



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE - 638 107

DEPARTMENT OF COMMERCE

18VCMCA - CREATIVE ADVERTISING - REPORT

Name of the Value Added Course	CREATIVE ADVERTISING
Course Code	18VCMCA
Course Coordinator	Dr.D.ANBUPRIYA, Assistant Professor, Commerce
Date	Starting Date: 09.07.2018 Ending Date: 27.09.2018
Duration of the Course	40 Hours
Total participants Enrolled	73
Successfully Completed	59
Type of Assessment	Oral Examination
Course Outcome	On Completion of this course the students will be able to <ul style="list-style-type: none">▪ Remember the factors determining the product advertisement▪ Understand the communication process in advertising▪ Incorporate the creativity in an advertisement
Outcome Attainment	59 out of 59 Students scored above 60% of Marks

Feedback Question Analysis-Questions Asked

Q.No.	Parameters
Q1	The Course content was in line with my expectations
Q2	General content of the Course
Q3	The Course provided additional knowledge and skill
Q4	Well-designed Practical sessions
Q5	Schedule of the classes and other relevant details have been informed promptly
Q6	Course materials provided were useful
Q7	Provides scope for self-employment and fulfill the industrial

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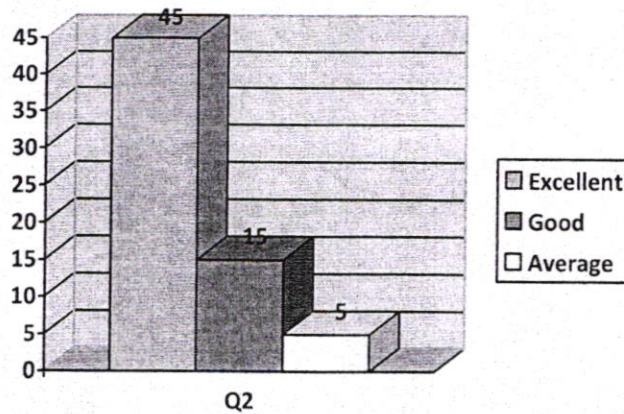
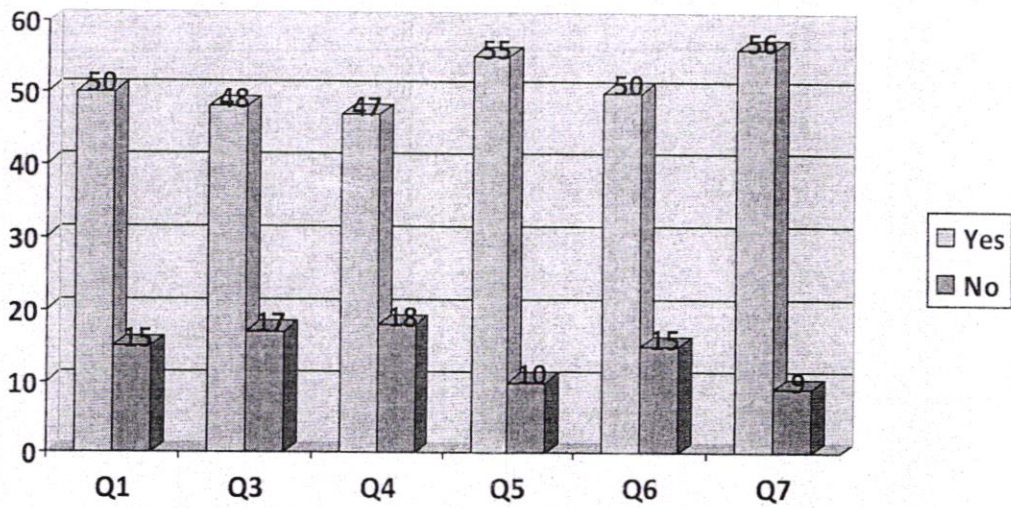


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FEEDBACK RATINGS



[Signature]
Course Coordinator

[Signature]
Head of the Department

[Signature]
Principal,
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HEAD OF THE DEPARTMENT
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