




# Symbiosis School of Media & Communication, Bengaluru

29 Jan at 8:09 PM • 

We invite the faculty and students of Kumaraguru College of Liberal Arts and Science to a two day workshop conducted on our campus on 30th and 31st of... See More



Two-day workshop on

*“Trends in IMC with emphasis on branding”*

Organised by

**Symbiosis School of Media and Communication**  
Bengaluru

30 and 31 January, 2020

Resource Persons:

Dr. N Thilaka  
(Officiating Director)

Dr. Shabista Booshan  
(Assistant Professor)



## **Workshop: ‘Trends in IMC with emphasis on Branding’**

### **EVENT FLOW DAY 1- 30/1/2020**

<b>TIME</b>	<b>EVENT</b>
9.30 am-10:00 am	Welcome Address by Officiating Director Dr. N Thilaka
10.00 am -11.00 am	Session by Dr. N Thilaka
11.00 am- 11.15 am	Break
11.15 am-12.15pm	Session by Dr. Shabista Booshan
12.15 pm-12.45 pm	Brief on Activity
12.45 pm-1.45 pm	Lunch Break
2.00 pm- 4.30 pm	Lab Activity
4.30pm	Closing the workshop

### **EVENT FLOW DAY 2- 31/1/2020**

<b>TIME</b>	<b>EVENT</b>
10.00 am	Emcee Welcoming the Students
10.05 am- 11.00am	Activity Presentation
11.00 am-11.15 am	Break
11.15 am-12.00pm	Feedback Session
12.0 0pm-12.20 pm	Certificate Distribution
12.20 pm	Vote of Thanks
12.30 pm	Lunch Break

**Visit to Ad Agency post Lunch.**

