

St. Xavier's College (Autonomous), Mumbai – 1

SXC/RP/BA(MCJ)/WS/21-22/CQ/15

Date: 225/02/2022

WORKSHOP ON ESSENTIALS OF PROGRAMMATIC ADVERTISEMENT

Department of Mass Media, St. Xavier's College (Autonomous), 5, Mahapalika Marg, Mumbai – 400 001 proposes to organise a **Workshop on “Essentials of Programmatic Advertisement”** for the undergraduate students (limited to 60 students) in the following aspects under RUSA -2 Grant.

We invite experienced professionals in this area of study to email a quotation with their credentials and the cost of conducting the workshop on or before **2 March 2022 by 5.00 p.m.**

OBJECTIVE:

Onboard Undergraduate students who are looking to excel in the advertising field into the most prominent, up-and-coming technology-based digital advertising field,- Programmatic Ad Technology

EXPECTED OUTCOMES:

An end to end learning journey on Programmatic Advertising

The primary gaps to be bridged:

- Comprehend tech jargon that causes confusion and unnecessary complications
- Lean Actionable Strategies – To ensure real life the application amongst the brands or agencies,
- Compartmentalise the large array of technologies that are available so as to be able to use them strategically.

BENEFIT FOR THE STUDENTS FROM THE SESSIONS:

- Learning contemporary standards of commercial communications
- Work ready to make an impact in the workplace when interning and as trainees. Thereby adding credibility to skill-set performances
- Networking with media Industry Leaders

DESCRIPTION OF THE COURSE:

Hours	Lesson
5 Hrs	The Journey to Programmatic Advertising and the Media Buying Capabilities.
5 Hrs	Measurement, Attribution and Data
5 Hrs	On-Platform Training
5 Hrs	Understanding how careers are streamlined and insights into how the communication industry operates.
5 Hrs	Assignment based presentation for each category covered for the purpose of reinstating the concepts.
5 Hrs	Industry Leader Meet: Meet with an Industry Leader for a Question & Answer Session to get to network and gain deeper knowledge about the workings of the industry covered
30 Hrs	TOTAL

PRINCIPAL
