



Bal Bharati
PUBLIC SCHOOL
M A N E S A R

REPORT- BUSINESS BUZZ CLUB

DATE- 3 AUGUST 2024

TOPIC: - “Marketing Masterclass”

TEACHER IN CHARGE: - MS. JYOTI PAHUJA,
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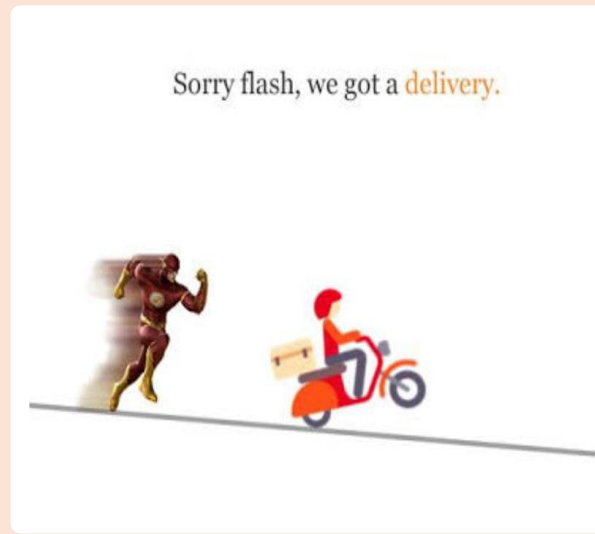
DESCRIPTION: In this activity, students embarked on a creative project to design advertisement posters for their chosen companies. The session kicked off with the viewing of iconic advertisements, such as Vodafone's Zo-Zo ads and Dove's campaign on beauty standards. This was followed by a review of various company posters, including those from McDonald's, sunscreen brands, and Swiggy.

Learning outcomes:

- To understand the elements of effective advertising by analysing successful ad campaigns.
- To encourage creativity and originality in designing advertisement posters.
- To develop skills in visual communication and marketing strategies.
- To foster an appreciation for the impact of advertising on consumer behaviour and brand perception.

GLIMPSES OF THE ACTIVITY: -





Conclusion: The Creative Advertising Workshop was a great success, giving students a chance to mix learning with hands-on experience. By looking at famous ads and making their own posters, students learned more about marketing and improved their creative skills. This activity not only helped them appreciate advertising but also prepared them for future business and marketing opportunities.

