## DEPARTMENT OF MALAYALAM CMS COLLEGE KOTTAYAM (AUTONOMOUS)

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> ADVERTISING \& PUBLIC RELATIONS

VALUE ADDED COURSE FOR THE ACADEMIC YEAR 2018-19

## Report on the Add on Course Advertising and Public Relation (2018-19)

The department of Malayalam had arranged value-added course Advertising and Public Relation in the academic year 2018-19. The prime objective of the course is to impart knowledge about the concepts and methods of advertising and public relations. This valueadded programme is aimed at developing creative thinking and ideation in students. It also orients the learners towards the practical aspects, tools, and techniques of advertising and public relation. A total of 40 students participated in this program. Moreover, the course helps the students in polishing their analytical and problem-solving skills

CMS COLLEGE KOTTAYAM (Autonomous)
Value Added Course-Advertising \& Public Relation
Attendance Sheet


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