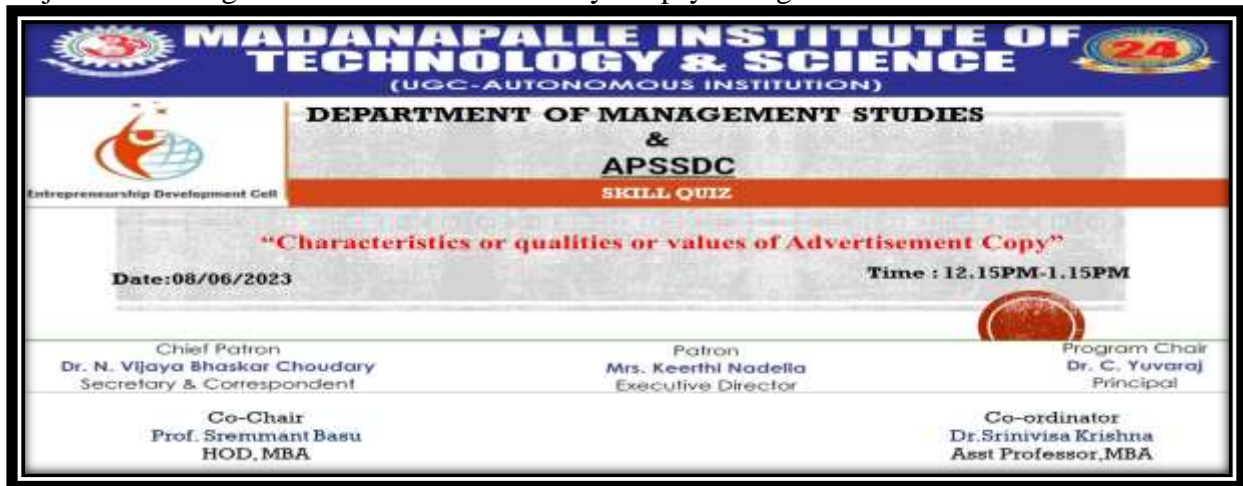


Entrepreneurship Development Cell and Department of Management studies

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.



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. Conviction value
5. Sentimental appeal value
6. Education value

7. Instinctive value





Dr.Prem Knowles S
ED Cell Coordinator

Principal