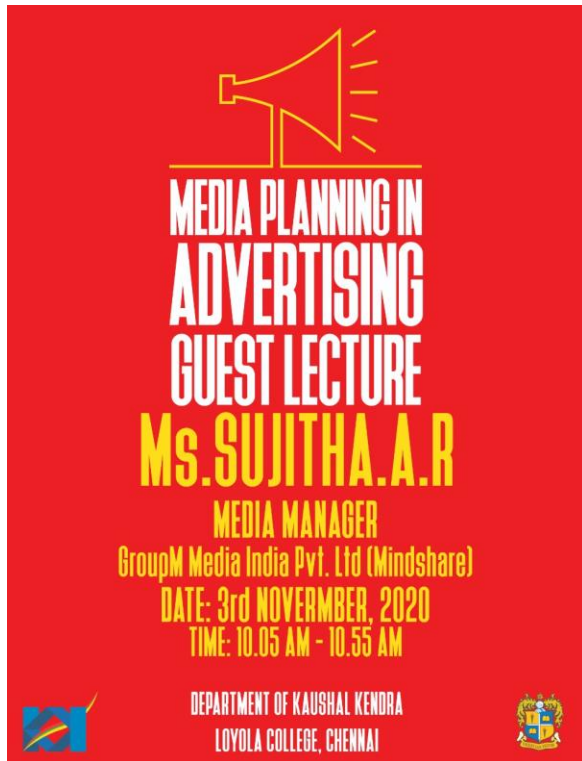


A Gripping Guest Lecture on Media Planning for Advertising



The Loyola KAUSHAL Kendra Department had organised a guest lecture on Media Planning in Advertising for the 3rd year UG Digital Journalism students on the 3rd of November 2020 via Google Meet. The speaker for the lecture was Ms. Sujitha A.R, Media Manager, GroupM Media India Pvt. Ltd. (Mindshare)

In her lecture, Ms. Sujitha enlightened the students on how advertisements work these days. They not only promote their products, but also on the update of their product and service information. Eg. GRT Jewellers

promote their opening of their new branches while advertising for their jewellery. She made the subject even more interesting by relating the ‘5W’s and 1H’ concept of journalism to the advertisement industry.

It should not go without mentioning that the talk became more attention-grabbing when it moved to the topic of ‘advertisements based on the target audience.’ She had a very amusing and humorous style of narrating the psychology and intelligence of the advertisers especially when she explained about certain products advertised for children are actually targeted to the parents and also how it instigated the children to influence their parents into buying those products for them.

Ms. Sujitha made the session very interactive and interesting for all participants. Her style and delivery of speech was remarkable. One hour just flew.