

Apostolic Carmel Junior College

Advertising

"Advertising is any paid form of non- personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor."

-Prof. Philip Kotler

25th September, 2023: In the light of the above definition, **Prof. Ankita Shukla** conducted an activity in the **Organization of Commerce and Management** subject for the students of **XI Commerce**. The theme of this activity was Advertising. The aim of conducting this activity was to make the students aware that advertising is the dominant element of the promotional mix for various firms. The students of XI Commerce enthusiastically participated in the activity and showcased their creativity through different advertisements.

