



PIMR APR CLUB 'THE PUBLICIST'.

About The Club: PIMR APR Club was inaugurated on October 18, 2019. The Club is managed by students of Advertising and Public Relations under the guidance of Dr. Pragya Keshari, who is faculty in the area of Marketing and coordinator of the Club.

Objectives of the Club: To provide platform to the students to interact with best known professionals from the Advertising, Marketing, Media, Research and Communication Fraternity. It will enable students to gain from the expertise of these professionals.

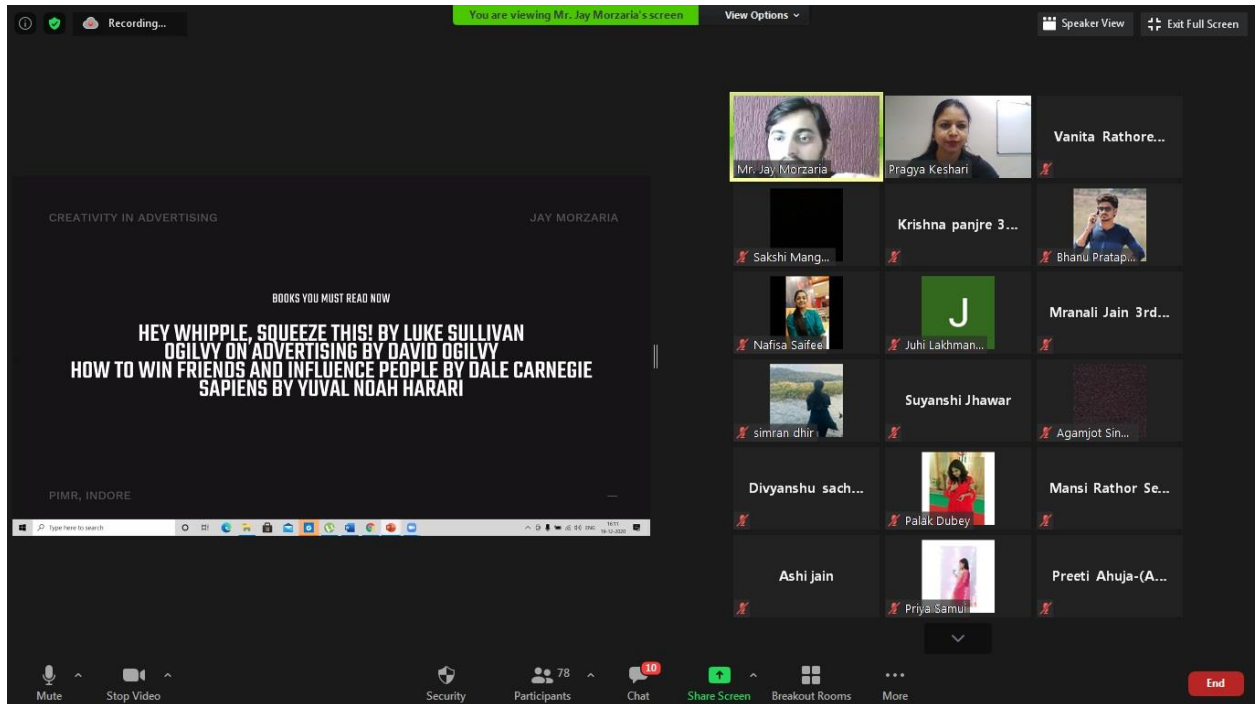
Vision and Mission: The Advertising Club is for Advertising and Marketing students of the Institute. The mission of the Club is to create forums and events to help its member students improve their professional competencies thereby raising their employability in the field of advertising and marketing.

Activities: Following Activities are organized by the Club for the member students.

1. Advertising Workshop
2. Creative Writing Workshop
3. Ad Mad Show
4. Best Campaign Contest
5. Advertising Quiz
6. Extra Mural Lectures
7. Industry Visits

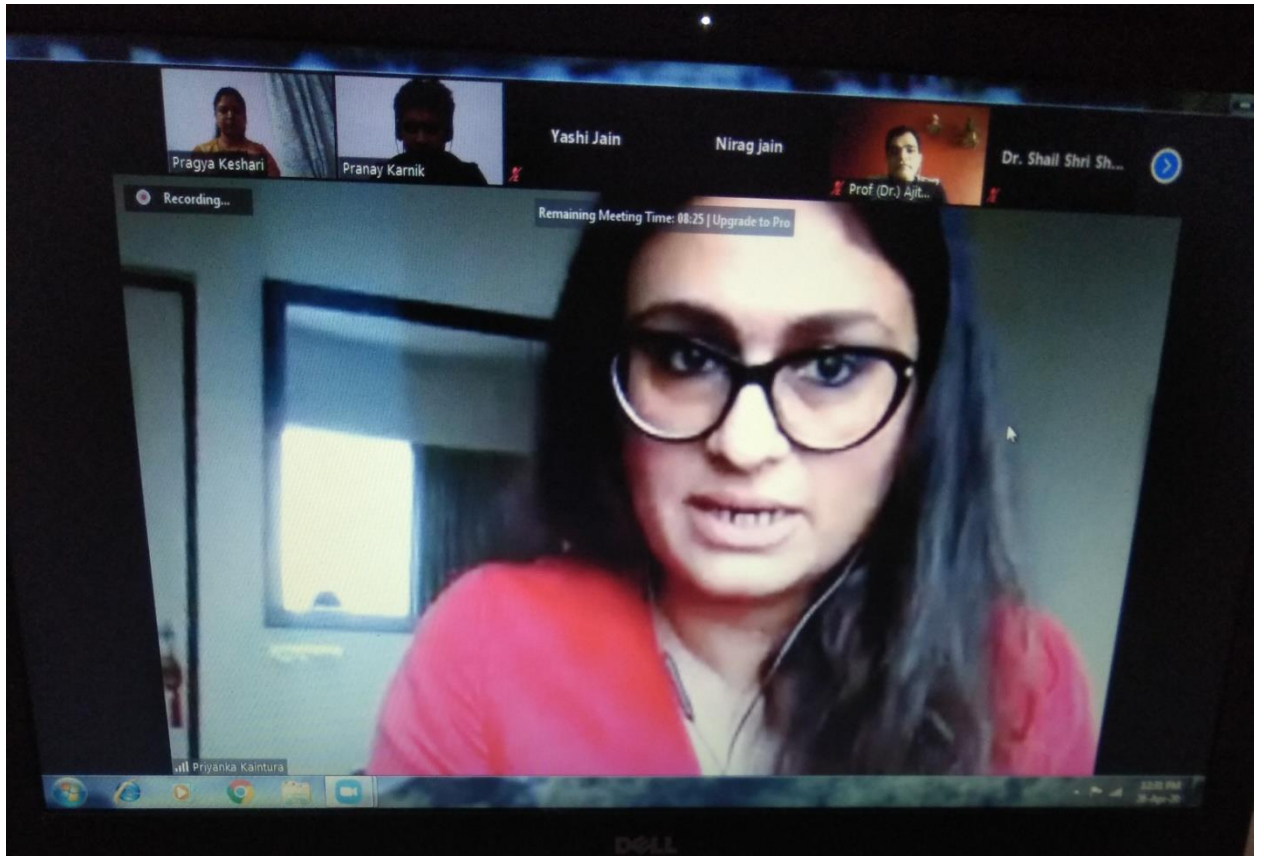
8. Certificate Programs

Glimpses of Some Activities of PIMR APR Club 'The Publicist'



Mr. Jay Morzaria addressing the students during a Webinar organized by the Club on

December 19, 2020



Ms. Priyanka Sharma Kaintura, Head – Corporate Communications, monster.com, and Author of My Jiffies, Narration of Moments-Unadulterated and Unpackage during National Advertising Workshop (virtual mode) organized on April 26, 2020



Advertising and Brand Quiz organized by the Club on January 25, 2020



Mr. Laequddin Qureshi, Ex Assistant Manager, Branding and Communication, MY FM, Indore addressing the students on October 18, 2019.



Students of Certificate Course in Digital Marketing with their Certificates