

NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCE AND SCIENCE TYBMMSC SEMESTER V (ADV) INTERNAL ASSIGNMENT FOR VIVA VOICE (25 MARKS) INSTRUCTIONS TO STUDENTS							
STUDENTS ARE INSTRUCTED TO PREPARE A TYPED OR HANDWRITTEN ASSIGNMENT ON THE ALLOCATED TOPICS AS PER THE DETAILS GIVEN BELOW.							
1) ALL SIDE RULED PAPER WITH ONE SIDE RULED AND BLANK ON THE OTHER SIDE MUST BE USED FOR ASSIGNMENT.							
2) PICTURES PERTAINING TO YOUR TOPIC CAN BE STUCK ON THE BLANK SHEET.							
3) FORMAT OF THE ASSIGNMENT IS AS FOLLOWS:							
1st Page - Cover Page (Not to exceed by 1 inch)							
2nd Page - Index							
3rd Page - Introduction of your Topic							
4th to 12th Page - Research content about your topic							
13th Page - Conclusion							
14th Page - Bibliography							
15th Page - Acknowledgement							

Sr. No.	Seat No.	Name of the Student	COPYWRITING	CONSUMER BEHAVIOUR	BRAND BUILDING	AGENCY MANAGEMENT	ADVERTISING AND MARKETING RESEARCH	SOCIAL MEDIA MARKETING
			Powerful Tips for Outstanding Copywriting				Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
1	22TMM001	AARETHYA DIPTI MURJI MANABEN	2023-24CB Internals Assignment.docx.docx	2023-24CB Internals Assignment.docx.docx	TYBMMSC BRAND BUILDING PROJECT 2023.xlsx	A Study on 3 Successful and Creative Advertising Campaigns of Ogilvy India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
			Changing the Perceptions of Customers through Persuasive Copywriting	A study on various factors affecting consumer behavior with relevant examples.	A STUDY ON BRAND BUILDING ON SUGAR COSMETICS	A Study on 3 Successful and Creative Advertising Campaigns of JWT India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
2	21TMM021	AZAD MUSKAN RAMKISHAN POOJA	Copywriting: Origin of the Term and its Importance in Advertising	A study on various advertising appeals with two examples each.	A STUDY ON BRAND ELEMENTS KOHINOOR BASMATHI	A Study on 3 Successful and Creative Advertising Campaigns of M&M Worldgroup India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
3	21TMM022	BHATKAR PRANAV MILIND MANASI	Why Creative Brief Important for a Copywriter	A Study on impact of packaging in consumer's decision making.	A STUDY ON BRAND ELEMENTS SURF EXCEL	A Study on 3 Successful and Creative Advertising Campaigns of DBM Mudra Group	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
4	21TMM023	BIYA DEVIKA SATYANARAYAN SNEHALATA	Any Five Ad Campaigns well known for Great Copywriting	Explain VALS with a relevant case study.	A STUDY ON BRAND ELEMENTS DANTH KANTI	A Study on 3 Successful and Creative Advertising Campaigns of Leo Burnett India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
5	21TMM024	BOMBLE SEJAL SOPAN MANGAL	The Art of Creating an Ad in an Ad Agency	A study on Maslow's theory and its implication on advertising.	A STUDY ON BRAND ELEMENTS AMWAY	A Study on 3 Successful and Creative Advertising Campaigns of FCB Ulka Advertising	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
6	21TMM026	DHAKAN RONIK CHETAN RUPALI	Copywriting Trends in India over the Years	A study on Value perception of luxury items.	A STUDY ON BRAND ELEMENTS AMAZON	A Study on 3 Successful and Creative Advertising Campaigns of Havas India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
7	21TMM062	DHALE SAURAV HENMANT LAXMI	Responsibilities of a Good Copywriter	A comparative study of the basic communication model with respect to any two brands.	A STUDY ON BRAND ELEMENTS TUPPERWARE	A Study on 3 Successful and Creative Advertising Campaigns of TBWA India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
8	20TMM031	DHANDHARIA SAKSHI SUNIL MANISHA	Storyboard and Storyboarding and their Importance in Advertising	A study on Consumer behavior in the digital world.	A STUDY ON BRAND ELEMENTS SPYKAR	A Study on 3 Successful and Creative Advertising Campaigns of Publicis India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
9	21TMM027	DNANI ARMAAN HUSSAN ANURISHA	Most Famous Slogans that have Redefined Copywriting	A study on Vroom's expectancy theory of motivation	A STUDY ON BRAND ELEMENTS SNAPDEAL	A Study on 3 Successful and Creative Advertising Campaigns of BBDO India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
10	21TMM028	DUDWADKAR YANKITA GITESH SHUBHANGI	Slogans of Advertisements that Continue to be Popular	A study on various personality theories with relevant examples.	A STUDY ON BRAND ELEMENTS BALAJI	A Study on 3 Successful and Creative Advertising Campaigns of Grey Group India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
11	21TMM029	GHAG ROHIT DATTARAM DEEPAI	Why Creative Brief is of Crucial importance for a Copywriter	A study on Controversial Advertisements in the past decade.	A STUDY ON BRAND ELEMENTS NYKAA	A Study on 3 Successful and Creative Advertising Campaigns of Creativeland Asia	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
12	21TMM030	GHELAWAT GAURAV JAGBIR PUSHPA	Brainstorming and Imagination - Powerful Idea Generation Techniques	A study on Stereotyping in advertising with 5 examples.	A STUDY ON BRAND ELEMENTS SNAPDEAL	A Study on 3 Successful and Creative Advertising Campaigns of Rediffusion, Y & R	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
13	17TMM049	GLIAR DEVCHAND MANGILAL ASHA	Big Ideas that Define the Advertising World	A detailed study on perception.	A STUDY ON BRAND ELEMENTS FLIPKART	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Spotify	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
14	22TMM003	GUPTA ANJALI VINOD	A Study on Copywriting and Brand Awareness	A study on impact of Social media Ads on the purchase behavior of youth.	A STUDY ON BRAND ELEMENTS STARBUCKS	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
15	21TMM031	GUPTA SHIVAM VINOD SARITA	Role of Copywriting in Ad Campaigns of Luxury Watches	A study on the role of Family & society in consumer behavior	A STUDY ON BRAND POSITIONING OF APPLE	A Study on 3 Successful and Creative Advertising Campaigns of 22feet Tribal Worldwide	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
16	19TMM147	HASIZA SUNNY DHARMENDRA SUNTA	Tips for Becoming a Copywriter Par Excellence	A study on repeat purchase by the youth with reference to the clothing industry.	A STUDY ON BRAND POSITIONING OF AMUL	A Study on 3 Successful and Creative Advertising Campaigns of VMLY&R India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
17	21TMM066	JADHAV SHRAVANI YOGESH SAKSHI	What is TRP and why it is important in Advertising	A study on Consumer perception of price in Consumer durables	A STUDY ON BRAND POSITIONING OF PUMA	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
18	21TMM033	KADAM YASH TUKARAM RESHMA	Tips for Writing Persuasive Copy	A study on impact of Business ethics on consumer's perception towards the brand.	A STUDY ON BRAND POSITIONING OF NIKE	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
19	22TMM004	KAMTEKAR BHAVESH ANANT PRATIBHA	Stole of Copywriting in Advertisements for Reebok	A study on Classical theories of learning with relevant examples.	A STUDY ON BRAND POSITIONING OF SKECHTER	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
20	21TMM060	KARADKAR AKSHADA GIRISH GAURI	Timeless Slogans and Taglines of World's iconic Brands	A study on any one popular brand's initiative to improve or establish brand image.	A STUDY ON BRAND POSITIONING OF SLEPPY OWL	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
21	21TMM034	KAVAL VINIT CHOPRA JASBIR KAUR	Study on the Role of Copywriting in Ad Campaigns of Television	A comparative analysis on traditional and modern forms of advertising.	A STUDY ON BRAND POSITIONING OF BRU	A Study on 3 Successful and Creative Advertising Campaigns of Wavemaker India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
22	21TMM036	MANIYAR JANVI SANJAY DAKSHA				A Study on 3 Successful and Creative Advertising Campaigns of WMLY&R India	Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice

		The Art of Storyboarding	A study on Brand advocacy development.	A STUDY ON BRAND POSITIONING OF LAKME		Comparative research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
23	16TMM082	MAURVA GOVIND RAMANAND	Television as a Medium for Advertisements Today	A study on Customer Relationship Management with special reference to the Telecom sector.	A STUDY ON BRAND POSITIONING OF DOMINO	A Study on 3 Successful and Creative Advertising Campaigns of Madison World	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
24	21TMM070	MODI PRATHAM MANISH DEEPA	Writing Effective Copy for Children and Women	A study on Marketing Mix of any one mobile phone.	A STUDY ON BRAND POSITIONING OF RAYMOND	A Study on 3 Successful and Creative Advertising Campaigns of MagicCircle Communications Pvt. Ltd	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
25	21TMM038	PARMAR NIHAR SANJAY NISHA	Copywriting for Billboards and Outdoor Posters	A comparative study on an advertising campaign of a product, a service and an idea.	A STUDY ON BRAND ELEMENTS OF LOUIS PHILIP	A Study on 3 Successful and Creative Advertising Campaigns of Saatchi & Saatchi	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
26	21TMM039	PATIL ADITI KAVITA	Steps in Creating Advertising Campaigns	A study on the adopter categories that influence diffusion.	A STUDY ON BRAND POSITIONING OF KALYAN JEWELRY	A Study on 3 Successful and Creative Advertising Campaigns of Bartle Bogle Hegarty	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
27	21TMM040	PROJAPATI RONIT TARUN RINA	Study on the Role of Copywriting in Ad Campaigns of Airlines	A study on Consumer perception of price	A STUDY ON BRAND POSITIONING OF TANISHQ	A Study on 3 Successful and Creative Advertising Campaigns of Droga5	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
28	21TMM041	RAHATE SIDDHESH SANDEEP SAYALI	Significance of Informercials	in FMCG products.	A STUDY ON BRAND POSITIONING OF TATA MOTORS	A Study on 3 Successful and Creative Advertising Campaigns of Ogilvy International	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
29	21TMM042	RAMTEKE RISHI SURENDRA SHAHNAZ	Humour- an Important Tool for a Copywriter	A study on family purchase decision: an Indian point of view.	A STUDY ON BRAND POSITIONING OF TITAN	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Linsart	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
30	21TMM043	RATHOD KRISHIKA DINESH KAVITA	Writing Powerful Content for Gen Z and Millennials	A comparative study on analysis of consumers purchase decision Online vs Offline.	A STUDY ON BRAND POSITIONING OF LUX	A Study on 3 Successful and Creative Advertising Campaigns of JWT Worldwide	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
31	21TMM069	RODE SUYASH SANTOSH SNEHA	Radio as a Medium for Advertisements in Today's Times	A study on brand extensions and brand Relatedness	A STUDY ON BRAND ELEMENTS OF PEARS	A Study on 3 Successful and Creative Advertising Campaigns of FCB Global	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
32	21TMM048	SAKPAL PRATHAMESH SANTOSH VANDANA	Innovativeness in Copywriting for Eyewear Ads	A study on models of consumer decision making.	A STUDY ON BRAND PERSONALITY OF LG	A Study on 3 Successful and Creative Advertising Campaigns of DDB Worldwide	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
33	20TMM104	SARVAIYA HITEN BHARAT KALASH	Email Copywriting Techniques that Work Wonders	A study on Psychological Dynamics of Consumption.	A STUDY ON BRAND PERSONALITY OF PARLE G	A Study on 3 Successful and Creative Advertising Campaigns of McCann International	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
34	21TMM047	SHAH DEESHA DILIPHAJI VARSHABEN	Writing Copy for Ads for Senior Citizens	A study on impact of consumer behavior on the Product Life Cycle with a relevant example.	A STUDY ON BRAND PERSONALITY OF JAGUAR	A Study on 3 Successful and Creative Advertising Campaigns of Grey Group International	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
35	21TMM068	SHAIKH MEHVISH FARID SHAMA	The Art of Using Persuasion in Copywriting	A study on impact of reference groups in purchase decisions of consumers.	A STUDY ON BRAND PERSONALITY OF APSARA PENCIL	A Study on 3 Successful and Creative Advertising Campaigns of the Brand McDonald's India	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
36	21TMM048	SHAIKH SAIMA MOHD MUBARAK SHAIKH ZAINAB	Copywriting in Ad Campaigns of Life Insurance Policies	A study on levels of consumer decision making with relevant examples.	A STUDY ON BRAND PERSONALITY OF PAPER BOAT	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Amul India	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
37	20TMM112	SHARMA RAHULKUMAR RANJEET GEETA	Why Creative Brief is of Crucial importance for a Copywriter	A study on impact of advertising on brand loyalty.	A STUDY ON BRAND PERSONALITY OF MAAZA	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Zomato	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
38	20TMM114	SHETTY SHRIDHAR DHARMALINGAM LIMA	Writing Digital Copy for Social Media	A study on Customer Relationship Management with special reference to the Telecom sector.	A STUDY ON BRAND PERSONALITY OF NIMBOOZ	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Ching's Secret	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
39	21TMM052	SONI JAY DHARMESH POOJA	Any Five Leading Ad Agencies and their Best Ad Campaigns	A study on Marketing Mix of any one mobile phone.	A STUDY ON BRAND PERSONALITY OF ENO	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Cadbury 5 star	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
40	21TMM055	VICHARE YATHARTH ASHOK ASHWINI	Study on the Role of Copywriting in Ad Campaigns for Soft Drinks	A comparative study on an advertising campaign of a product, a service and an idea.	A STUDY ON BRAND PERSONALITY OF LENOVO	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Coca Cola India	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
41	21TMM056	VISHWAKARMA SNEHA VIRENDRA BINDU	Ogilvy and Lowe Lintas- Powerhouse Ad Agencies	A study on the adopter categories that influence diffusion.	A STUDY ON BRAND PERSONALITY OF CANON	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Zelle	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
42	22TMM002	YADAV SURAJ HARISH KALAVATI	The Role of Copywriting in Ads for Cosmetics	A study on Stereotyping in advertising with 5 examples.	A STUDY ON BRAND PERSONALITY OF TAJ HOTELS	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Dove India	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
43	16TMM022	AGARWAL DEVKUMAR MAHESH	Advertisements that have Sood the Test of Time	A detailed study on perception.	A STUDY ON BRAND PERSONALITY OF SAFFOLA	A Study on 3 Successful and Creative Advertising Campaigns of the Brand Soliggy	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for service of your choice
44	20TMM123	SONAWANE SAHIL GRISH REKHA	Writing Powerful Content for Gen Z and Millennials	A study on impact of social media Ads on the purchase behavior of youth.	A STUDY ON BRAND PERSONALITY OF WOODLAND SHOES	A Study on 3 Successful and Creative Advertising Campaigns of the Brand McDonald's India	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn for product of your choice
45	20TMM077	NADAR ARUNKUMAR MADHAVAN SUPPULAXMI				A Study on 3 Successful and Creative Advertising Campaigns of the Brand Surf Excel India	