

## Entrepreneurship Development Cell and Department of Management studies

## Submitted by : Dr.Prem Knowles.S, ED Cell Cordinator

Department of Management studies and ED Cell jointly organized a Skill quiz on "Characteristics or qualities or values of Advertisement Copy" on **8.06.2023** (Thursday), from 12.15 AM to 1:15 PM. Kautilya Hall.

Objective: It enlightens the students to identify the psychological aims of an advertisement.

<b>**</b>		ALLE INSTITU LOGY & SCIE	NCE 🥯
This base of the sector of the	DEPARTMEN	T OF MANAGEMENT ST & APSSDC SKILL OUZ	UDIES
"Characteristics or qualities or values of Advertisement Copy" Date:08/06/2023 Time : 12.15PM-1.15PM			
Chief Patron Dr. N. Vijaya Bhaskar C Secretary & Correspo		Patron Mrs. Keerthi Nadella Executive Director	Program Chair Dr. C. Yuvaraj Principal
Co-Chair Prof. Sremmant Basu HOD, MBA			Co-ordinator Dr.Srinivisa Krishna Asst Professor,MBA

The details as follows:

Name of the event: Values of Advertising

No of participants: 25

Organized by : Dr.K.S.Krishna

Coordinator : Dr.Prem Knowles

Characteristics or qualities or values of Advertisement Copy

- 1. Attention value
- 2. Suggestive value
- 3. Memorising value
- 4. Convication value
- 5. Sentimental appeal value
- 6. Education value



## 7. Instinctive value









Dr.Prem Knowles S ED Cell Coordinator Principal