



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2018 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'
Bunts Sangha's

S.M. Shetty College of Science, Commerce and Management Studies, Powai.

Department: Mass Media & Communication Skills

Need: Enables students to gain industry knowledge that will aid in helping them choose the suitable career

Date: 25th Feb, 2023

Time: 08:20 am

Venue: 8th Floor A.V Room

Cost/Budget: 817

Proposed by: Prof. Neena Sharma

Verified by: Prof Kalpana Rai Menon

Prof. Kalpana Rai Menon

(Head of Department)

Dr. Sridhara Shetty

(Principal)



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Notice

The Department of Mass Media and Communication Skills of Bunts Sangha's S. M. Shetty College of Science, Commerce, and Management Studies is back again with another

✨ **PATHWISE** ✨

This session will provide insights on Brand Management 😊💻

Pathwise is a unique opportunity for you to gain valuable insight into various career options to learn about the industry.

Our Session will be featuring our esteemed Guest Speaker Mr. Priyesh Singh

Mr. Priyesh Singh is a respected professional who currently works as the brand manager at Indian Oil.

✨ He has years of experience in the industry and wealth of knowledge to share. ✨

So Please join us and get your doubts cleared!

Date 📅 : 28 February 2023

Time 🕒 : 12:00 pm

Venue 📍 : AV ROOM



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Date: 25th Feb 2023

Time: 08:20

Venue: 8th floor- 817

Members Present:

Farhan Khan

Dolcee Shah

Mandeera Ramgiri

Pratham Gore

Vijyalaxmi Poojary

Saisaranyya Menon

Points discussed:

Guest felicitation

Content/subject of the pathwise

Thank you letter for the guest

A handwritten signature in black ink, appearing to read 'Kalpana', with a horizontal line drawn underneath the text.

Prof. Kalpana Rai Menon
(Head of Department)

A handwritten signature in blue ink, appearing to read 'Sridhara Shetty', written in a cursive style.

Dr. Sridhara Shetty
(Principal)



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Incharges

Teachers

Prof. Kalpana Rai Menon

Prof. Neena Sharma

Overall Incharge

Farhan Khan

Mandira Ramgiri

Dolcee Shah

Studio Team

Vaishnavi Moolya

Harman Kaur Badwal

Vijayalaxmi Poojary

Pratham Gore

Vrushti Upadhyay

Kumkum Gaikwad

Saisarnyya Menon



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Department of Mass Media & Communication Skills

REPORT

The Department of Mass Media and Communication Skills of Bunts Sangha's S. M. Shetty College of Science, Commerce, and Management Studies, Powai on 28 February 2023, conducted a Pathwise session for the students of the BAMMC department looking for career options in brand management and advertising.

Saad Ansari from TYBAMMC opened the session and introduced the resource person, Mr. Priyesh Singh. Studio President Farhan Khan from TYBAMMC felicitated the resource person.

Mr. Priyesh Singh is a respected and experienced professional who currently works as the brand manager at Indian Oil. He's been with them for the past 11 years. He rose

through the ranks from aviation officer to human resources manager to brand manager of Superbrand Indane and its various sub-brands.



Mr. Priyesh Singh gave the students an explanation of what a brand is, how brands interact, and the subtleties of brand management. Additionally, he explained to the students the diversity of the advertising industry and the broad range of job roles it encompasses, such as account management, creative, media planning, and digital marketing. Marketing campaigns and promotional materials are typically created by advertising companies in collaboration with a variety of clients from various industries.

At the conclusion of the session, a Question-and-Answer session was held for the students to clear their doubts and have a better understanding of the profession.

Saad Ansari gave the vote of thanks to the resource person and everyone present.

Handwritten signature of Kalpana Rai Menon in black ink, underlined.

Prof. Kalpana Rai Menon
(Head of Department)

Handwritten signature of Sridhara Shetty in blue ink.

Dr. Sridhara Shetty
(Principal)



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FEEDBACK ANALYSIS

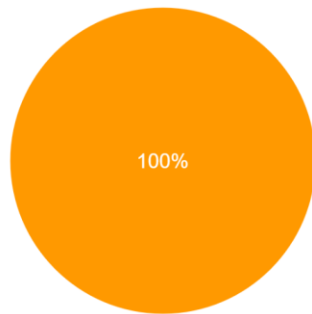
Which of the following best describes you:

25 responses

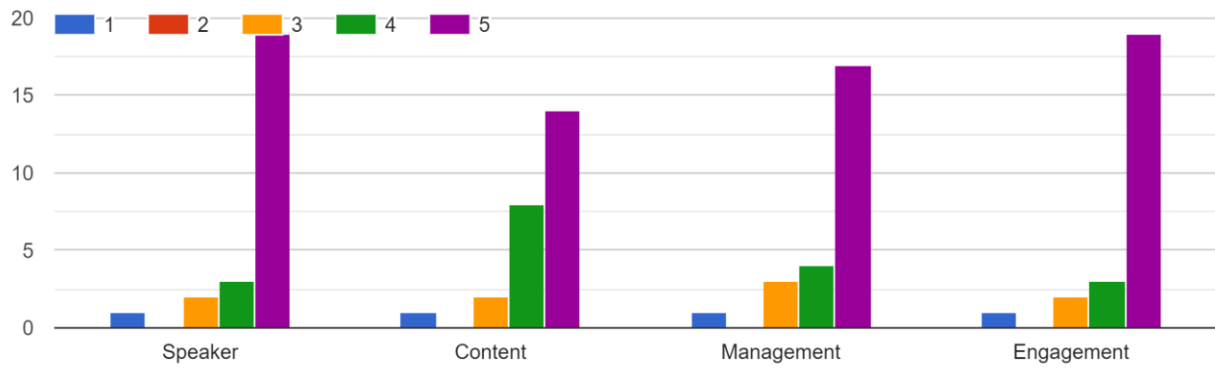


Class

25 responses



Rate the following (1 being the lowest, 5 being the highest)





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Action taken report

The entire response has been really favorable, and the students enjoyed the session because it was extremely beneficial to each one of them. More such sessions will be kept in the coming future.

Timestamp	Email	Full Name	College name / In Which of the foll: Class	Rate the followin	Rate the followin	Rate the followin	Rate the followin	Suggestions
2/25/2023 9:24:3	scottrodrigues40	Scott Rodrigues	SM SHETTY PO Student	TY	5	5	5	5 Nothing as such it was a really good session.
2/25/2023 9:25:2	deepashaswamy	Deepasha swam	Sm Shetty Powai Student	TY	5	5	5	5 ..
2/25/2023 9:25:2	shahsamay26	Samay Shah	SM Shetty Colleg Student	TY	5	5	5	5 Na
2/25/2023 9:25:3	myselfchandan6	Chandan chaura	S m shetty Student	TY	5	5	5	5 Na
2/25/2023 9:25:4	naiksamiksha30	Samiksha Naik	Bunts sangha srr Student	TY	5	4	5	5 No suggestions
2/25/2023 9:25:4	parthrewale1971	Parth Rewale	Sm shetty Student	TY	4	4	4	4 No
2/25/2023 9:25:5	cbrida1234@gm	Riya Soni	SM Shetty Colleg Student	TY	5	5	5	5 No
2/25/2023 9:25:5	tanishqashetty8	Tanishqa Shetty	SM.SHETTY Student	TY	5	4	5	5 .
2/25/2023 9:25:5	salonogawayi21	Salonigawayi	Sm shetty degre Student	TY	5	4	5	5 To have mor3 such interactions
2/25/2023 9:25:5	prathamgore200	Pratham Gore	S.m.shetty colleg Student	TY	5	5	5	5 N/A
2/25/2023 9:26:0	saksha333@gm	Raksha Singh	Sm shetty Student	TY	5	4	3	5 ..
2/25/2023 9:26:1	shwetagada73	Shweta gada	sm shetty college Student	TY	4	4	4	4 No
2/25/2023 9:26:1	harshpadelkar	Harsh Padelkar	Sm shetty degre Student	TY	5	5	4	5 Very nice session, learnt a lot, need more sessions like this
2/25/2023 9:26:3	badwalharmanka	Harman kaur	Sm shetty college Student	TY	4	4	4	4 .
2/25/2023 9:26:5	atharvabhagwat	Atharva Sanjay	S M Shetty Colle Student	TY	3	3	3	3 .
2/25/2023 9:27:0	vrushtiupadhyay	Vrushti Upadhyay	Sm shetty Student	TY	5	5	5	5 -
2/25/2023 9:27:1	smsdegbammc2	Ram Sarang	S.M Shetty Clg P Student	TY	1	1	1	1 Really good session and informative
2/25/2023 9:27:1	atharvapanpatte	Atharva Panpatte	S M Shetty Degre Student	TY	5	5	5	5 It was very good session. Would love to see more of it in future.
2/25/2023 9:27:2	poojaripratham9	Pratham poojari	Sm shetty Student	TY	5	5	5	5 .
2/25/2023 9:28:2	mandeeraramgiri	Mandeera Ram	Sm Shetty Student	TY	5	5	5	5 .
2/25/2023 9:28:2	Vmoolya0807	Vaishnavi Moolya	SM Shetty Colleg Student	TY	5	5	5	5 Would like more such seminaars regarding brand management and social media management from a person working in the company.
2/25/2023 9:28:3	moresumegh@g	Sumegh More	SM shetty college Student	TY	3	3	3	3 .
2/25/2023 9:28:3	itstanmaygohil	Tanmay Gohil	Sm Shetty Student	TY	5	5	5	5 N/A
2/25/2023 9:34:4	sakship@gmail	sakshi patil	sm shetty Student	TY	5	4	5	5 -
2/26/2023 15:56:	farhanat3987	Farhan Kham	S.M. Shetty Student	TY	5	5	5	5 Na