NIRMALA MEMORIAL FOUNDATION COLLEGE OF COMMERCEE AND SCIENCE

TYBAMMC SEM V (ADV) INTERNAL ASSIGNMENT FOR VIVA - VOCE (25 MARKS)

INSTRUCTIONS TO NOTE:

STUDENTS ARE INSTRUCTED TO PREPARE A TYPED or HANDWRITTEN ASSIGNMENT ON THE ALLOCATED TOPICS AS PER THE DETAILS GIVEN BELOW:

i) A4 SIZE RULED PAPER WITH ONE SIDE RULED AND BLANK ON THE OTHER SIDE MUST BE USED FOR ASSIGNMENT.

ii) PICTURES PERTAINING TO YOUR TOPIC CAN BE STUCK ON THE BLANK SHEET.

iii) FORMAT OF THE ASSIGNMENT IS AS FOLLOWS:

1st Page - Cover Page (Will be shared by teacher)

2nd Page - Index

3rd Page - Introduction of your Topic

4th to 12th Page - Research content about your topic

13th Page - Conclusion 14th Page - Bibliography

14th Page - Bibliography 15th Page - Acknowledgement

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Sr. No.	Seat No.	Name of the Student	COPYWRITING	CONSUMER BEHAVIOUR	BRAND BUILDING	AGENCY MANAGEMENT	ADVERTISING AND MARKETING RESEARCH	SOCIAL MEDIA MARKETING
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Adverising	form (Sample of 50 people) and	
				Price change and consumer	ELEMENTS INDIA	Campaingns of Ogilvy	secondary research 5 reviews of literature	
1	20TMM024	BOMBLE MANALI SOPAN MANGAL	Copywriting- Origin of the Term and its Significance	behavior in luxury goods market	GATE BASMATHI	India	to find popularity of selected brand	Social media is good/bad
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
							conduct Primary research preparing google	
						A Study on 3 Sucessful	form (Sample of 50 people) and	
					A STUDY ON BRAND	and Creative Adverising	secondary research 5 reviews of literature	How to become a social
2	20TMM025	CHATURVEDI AAKANSHA MANOJ POOJA	What makes the Art of Copywriting a Class Apart	Value perception of Luxury items	ELEMENTS ARIEL	Campaingns of JWT India	to find popularity of selected brand	media Consultant?
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Adverising	form (Sample of 50 people) and	
				Consumer behaviour in digital	ELEMENTS DANTH	Campaingns of McCann	secondary research 5 reviews of literature	Why social media is
3	19TMM035	CHAUHAN AASHISH RANDHIR SEETA	Role of Copywriting in Business Growth and Success	world	KANTI	Worldgroup India	to find popularity of selected brand	essential for business?
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Adversiing	form (Sample of 50 people) and	Why Social Media has
			Copywriting- its Evolution and Significance in Today's		ELEMENTS	Campaingns of	secondary research 5 reviews of literature	become the future of
4	20TMM027	CHAUHAN UMANG VIJAY KIRAN	Digital Era	VALS	ORIFLAME	MullenLowe Lintas Group	to find popularity of selected brand	Marketing?
							Comparitive research-Select 2 close	1
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Adversiing	form (Sample of 50 people) and	
					A STUDY ON BRAND	Campaingns of DDB	secondary research 5 reviews of literature	How do businesses use
5	20TMM028	CHHARI SUMANT ARVIND HEMA	Copywriting and Brand Awareness	Communication Process	ELEMENTS AMAZON	Mudra Group	to find popularity of selected brand	social media?
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
				Review and analysis of		A Study on 3 Sucessful	conduct Primary research preparing google	
				successful/unsuccessful examples	A STUDY ON BRAND	and Creative Adversing	form (Sample of 50 people) and	
				of marketing strategies in digital	ELEMENTS	Campaingns of Leo	secondary research 5 reviews of literature	E- Marketing Adv &
6	20TMM032	DHIVER HARSH MANOJ LAXMI	Copywriting Trends in India over the Years	world	TUPPERWARE	Burnett India	to find popularity of selected brand	Disady
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Adversing	form (Sample of 50 people) and	A key reason for the
					A STUDY ON BRAND	Campaingns of Havas	secondary research 5 reviews of literature	rebranding of Facebook
7	20TMM033	DHUKA ARISHBHAI JAHERALI BILKISH	Famous Personalities in the Field of Copywriting	Motivation in consumer behavior		India	to find popularity of selected brand	to Meta
	2011011000	DITORA ANISTIDITALIANIENALI BILNISH	ramous reisonances in the rield of Copywriting	iviotivation in consumer benavior	LLLIVILIVI 3 SPTKAK	IIIuia	to find popularity of selected brand	to ivieta

			I	I		I	I	I
							Comparitive research-Select 2 close substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Adversing	form (Sample of 50 people) and	
			Any Five Ad Campaigns Notable for Great		ELEMENTS	Campaingns of TBWA	secondary research 5 reviews of literature	
8	20TMM036	DUTTA NUPUR RAMESH SUJATA	Copywriting	Cognitive Dissonance	SNAPDEAL	India	to find popularity of selected brand	The behavioural internet
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Adversiing	form (Sample of 50 people) and	
	2071 41 4027	DUTTA DOMANGUITA ATIM DOUGUAU	Controversial Advertisements that Set off		A STUDY ON BRAND	Campaingns of Publicis	secondary research 5 reviews of literature	How to market on social
9	20TMM037	DUTTA PRIYANSHITA ATIN POUSHALI	Shockwaves	Impulsive purchasing	ELEMENTS BALAJI	India	to find popularity of selected brand Comparitive research-Select 2 close	media
							substitute brands of your choice and	
							conduct Primary research preparing google	
						A Study on 3 Sucessful	form (Sample of 50 people) and	
					A STUDY ON BRAND	and Creative Adverising	secondary research 5 reviews of literature	
10	20TMM040	GIRI RIA DHARMENDRA SANGEETA	Ideation- the Core of Fabulous End Results	Multi attitude Model	ELEMENTS ZARA	Campaingns of Cheil India	to find popularity of selected brand	B2B and B2C
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Adversing	form (Sample of 50 people) and	
	2078484044	COULL VAIDUAY AND SUSSESS	The Draces of Creating on Adia an Ad Anna	Description in CD	ELEMENTS ELLE	Campaingns of FCB Ulka	secondary research 5 reviews of literature	What is COC as a COD
11	20TMM041	GOHIL VAIBHAV ANIL SHEETAL	The Process of Creating an Ad in an Ad Agency	Persuation in CB	18	Advertising	to find popularity of selected brand Comparitive research-Select 2 close	Wht is C2C and C2B
							comparitive research-Select 2 close substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Adversing	form (Sample of 50 people) and	
			Study on the Role of Copywriting in Ad Campaigns of		ELEMENTS ASIAN	Campaingns of Contract	secondary research 5 reviews of literature	
12	20TMM043	GUPTA AVDHESHKUMAR UNDALPRASAD SHEELA		Elaboration Likeness Model (ELM)	PAINTS	India	to find popularity of selected brand	Email Marketing
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Adversing	form (Sample of 50 people) and	
12	20TMM045	INDORIA BHAVESH RATAN LALITA	How Ideation Plays out in Creation of an Advertisement	Convergence and Divergence in consumer behavior	A STUDY ON BRAND ELEMENTS BALAJI	Campaingns of Grey Group India	secondary research 5 reviews of literature to find popularity of selected brand	How Influencers earn in Socail Media
15	201101101045	INDORIA BRAVESH KATAN LALITA	Advertisement	consumer behavior	ELEIVIENTS BALAJI	Group inuia	Comparitive research-Select 2 close	Socali Media
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Adverising	form (Sample of 50 people) and	
			Innovativeness in Copywriting for Advertisements		A STUDY ON BRAND	Campaingns of BBDO	secondary research 5 reviews of literature	How social media has
14	20TMM046	JAISWAL RISHABH DINESH ANITA	for Pepsi	Persuasive Advertising Appeals	ELEMENTS LAYS	India	to find popularity of selected brand	changed us
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
				Maslow's hierarchy of needs and	A STUDY ON BRAND ELEMENTS	and Creative Adverising Campaingns of Dentsu	form (Sample of 50 people) and	How social media affects
15	20TMM047	JAMSANDEKAR SOHAM PRAKASH PRAJAKTA	Big Ideas that Rocked the Advertising World	consumer behavior	BOURNVITA	India	secondary research 5 reviews of literature to find popularity of selected brand	politics
15	ZUTIVIIVIU4/	JAIVIJANDERAN JUHAWI PRARAJE PRAJAKTA	DIS 1959 THAT LOCKED THE MOVELTIZING MOUNT	consumer penavior	BOOKINVITA	muia	Comparitive research-Select 2 close	pontics
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Adverising	form (Sample of 50 people) and	
				Current problems in consumer	A STUDY ON BRAND	Campaingns of	secondary research 5 reviews of literature	What is the definition of
16	20TMM050	JUMBARTHI RAJU GANGADHAR SUJATHA	Role of Copywriting in Nike Ads	behavior	ELEMENTS 5 STAR	Creativeland Asia	to find popularity of selected brand	social media
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
					A CTUDY ON DD	A Study on 3 Sucessful	conduct Primary research preparing google	Con blooksin boos
					A STUDY ON BRAND ELEMENTS	and Creative Advertising Campaigns of the Brand	form (Sample of 50 people) and secondary research 5 reviews of literature	Can blockchain become the backbone of social
17	20TMM051	KAHAR AYUSH RAKESH VEENA	Role of a Copywriter in Creating an Ad Campaign	Consumerism and Profiteering	WOODLAND	Spotify Spotify	to find popularity of selected brand	media?
1		VECTO	2. 2 copyrimes in creating an Au campaign	and roncering			Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
						and Creative Advertising	form (Sample of 50 people) and	
			Famous Slogans of Advertisements that Continue to	self concept in counsumer	A STUDY ON BRAND	Campaigns of the Brand	secondary research 5 reviews of literature	Emerging internet
18	20TMM052	KAKADIYA MALAV KIRIT MINA	be Popular	Behaviour	ELEMENTS DELL	Tanishq	to find popularity of selected brand	segment in India
							Comparitive research-Select 2 close	
							substitute brands of your choice and	
						A Study on 3 Sucessful and Creative Adversing	conduct Primary research preparing google	
					A STUDY ON BRAND	Campaingns of	form (Sample of 50 people) and secondary research 5 reviews of literature	Myths about Social Media
19	20TMM053	KAMBLE GAURAV GOPICHANAD SUREKHA	Study on the Role of Copywriting in Adidas Ads	Stereotyping in advertising	ELEMENTS APPO	Rediffusion- Y & R	to find popularity of selected brand	marketing
		October Contained Southwish	, are note or cop, writing in Autuus Aus	B GUYCI CISHIB			popularity or science brails	

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20	20TMM054	KAMBLE TEJAS BALAJI VAISHALI	Advertisements that have Stood the Test of Time	Consumer behavior trends in online shopping	A STUDY ON BRAND ELEMENTS VIVO	A Study on 3 Sucessful and Creative Adverising Campaingns of Wavemaker India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Are there any competitors of YouTube? If yes then who are they
21	20TMM055	KARKERA SAURABH SURESH SHASHILA	Responsibilities of an Excellent Copywriter	Sensory marketing and consumer behavior	A STUDY ON BRAND ELEMENTS PETER ENGLAND	A Study on 3 Sucessful and Creative Adverising Campaingns of 22feet Tribal Worldwide	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	History of Social Media
22	20TMM056	KELUSKAR ADITYA DEEPAK JYOTI	Advertising and Copywriting in the Post- Independence India	Consumer perception of price in Consumer durables	A STUDY ON BRAND ELEMENTS ZODIAC	A Study on 3 Sucessful and Creative Adversing Campaingns of VMLY&R India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Can bots lead to increase followers? If yes then is it good for busines
23	20TMM057	KESARVANI ASHISH GOPAL ASHADEVI	Study on the Role of Copywriting in Advertisements for Reebok	Consumer perception of learning product details	A STUDY ON BRAND	A Study on 3 Sucessful and Creative Adverising Campaingns of Madison World	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to be famous on social media
24	20TMM059	KHATOON AMINA MD ANWAR RANI	Qualities of an Excellent Copywriter	Brand extensions and brand relatedness	A STUDY ON LEVELS OF PRODUCT WITH EXAMPLE	A Study on 3 Sucessful and Creative Adverising Campaingns of MagicCirlce Communications Pvt. Ltd	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Affiliate Marketing
25	20TMM061	KONAR K MEKASURIYA KANNAN SUNITA	Benchmark Slogans that have Redefined Copywriting	Products and Services Mix	A STUDY ON CORE INDENITIY AND EXTENDED IDENTITY	A Study on 3 Sucessful and Creative Adverising Campaingns of Saatchi & Saatchi	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to use social media effectively
26	20TMM062	LINGAM ATUL PRAKASH PRATIBHA	Tips for Becoming an Outstanding Copywriter	Personal values in consumer behavior	A STUDY ON BRAND ELEMENTS SUGAR	A Study on 3 Sucessful and Creative Adverising Campaingns of Bartle Bogle Hegarty	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is SEO and why it is important
27	20TMM064	MAKWANA DEVESH BUPENDRA SHOBHANA	Study on the Role of Copywriting in Ads for Air Conditioners	Word of mouth influencing consumer behavior	A STUDY ON BRAND ELEMENTS SNAPDEAL	A Study on 3 Sucessful and Creative Adversing Campaingns of Droga5	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to make money with social media
28	20TMM065	MALVIYA MANISHA BANSHILAL LALITHA	The Idea Incubation Process with Examples and Illustrations	Importances of Brand ambassadors in branding	A STUDY ON BRAND POSITIONING OF LEVIS	A Study on 3 Sucessful and Creative Advertising Campaigns of Ogilvy Internationally	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Careers in Social Media Marketing
29	20TMM066	MANDAL KRISHI HAREKRISHNA MEENA	Tips for Writing Persuasive Copy	Corporate social responsibility as a factor influencing consumer behavior	A STUDY ON BRAND POSITIONING OF APPLE	A Study on 3 Sucessful and Creative Advertising Campaigns of the Brand Lenskart	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Do you think Twitter is Beneficial
30	20TMM068	MANNUR DIVANSHU VENKATRAGHAVANA MAHA	Study on the Role of Copywriting for Toothpaste Brands Advertisements	Brand image and Brand Equity	A STUDY ON BRAND POSITIONING OF AMUL	A Study on 3 Sucessful and Creative Advertising Campaigns of JWT Worldwide	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How to know the best time on various Platforms in Social Media
31	20TMM069	MASSEY ANSTON NIKALSON REENA	Dreams, Daydreams and Imagination as Idea Generation Techniques	Cognitive Learning	A STUDY ON BRAND POSITIONING OF ADDIDAS	A Study on 3 Sucessful and Creative Advertising Campaigns of FCB Global	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the difference between an influencer and motivational speaker

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							Comparitive research-Select 2 close substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
				The impact of negative online	A STUDY ON BRAND	and Creative Advertising	form (Sample of 50 people) and	What is PLC and what is
,,,	20TMM070	MAURYA NIKKI SANTOSH SUDHA	The Role of Transcreativity in Reaching out to Wider Audience	reviews on product perception and purchase intention	POSITIONING OF NIKE	Campaigns of DDB Worldwide	secondary research 5 reviews of literature	its importance in social media
32	2011/11/10/0	MAURYA NIKKI SANTOSH SUDHA	Addience	and purchase intention	NIKE	worldwide	to find popularity of selected brand Comparitive research-Select 2 close	media
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	Reels are the main factor
				The role of social media peer		and Creative Advertising	form (Sample of 50 people) and	that leads to growth of
33	20TMM072	MEHTA SHRUTI KAMLESH VAISHALI	nnovativeness in Copywriting for Advertisements for Precious Jewelry Brands	communication in shaping consumer behavior	A STUDY ON BRAND POSITIONING OF LIC	Campaigns of McCann Internationally	secondary research 5 reviews of literature to find popularity of selected brand	insta gram account. Agree/Disagree?
33	2011111072	THE THE STATE OF THE WILLIAM STATES	Treatous serven y Brands	consumer senavior	T OSTITION TO OT LIC	internationally	Comparitive research-Select 2 close	rigice/ bisagree.
							substitute brands of your choice and	
					A CTUDY ON DDAND	A Study on 3 Sucessful	conduct Primary research preparing google	
			Brainstorming and Imagination - Powerful Idea	Can consumer behavior be	A STUDY ON BRAND POSITIONING	and Creative Advertising Campaigns of Grey Group	form (Sample of 50 people) and secondary research 5 reviews of literature	Importance of Ads in insta
34	20TMM135	MISHRA MAYANK HARINARAYAN KAMLESH	Generation Techniques	patternalised	OFNESCAFE	Internationally	to find popularity of selected brand	gram account
							Comparitive research-Select 2 close	
						A Church and 3 Commented	substitute brands of your choice and	
					A STUDY ON BRAND	A Study on 3 Sucessful and Creative Advertising	conduct Primary research preparing google form (Sample of 50 people) and	
			Emotionality and Storytelling as Powerful		POSITIONING OF	Campaigns of the Brand	secondary research 5 reviews of literature	Why is Linked IN
35	20TMM076	MULLAJI ZAID JASSIM FAIKHANDAA	Copywriting Tools	Subliminal Perception	BRU	McDonald's India	to find popularity of selected brand	important
							Comparitive research-Select 2 close substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Advertising	form (Sample of 50 people) and	
1	2071 41 4002	DANIDEV AUKUU DAAADD AKASU SUAWATU .		Maslow's hierarchy of needs and	POSITIONING OF	Campaigns of the Brand	secondary research 5 reviews of literature	What are the trending
36	20TMM083	PANDEY NIKHIL RAMPRAKASH SHAKUNTALA	Innovativeness in Copywriting for Smartphones	consumer behavior	LAKME	Amul India	to find popularity of selected brand Comparitive research-Select 2 close	topics in social media
							substitute brands of your choice and	
						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Advertising	form (Sample of 50 people) and	What are the most
37	20TMM084	PANDEY VARUN SANJAY MAMTA	Changing the Perceptions of Customers through Persuasive Copywriting	Impact of prior experience on purchase intention	POSITIONING OF NYKAA	Campaigns of the Brand Zomato	secondary research 5 reviews of literature to find popularity of selected brand	popular YouTube channel in India
3,	20111111001	THE ET WILLIAM SHEET WAR	rersulative copywriting	parenase memon		Zomato	Comparitive research-Select 2 close	III III III
							substitute brands of your choice and	
					A STUDY ON BRAND	A Study on 3 Sucessful and Creative Advertising	conduct Primary research preparing google form (Sample of 50 people) and	
			Two International Award-winning Ad Campaigns in		POSITIONING OF	Campaigns of the Brand	secondary research 5 reviews of literature	What is the future of
38	20TMM085	PARMAR JAYESH KISHOR MEENA	the post-COVID Times	Attitute in CB	RAYMOND	Ching's Secret	to find popularity of selected brand	social media
							Comparitive research-Select 2 close	
						A Study on 3 Sucessful	substitute brands of your choice and conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Advertising	form (Sample of 50 people) and	What are the marketing
			Marketing Brief and its Significance in Expanding	Cross culture Consumer	ELEMENTS OF	Campaigns of the Brand	secondary research 5 reviews of literature	tactics that new business
39	20TMM086	PARMAR YAMINI NITIN VARSHA	Business	Perspective	LOUIS PHILIP	Cadbury 5 star	to find popularity of selected brand	use to promote them
1							Comparitive research-Select 2 close substitute brands of your choice and	
1						A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Advertising	form (Sample of 50 people) and	
40	20TMM087	PATEL DIVYESH BHARAT SAJAL	Innovativeness in Copywriting for Food Delivery	The role of aesthetic taste in consumer behavior	POSITIONING OF KALYAN JEWLERY	Campaigns of the Brand Coca Cola India	secondary research 5 reviews of literature to find popularity of selected brand	Organic and Inorganic Marketing
40	ZUTIVIIVIUU/	TALL DIVIESTI BUANAL SASAL	Apps	CONSUMEI DENAVIOI	KALIMIN JEWYLLIN	Coca Cola Illuia	Comparitive research-Select 2 close	ivializating
1							substitute brands of your choice and	
1					l	A Study on 3 Sucessful	conduct Primary research preparing google	
					A STUDY ON BRAND POSITIONING OF	and Creative Advertising Campaigns of the Brand	form (Sample of 50 people) and secondary research 5 reviews of literature	Does 4P's of marketing
41	20TMM088	PATEL KRISHNA PARESH GEETA	Ogilvy and Lowe Lintas- Powerhouse Ad Agencies	Customer retention methods	TANISHK	Gillette	to find popularity of selected brand	still works in Social media
							Comparitive research-Select 2 close	
1						A Church 2 C	substitute brands of your choice and	
1					A STUDY ON BRAND	A Study on 3 Sucessful and Creative Advertising	conduct Primary research preparing google form (Sample of 50 people) and	
			Crucial Factors a Copywriter must Know while	Effects of Emotional advertising	POSITIONING OF	Campaigns of the Brand	secondary research 5 reviews of literature	
42	20TMM120	PATEL PRINCY RAKESHKUMAR PRIYANKABEN	Crafting Ads in the Post-COVID Era	on consumer purchase intentions	TATA MOTORS	Dove India	to find popularity of selected brand	What is Digital Marketing
							Comparitive research-Select 2 close	
						A Study on 3 Sucessful	substitute brands of your choice and conduct Primary research preparing google	
					A STUDY ON BRAND	and Creative Advertising	form (Sample of 50 people) and	
1			Why Creative Brief is of Crucial importance for a	The role of packaging in	POSITIONING OF	Campaigns of the Brand	secondary research 5 reviews of literature	What are the future
43	18TMM074	PATEL VIKAS NAGINDAR USHA	Copywriter	consumer purchase intention	TITAN	Swiggy	to find popularity of selected brand	scope of digital marketing

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Mapping Mapp							A Study on 3 Successful		
The STANDON AND DIAM AND AND DIAM AND AND DIAM A									What is scope of
4 STMANDS PARAMEN AND EXPLANABLE SUMM. In Advancing Preposetry Product placement and its effort and place of the first Agreement and its effort Ag				Storyboard and Storyboarding, Powerful Techniques	Freud and Jung Theory of	A STUDY ON BRAND			
Part Name of the Part of Copyreting in Add for Copyreting in	44	20TMM093	PRAJAPATI ANILKUMAR DHARAMVEER SUNITA			POSITIONING OF LUX	McDonald's India	to find popularity of selected brand	
4 277A/2009 PALARYTHERE ESCANALA INDUSTING CONTROL STATES AND CONTROL								Comparitive research-Select 2 close	
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AND DITUMENTS MANAGEMENTS MANAGEMENT AND						A STUDY ON BRAND			
A 3 TUTO N BRAND A 4 2 OTTAMOSO A 2 OTTAMOSO				Study on DBB Mudra and Publicize Worldwide Ad	Innovations as a factor				
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	68	20TMM044	GUPTA GOVINDA ARVIND ASHA	What is TRP and why it Matters in Advertising					

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69	20TMM103	SARDAR KUNDAN RAVBA MEENA	Timeless Slogans and Taglines of World's Major Brands	Consumer clothing disposal behaviors	A STUDY ON BRAND PERSONALITY OF PARK AVENUE	A Study on 3 Sucessful and Creative Adverising Campaingns of 22feet Tribal Worldwide	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Sponsorship on Instagram in details
70	20TMM038	GAUD SHUBHAM RAJESH REKHA	Email Copywriting Techniques that Work	Personal factors of consumer disposal tendencies	A STUDY ON BRAND POSITIONING OF LAYS	A Study on 3 Sucessful and Creative Adverising Campaingns of VMLY&R India	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why facebook is declining ? what are the reason of facebook decline?
71	20TMM098	RANE MAYUR SADANAND SUCHITA	Innovativeness in Copywriting for Advertisements for Clothing Brands	Changing Indian core Values	A STUDY ON BRAND POSITIONING OF VANISH	A Study on 3 Sucessful and Creative Adverising Campaingns of Madison World	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	What is the view point of World leaders on social media marketing
72	19TMM049	gazi sahil jumma anjum	Writing Effective Copy for Children and Women	Brand advocacy development	A STUDY ON BRAND POSITIONING OF INDIA GATE BASMATHI	A Study on 3 Sucessful and Creative Adverising Campaingns of MagicCirice Communications Pvt. Ltd	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media foster terror and Humours and it's impacts ?
73	19TMM083	MORE PRATIK RAJENDRA MANISHA	Powerful Tips for Exceptional Copywriting	Customer relationship management trends	A STUDY ON BRAND POSITIONING OF ARIEL	A Study on 3 Sucessful and Creative Adverising Campaingns of Saatchi & Saatchi	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media foster freedom of speech
74	17TMM151	CHAURASIYA SURAJ SHIVSHANKAR VIDHYA	Study on the Role of Copywriting in Ad Campaigns of Watches	Purchasing power and consumer behaviour	A STUDY ON BRAND POSITIONING OF DANTH KANTI	A Study on 3 Sucessful and Creative Adverising Campaingns of Bartle Bogle Hegarty	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Why china made its own social media ? what is the reason behind it?
75	20TMM001	YADAV ABHISHEK CHANDRAJEET PRABHUDEVI	Writing Powerful Content for Gen Z and Millennials	Economic conditions and consumer behavior	A STUDY ON BRAND POSITIONING OFORIFLAME	A Study on 3 Sucessful and Creative Adverising Campaingns of Droga5	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	How social media connects the worlds financially ?
76	20TMM116	SINGH AKASH KRISHNAPAL POONAM	Execution Style for B2C Communication	Education Level and Economic Background	A STUDY ON BRAND POSITIONING OFAMAZON	A Study on 3 Sucessful and Creative Advertising Campaigns of Ogilvy Internationally	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Key components in E Marketing
77	21TMM001	VISHWAKARMA AMITKUMAR RAMLAKHAN SHAK	Examples of Effective Ad Campaigns for Senior Citizens	Reference Groups	A STUDY ON BRAND POSITIONING OF TUPPERWARE	A Study on 3 Sucessful and Creative Advertising Campaigns of the Brand Lenskart	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Tyoes of Mobile Marketing
78	20TMM042	GUPTA ANKUSH RAJESH SEEMA	Steps in Creating Advertising Campaigns	Process of Decision making	A STUDY ON BRAND POSITIONING OF SPYKAR	A Study on 3 Sucessful and Creative Advertising Campaigns of JWT Worldwide	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	E marketing and sales
	20TMM081	OZA VAIBHAV KISHAN ASHA	Innovativeness in Copywriting for Apple Laptop Brands	Imp of Brand Knowledge and Reviews	A STUDY ON BRAND POSITIONING OF SNAPDEAL	A Study on 3 Sucessful and Creative Advertising Campaigns of FCB Global	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Trade promotions
80	20TMM026	CHATURVEDI RISHABH SURYAKANT KIRAN	Difference between Execution Styles of B2B and B2C Communication	Opinion Leadership	A STUDY ON BRAND POSITIONING OF BALAJI	A Study on 3 Sucessful and Creative Advertising Campaigns of DDB Worldwide	Comparitive research-Select 2 close substitute brands of your choice and conduct Primary research preparing google form (Sample of 50 people) and secondary research 5 reviews of literature to find popularity of selected brand	Consumer Segmentation

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 1 20TMM132	YADAV ANJALI SANJAY GEETA	Television	Adoption Process in CB	vs PRODUCT	Internationally	to find popularity of selected brand	on various generation