

This is to certify that
DHUTADE SHITAL PRAKASH
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

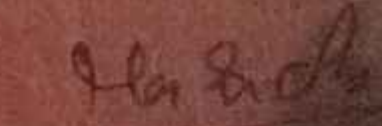
Project Book: 23/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.


Course Coordinator

MR. AMOL DEEPAKRAO DHULE


Principal

DR. VIKAS LIMBAJI KADAM

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FPJ]

Website: www.sqgs.org InCell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
JOGDAND RAVI MOKINDRAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained
Question Paper: 33/40
Project Book: 22/30
Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sgps.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
KAMBLE VISHAKHA DEORAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 24/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

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Certificate of Completion

This is to certify that
INGOLE AKASH PRABHAKAR
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

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Marks Obtained

Question Paper: 35/40

Project Book: 23/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE


Principal

DR. VIKAS LIMBAJI KADAM

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Website: www.sggs.org InCell No.: 9325365666 E-mail: kdm.vks@gmail.com


Certificate of Completion

This is to certify that
RAYGHOL PORNIMA NAMDEV
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT


The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained
Question Paper: 33/40
Project Book: 23/30
Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.


Course Coordinator

MR. AMOL DEEPAKRAO DHULE


Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FPJ]

Website: www.sggs.org.in Cell No.: 9325365686 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
BHISE GUNRTNA AMRATRAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40
Project Book: 25/30
Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: **Dr. Vikas Limbaji Kadam** [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sgggs.org.in Cell No.: 9325365666 E-mail: kdm_vks@gmail.com

Certificate of Completion

This is to certify that
SONKAMBLE DIPAK BHUJANG
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 33/40

Project Book: 23/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



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(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org InCell No.: 9325365666 E-mail: kjrn_vks@gmail.com

Certificate of Completion

This is to certify that
JADHAV NIKHIL ASHOK
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 35/40

Project Book: 23/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggc.org.in Cell No.: 9325365866 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
GOLHER SACHIN BABURAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

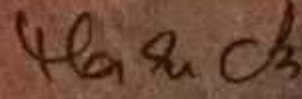
Project Book: 23/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.


Course Coordinator

MR. AMOL DEEPAKRAO DHULE


Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**



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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggc.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
HANUMANTE SATISH PRABHAKAR
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 35/40

Project Book: 23/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
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Principal: Dr. Vikas Limbaji Kadam [Ph. D: MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
DESHMUKH VAISHNAVI GOVINDRAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 25/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

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Principal: **Dr. Vikas Limbaji Kadam** | Ph. D. MA(MCJ), NET, PGDEM&FPJ

Website: www.sggs.org | Cell No.: 9325366666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
WAYWALE SAKSHI DEVIDAS
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 35/40

Project Book: 25/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sqgs.org InCell No.: 9325365666 E-mail: kdm_vks@gmail.com

Certificate of Completion

This is to certify that
BHISE MOTI BHAGWAN
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 33/40

Project Book: 25/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

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Principal: **Dr. Vikas Limbaji Kadam** [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sqgs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
BHUTALE VARSHA ARYABHANU
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 24/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
SURYAWANSHI VIDHYA LAXMAN
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 33/40

Project Book: 25/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365868 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
RATHOD PUNDLIK INDAL
has successfully completed the
Certificate Course In ADVERTISING AND MEDIA MANAGEMENT

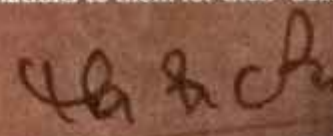
The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained
Question Paper: 33/40
Project Book: 23/30
Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.


Course Coordinator

MR. AMOL DEEPAKRAO DHULE



Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: **Dr. Vikas Limbaji Kadam** [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sngs.org.in Cell No.: 9325365666 E-mail: kdm_vks@gmail.com

Certificate of Completion

This is to certify that
PATHAN DANISH FAIJULLA KHAN
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 24/30

Seminar Topics: 4/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Call No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
SAWATE BHARATRATNA DILIP
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.


Marks Obtained

Question Paper: 33/40


Project Book: 22/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.


Course Coordinator

MR. AMOL DEEPAKRAO DHULE


Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
CHAVHAN MONIKA SUDHAKAR
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 33/40

Project Book: 23/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sags.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
SURYA NITIN NAGORAO
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 25/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramarand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
WAGHMARE SAINATH THARAJI
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 25/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.

Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggc.org.in Cell No.: 9325365666 E-mail: kdm_vks@gmail.com

Certificate of Completion

This is to certify that
JONDHLE GAJANAN VISHWANATH
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 35/40

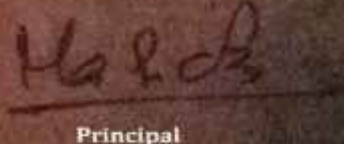
Project Book: 25/30

Seminar Topics: 3/5

We commend them on their accomplishment and extend congratulations to them for their 'best wishes' for what lies ahead.


Course Coordinator

MR. AMOL DEEPAKRAO DHULE


Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: **Dr. Vikas Limbaji Kadam** [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
YADULWAD RAMAKANTA GANGARAM
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 33/40

Project Book: 23/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

(Affiliated to Swami Ramanand Teerth Marathwada University, Nanded)

Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
SURYAWANSHI SARIKA KERBA
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 25/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**



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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sggs.org.in Cell No.: 9325365666 E-mail: kdm.vks@gmail.com

Certificate of Completion

This is to certify that
WAVDHANE MAROTI SUBHASH
has successfully completed the
Certificate Course in ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 34/40

Project Book: 23/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded



Shri Guru Govindsinghji College (B.J.), Malegaon Road, Nanded.

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Principal: Dr. Vikas Limbaji Kadam [Ph. D. MA(MCJ), NET, PGDEM&FP]

Website: www.sqgs.org.in Cell No.: 9325365666 E-mail: kdm_vks@gmail.com

Certificate of Completion

This is to certify that
DOKHALE SUNIL RAJARAM
has successfully completed the
Certificate Course In ADVERTISING AND MEDIA MANAGEMENT

The course covered various aspects of ADVERTISING AND MEDIA MANAGEMENT, including technical fundamentals, visual storytelling, ethics, and fieldwork, equipping the student with the skills and knowledge necessary for a career in ADVERTISING AND MEDIA MANAGEMENT.

Marks Obtained

Question Paper: 35/40

Project Book: 23/30

Seminar Topics: 3/5

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Course Coordinator

MR. AMOL DEEPAKRAO DHULE

Principal

DR. VIKAS LIMBAJI KADAM

**Shri Guru Govindsinghji College (B.J.)
Malegaon Road, Nanded**