



A New Era of Advertising

The new age of  
Advertising with AI & AR

Inside the PR World

Advertere 360°

Cinebration 2.0

# APR Advertiser

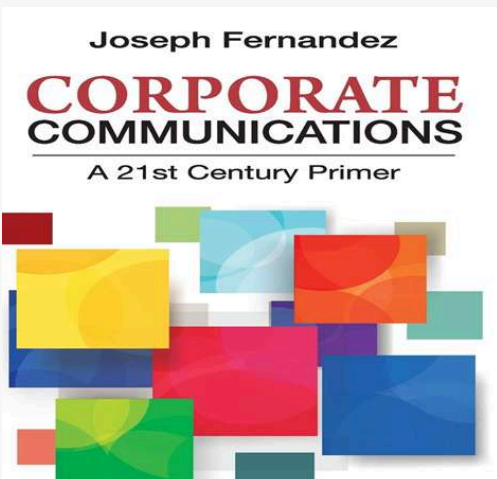




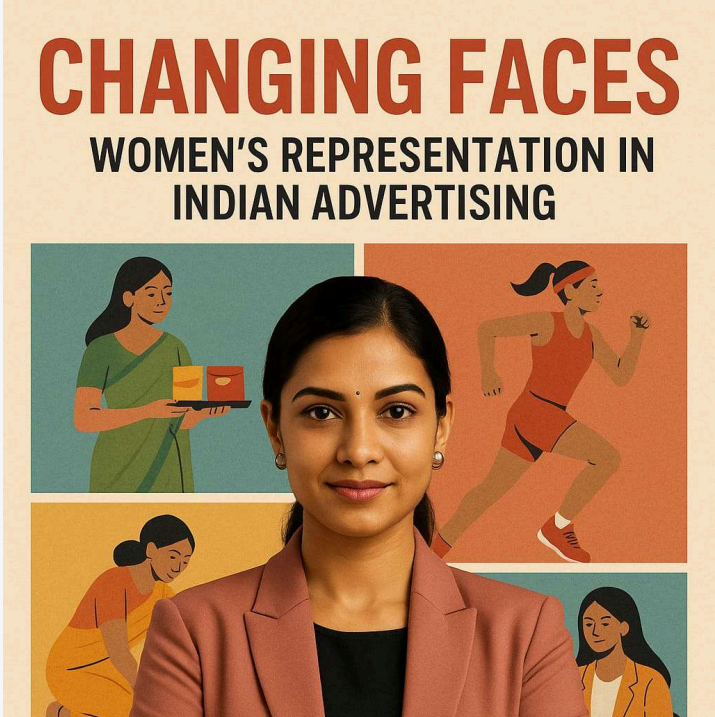


# VOLUME 04

HOD's Message	01
Book Review: Personalized Digital Advertising	03
Augmented Reality in Indian Advertising	04
Article: Mother's Day	05
Book Review: Corporate Communication	06
New Age of Advertising with AI & AR	07
Interview with Mr. Manoj Dwivedi	08
Expert Talk with Mr.Ashok Manwani	10
Interview with Mr.Avil Porwal	11



Women's Representation in Indian Advertising	12
Case Study: Guerrilla Advertising in India	13
Pratibha: A Celebration of Talent	15
Cinebration 2.0	16
Cinebration Audience Testimonials	17
Advertere 360°	19
APR Department Students Testimonials	25
Alumini Testimonial	26
Department's Shinning Stars	27
Career Opportunities after degree	29
Departmental's Gallery	33





# MESSAGE FROM THE HEAD OF DEPARTMENT



Dear Esteemed Readers,

It is with great pleasure that I introduce the third edition of our departmental journal, APR Verse. As the Head of the Department of Advertising and Public Relations at Makhanlal Chaturvedi National University of Journalism and Communication, I am immensely proud of the collective efforts put forth by our talented students.

In this issue, you will find a diverse array of articles, essays, and case studies meticulously crafted by our students. These young minds have delved into critical topics, exploring the intersection of communication, ethics, and societal impact. Our students dissect the challenges faced by advertisers in maintaining ethical standards while promoting products and services.

The advent of social media has transformed the landscape of public relations. Our contributors discuss strategies for building authentic relationships with stakeholders in this dynamic environment. Real-world scenarios provide valuable learning experiences. Our students present case studies on successful PR campaigns, crisis management, and community engagement. We had the privilege of interviewing seasoned professionals from the advertising and PR industry. Their insights and advice are invaluable for aspiring communicators.

As we celebrate the dedication and creativity of our students, I extend my heartfelt gratitude to the editorial team, faculty mentors, and all those who contributed to this journal. Their commitment to excellence shines through every page.

APR Verse is not just a compilation of words; it represents the spirit of inquiry, the pursuit of truth, and the desire to make a positive impact. I encourage you to explore its contents and engage in meaningful discussions.

Thank you, everyone, for your kind support, and may this journal inspire future generations of communicators.

Warm regards,

A handwritten signature in black ink, appearing to read 'Pavitra', followed by a horizontal line.

Prof. Pavitra Shrivastava  
Head of Department, Department of Advertising and Public Relations  
Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal





# CONTRIBUTORS

HEAD OF DEPARTMENT-  
PROF.(DR.)PAVITRA SHRIVASTAVA



## OVERALL CO-ORDINATION

Shalini Saraswat



## EDITING & DESIGN

Anuj Kumar Soni & Manya Arora



Shalini  
Saraswat



Riddhi Patel

## SUB-EDITORS



Anjali  
Chaudhary



Paridhi  
Pujari

## UNDER THE GUIDANCE OF



Dr. Jaya  
Surjani



Ms. Nikita  
Chauhan



Dr. Ritu  
Bhavsar



Dr. Mansi  
Tripathi



Mr. Bhanu  
Mitra



Ms. Shivali  
Srivastava



Dr. Deepika



Dr. Gajendra  
Singh Awasya



Ms. Neha  
Maurya



Mr. Sagar Sen



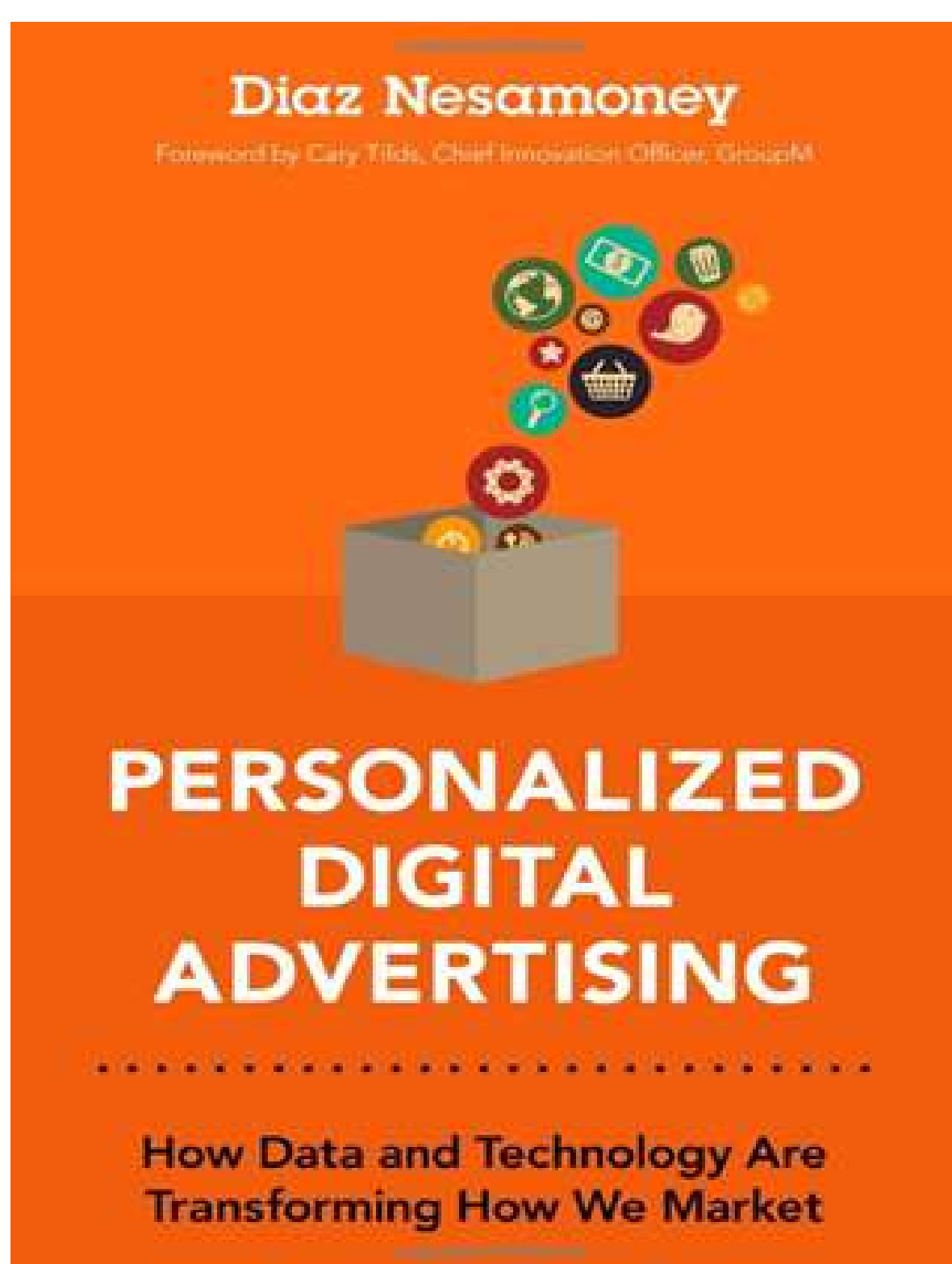
Mr. Shivam  
Kushwaha



# BOOK REVIEW

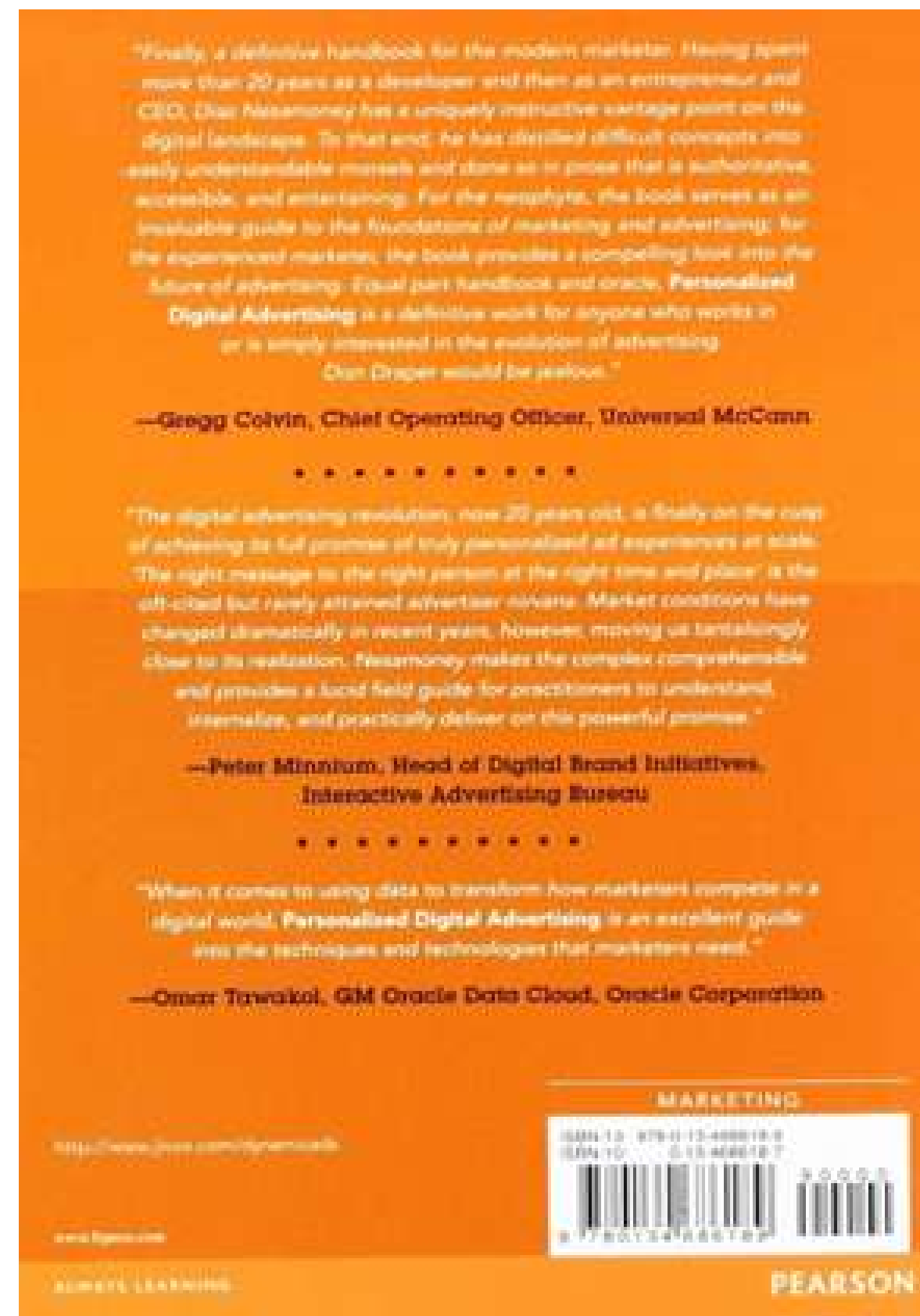


## *Personalized Digital Advertising: How Data and Technology Are Transforming How We Market by Diaz Nesamoney*

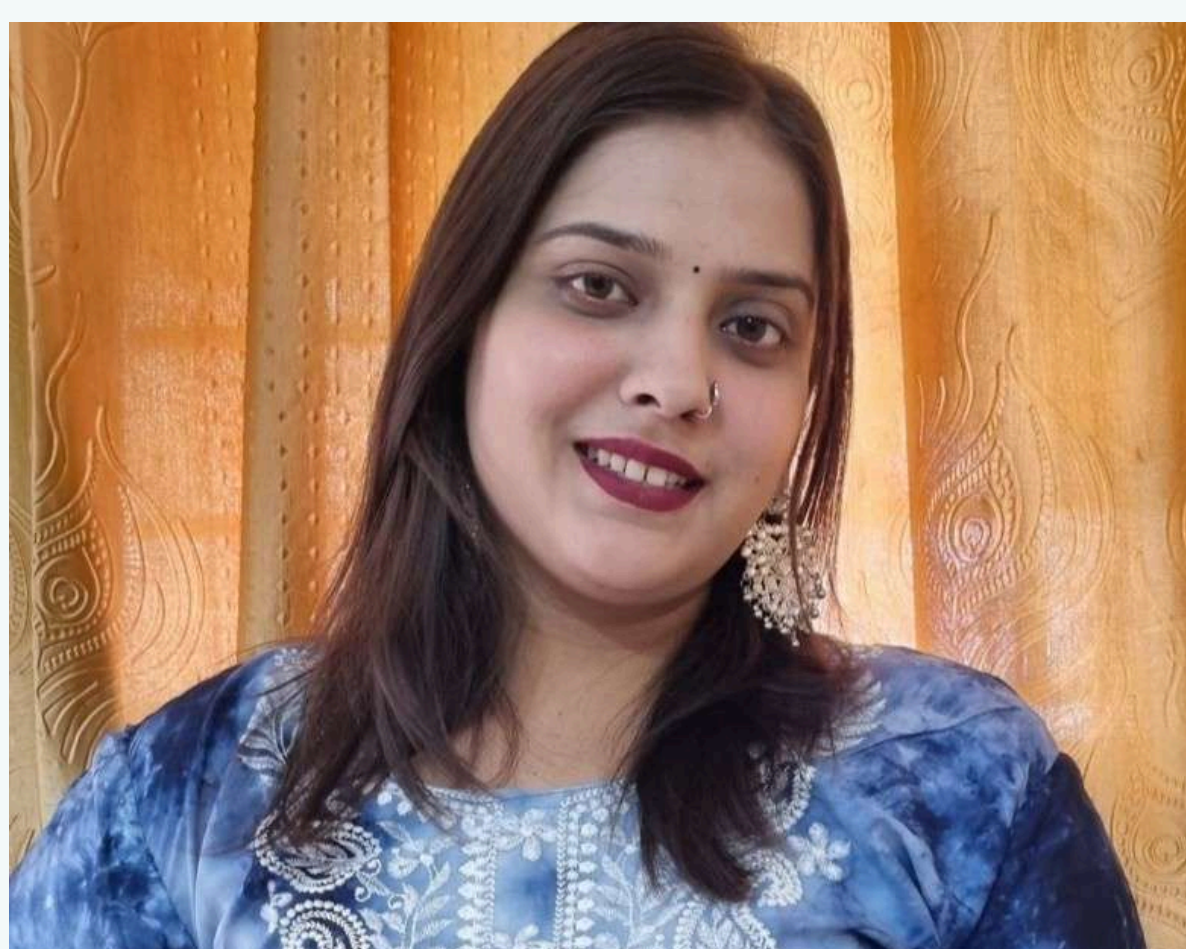


The book is both a beginner's primer and a progressive guide for experienced marketers, providing practical advice on how to leverage data to reach individual consumers with precision. Nesamoney starts by defining the existing scenario, describing best practices in using known data and targeting tools. He then introduces state-of-the-art innovations.

Diaz Nesamoney presents an exhaustive yet readable primer to the fast-changing field of digital advertising in *Personalized Digital Advertising: How Data and Technology Are Transforming How We Market*. With his experience as an entrepreneur and the founding of Jivox, Nesamoney brings his know-how of data integration and analytics to bring sense .



His description of the Digital Advertising Technology Stack is especially insightful, laying out a straightforward diagram of how different tools come together to maximize ad performance. Readers commend the book's lucidity, with one commenting on its "dense but not hard" format, perfect for working professionals scanning in short increments. Nesamoney's real-world examples, taken from his work at Informatica and Celequest, drive home the importance of timely, data-driven advertisements to counter consumer ad fatigue. Though some lambaste the book's cost, its practical worksheets and forward-thinking approach make it a must-have for CMOs, brand managers, and students charting the "holy grail" of marketing. Nesamoney's writing is an impressive guide to evolving digital marketing using personalization.



*Ms. SHALINI SARASWAT*

*Student, Department of advertising and public relation  
Makhanlal Chaturvedi National University of Journalism  
and Communication Bhopal, (M.P)*



# ARTICLE

---

## AUGMENTED REALITY IN INDIAN ADVERTISING: A GROWING FRONTIER

Augmented reality is transforming advertising by merging digital interaction with real-world experience. In India, this shift is still gathering steam but is steadily making waves as brands tap into the preferences of a mobile-first, tech-literate audience.

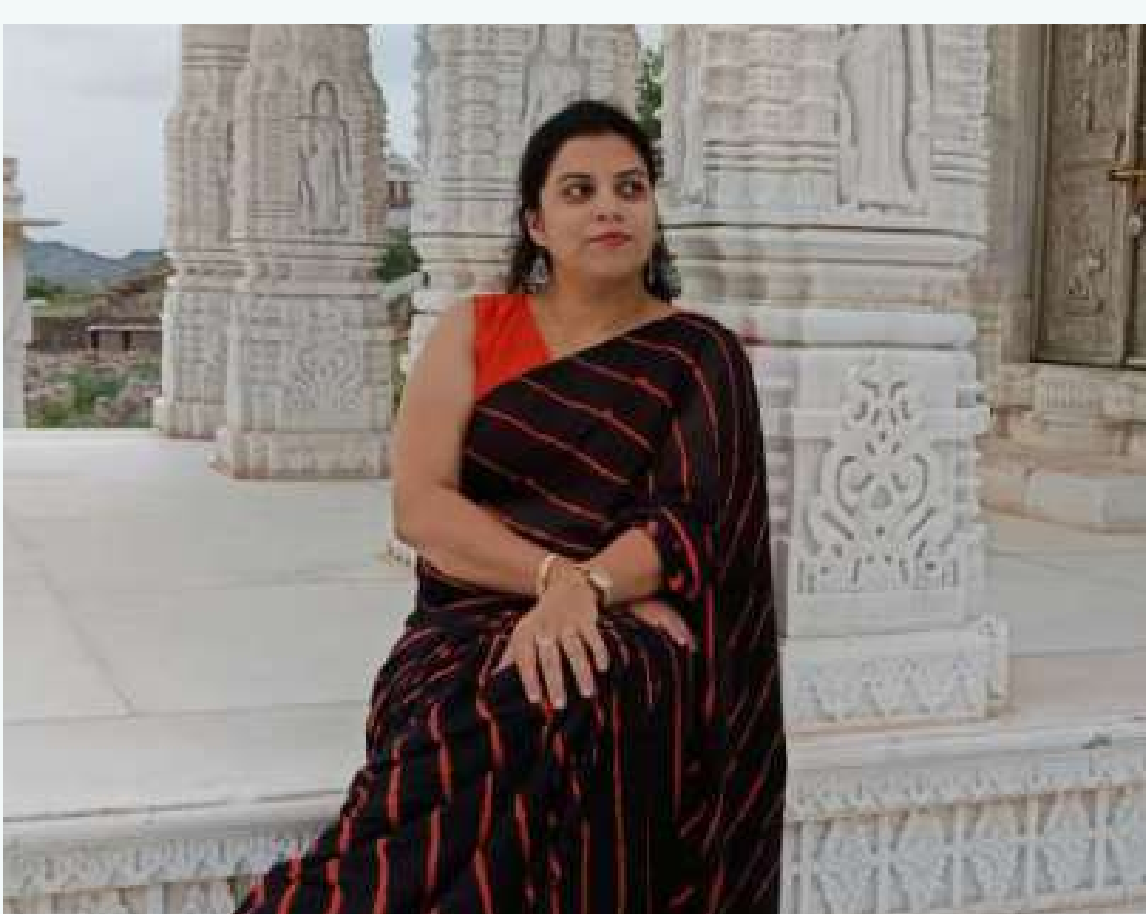
Forward-thinking companies like Lenskart, Nykaa, and Tata Motors have already begun using AR to reimagine how consumers engage with products—be it through virtual fittings or lifelike 3D demos.

The surge in popularity of AR effects on platforms like Instagram and Snapchat has fueled this momentum, especially among younger users. Meanwhile, local startups are creating cost-efficient AR tools that cater to Indian businesses, making it easier for smaller players to join the trend.

That said, roadblocks remain. Many traditional advertisers are still unfamiliar with AR's capabilities, rural infrastructure often lags behind, and producing quality AR content can be expensive. Even so, rising smartphone adoption and Digital India policies are laying the groundwork for broader access and innovation in this space.

Globally, markets such as the U.S., China, and South Korea are far ahead, where brands like Nike, IKEA, and Pepsi are rolling out immersive AR campaigns at scale. These regions enjoy a stronger digital foundation and greater AR hardware availability.

While India isn't leading yet, the signs are clear: the country is heading toward a significant AR marketing boom. With youthful demographics, a digital mindset, and exposure to global trends, Indian advertisers are beginning to see AR as more than a gimmick—it's becoming a core part of the new marketing playbook.



*Dr. Ritu Bhavsar*

*Faculty, Department of advertising and public relation  
Makhanlal Chaturvedi National University of Journalism  
and Communication Bhopal, (M.P)*



# The Woman Who Has Contributed the Most to My Life: My Nani

Whenever I sit down to list the people who’ve shaped my life, the first image that comes to mind is of a 5’1” woman with long hair, beautiful blue eyes, a radiant smile, and the purest heart — my Nani, Shanti. Just like her name, her presence was calming and filled with love. She’s the one who gave me my mother, my safe place, my favourite aaloo ke parathe, countless sweets, unforgettable stories, and most importantly — the strength to fight my insecurities and grow into the best version of myself.

“Nani ka Ghar” was a world of care, warmth, fun, and endless pampering — all built by the efforts of the mother of our mothers. I still remember how, at just three years old, Nani gifted me her wedding anklets. They still don’t fit, but they carry the weight of love and memories. Her beauty was never about appearance alone — it was her soul that shined brighter than any jewel she owned.



Her daily offering of halwa to the Gurdwara is something I’ll never forget. So if you ever taste halwa at a Gurdwara, remember my Nani — the Ladyboss, the giver, the Cutie Nani whose love still wraps around me like a hug.

Today, I wear white — her favourite — to feel her presence. And as she believed:

“Man kyu bairagh karega, Satguru mera poorā.”

Why worry, dear mind, when your God is complete?

One of her most meaningful stories stays with me: comparing a girl’s life to a mango tree’s journey. From the moment a woman conceives and a mango seed is planted, to the tree bearing fruit and the woman becoming a mother, every phase reflects change, growth, and purpose. The tree, like the woman, might no longer produce, but becomes a source of shade, comfort, and strength. From this, I learned two powerful lessons — a woman’s journey is all about giving and evolving, and every stage of life, though different, holds deep meaning.

Nani taught me patience, gratitude, seva, compassion, and the power of a soft tone — all while handling her own silent battles with grace. Though she left us in 2011, she still is with us — in our memories, in our prayers, in the strength we find during tough times. She built the Singhs, gifted the Bindras and Horas her daughters, and blessed us with more love than we deserved.

Born in Lahore, her elegant accent, her Urdu-laced Punjabi, and her royal poise earned her the name “Rani Sahiba” from my Nanu. And truly, she was a queen — a strategist, a nurturer, a warrior.



*Ms. JAYA BINDRA*  
*Student, Department of advertising and public relation*  
*Makhanlal Chaturvedi National University of Journalism and*  
*Communication Bhopal, ( M.P )*

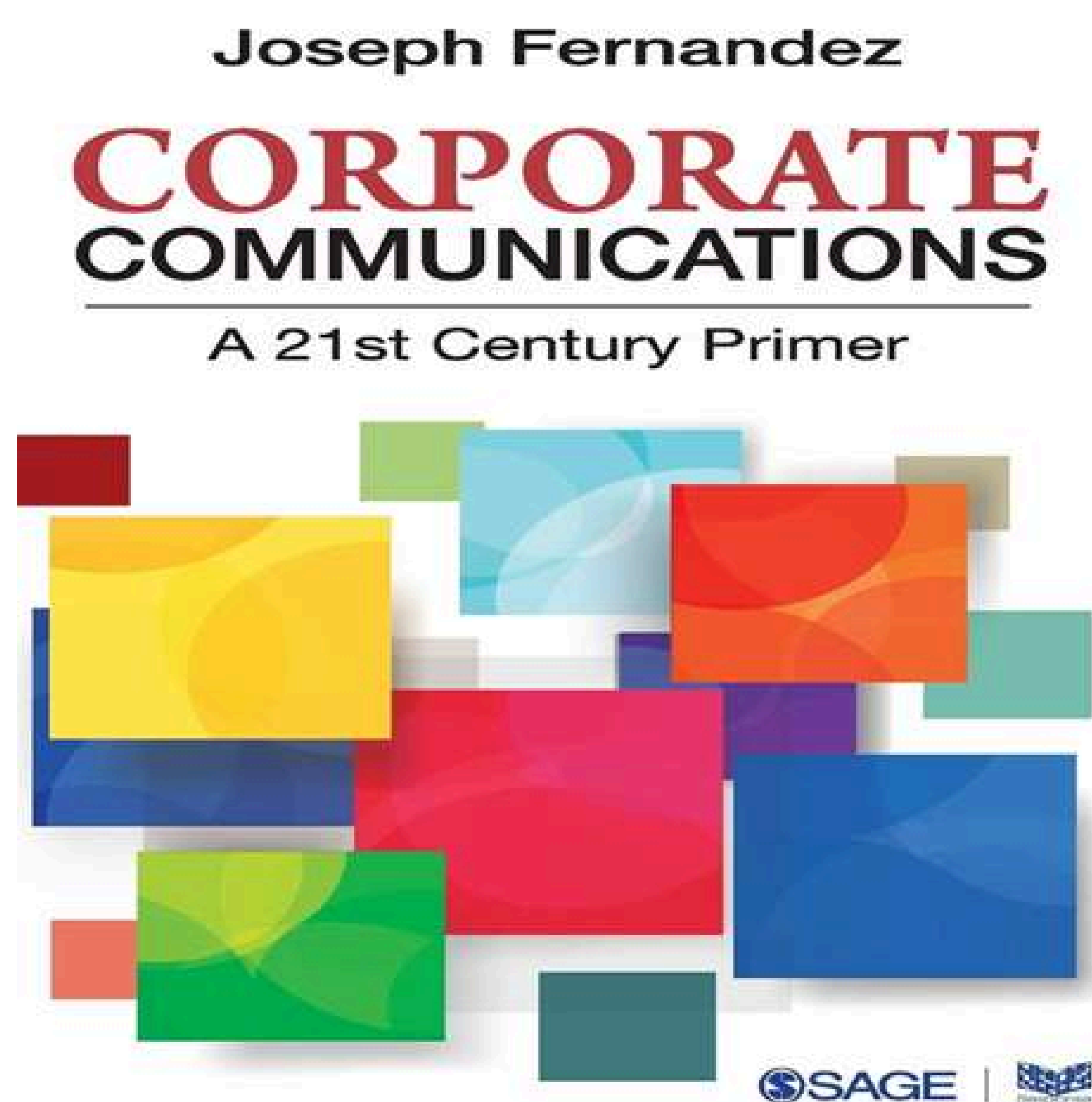


# BOOK REVIEW

---

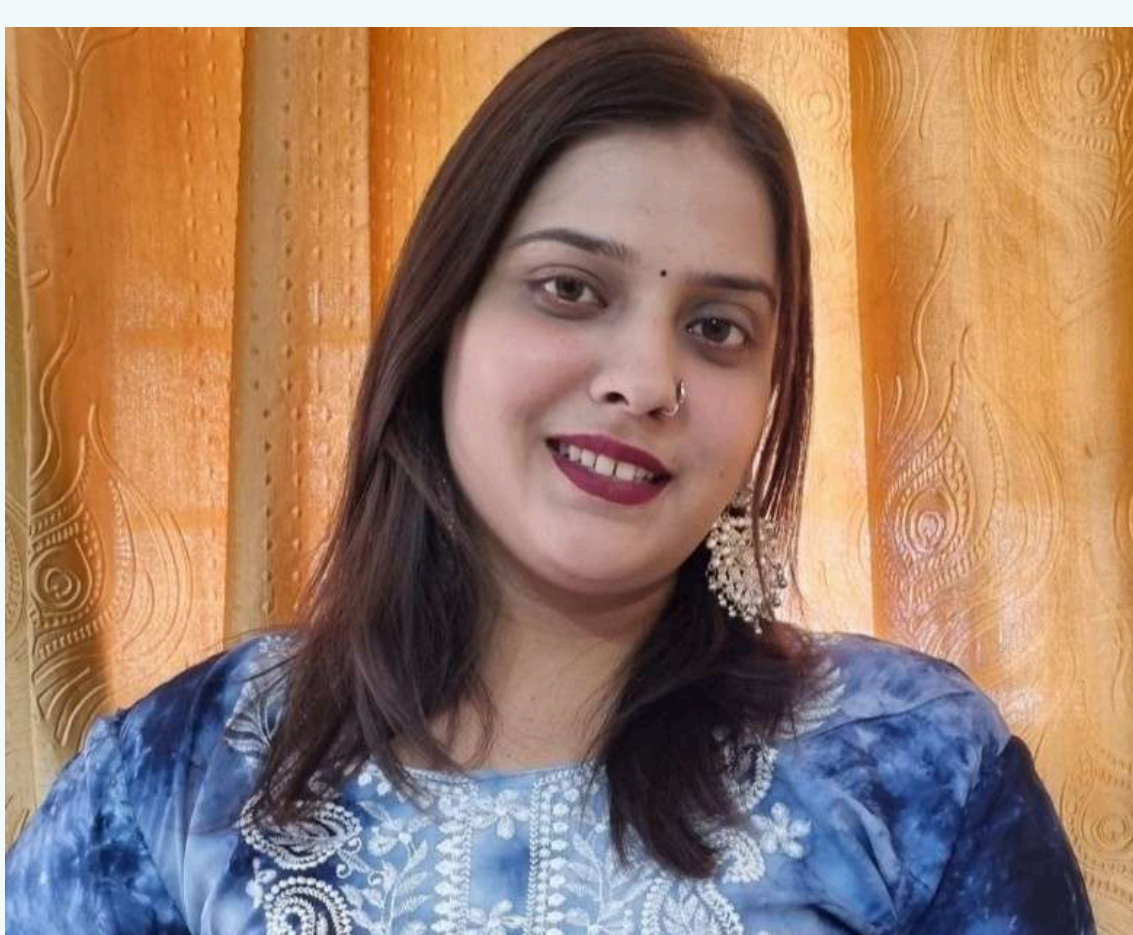


## *Corporate Communications: A 21st Century Primer by Joseph Fernandez*



Joseph Fernandez presents a clear and engaging overview of the central role of corporate communications for 21st-century organizations in *Corporate Communications: A 21st Century Primer*. Released in 2004 by SAGE Publications, the book places communication at the center of strategies for corporate development, based on Fernandez's long leadership career in communications journalism, public relations, and IT.

The book harmoniously weaves advertising, journalism, and PR insights to meet the changing demands of international business. Fernandez discusses main issues, such as the application of advertising and PR to create and maintain corporate brands, the synergistic strength of old and new media to target multiple groups, and corporate citizenship as a necessity for profit as well as non-profit organizations. Commended for its jargon-free simplicity, the book is available to both beginners and experienced professionals, with exercises at the end of each chapter making it a perfect textbook for university courses. Reviewers commend its insights and applicability, although some comment that its pre-social media context restricts discussion of online trends. Fernandez's book, displayed in renowned libraries such as Harvard and Oxford for learning strategic communication's innovative power in building organizational achievement.



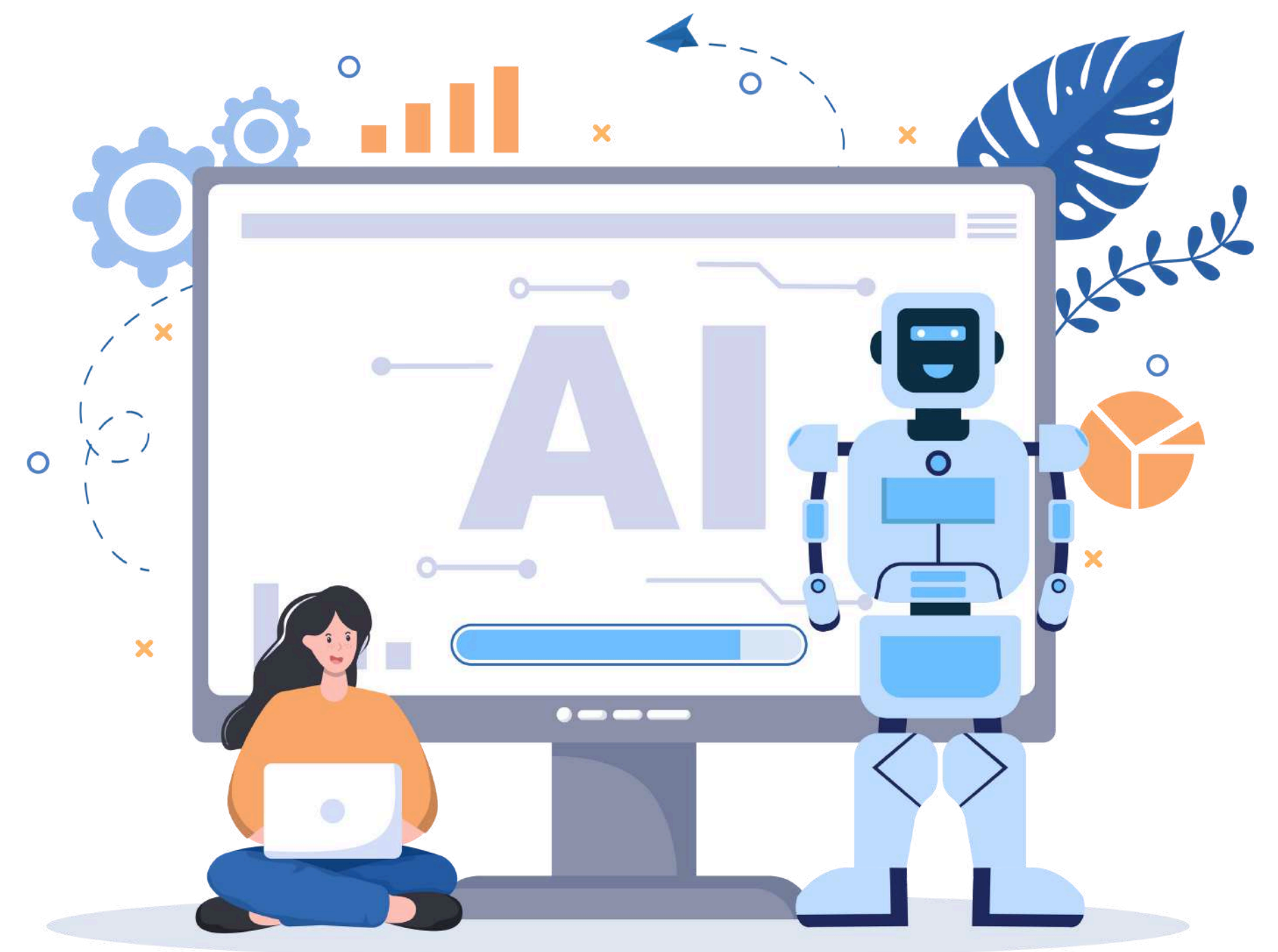
*Ms. SHALINI SARASWAT*  
*Student, Department of advertising and public relation*  
*Makhanlal Chaturvedi National University of Journalism*  
*and Communication Bhopal, (M.P)*



# THE NEW AGE OF ADVERTISING WITH AI AND AR

Advertising has undergone a significant transformation with the advent of Artificial Intelligence (AI) and Augmented Reality (AR), reshaping how brands interact with consumers.

AI is crucial in analyzing vast amounts of consumer data to deliver personalized content. AI optimizes ad placements through programmatic advertising, ensuring messages reach the right audience at the optimal time. Chatbots and virtual assistants provide real-time customer support, enhancing user engagement. Moreover, predictive analytics allow marketers to anticipate consumer behavior, tailoring messages accordingly. The use of AI-generated content, including text and images, enables scalable marketing efforts without sacrificing personalization.



AR, on the other hand, offers immersive experiences by blending digital elements with the physical world. Retailers utilize AR for virtual try-ons, allowing customers to visualize products like clothing and cosmetics before purchasing. Brands also incorporate AR into print and packaging, turning static images into interactive narratives when viewed through smartphones, thereby increasing user engagement and emotional connection.

The synergy of AI and AR culminates in highly personalized and interactive advertising experiences. AI can dynamically adjust AR content in real-time based on user data, customizing visuals, product recommendations, and promotional offers to individual preferences. This integration transforms advertising from mere messaging into engaging, tailored experiences.

However, this technological convergence presents challenges. Data privacy concerns are paramount, as consumers become more aware of how their information is collected and used.



*Ms. NIKITA CHAUHAN*

*Faculty, Department of Cinema Studies Makhanlal Chaturvedi National University of Journalism and Communication Bhopal, (M.P)*



# INTERVIEW

---



## ***In Conversation with Mr. Manoj Dwivedi***

*Senior Public Relations Officer, MPMKVVCL (Madhya Pradesh  
Madhya Kshetra Vidyut Vitaran Company Ltd.)*

***Interviewer: Shalini Saraswat,  
Postgraduate Student, 4MA-APR***



**Q1. After completing your M.Sc., what inspired you to pursue a career in Public Relations?**

**Ans:** Following the completion of my postgraduate degree, I was inclined towards a profession that combined communication, public interaction, and social engagement. Public Relations offered a platform to channel these interests effectively. Through perseverance and a dedication to mastering the art of communication, I was fortunate to establish my career as a Public Relations Officer. Today, I proudly serve as the Senior PRO at MPMKVVCL.

**Q2. Could you describe a typical day in your role as Senior PRO at MPMKVVCL?**

**Ans:** MPMKVVCL is a state-owned utility responsible for electricity distribution, directly catering to consumer needs. My role involves ensuring effective communication between the organization and the public. Daily responsibilities include disseminating information regarding electricity supply, billing cycles, planned maintenance, service interruptions, and grievance redressal. Timely communication is essential to maintaining transparency and building public trust.

**Q3. What is the significance of Public Relations in a highly technical organization like the electricity department?**

**Ans:** Public Relations plays a pivotal role in bridging the communication gap between the technical operations of the department and the public it serves. Electricity is a basic necessity, and

its supply, consumption, and regulation involve complex procedures. As a PRO, I must convey this technical information in a comprehensible manner to various stakeholders. PR ensures accountability, enhances service perception, and contributes significantly to the organization's image.

**Q4. During a crisis, such as a natural disaster or technical disruption, what is the primary role of a PRO?**

**Ans:** In crisis situations—such as power outages caused by storms, technical faults, or infrastructure failure—the PRO is responsible for communicating verified and timely information to the public. The aim is to prevent misinformation, reduce panic, and maintain the organization's credibility. Crafting accurate press releases, engaging with the media, and utilizing digital platforms for real-time updates are critical components of crisis communication.

**Q5. How has social media transformed the practice of Public Relations?**

**Ans:** Social media has significantly enhanced the scope and speed of PR activities. Platforms like X (formerly Twitter), Facebook, Instagram, and YouTube enable immediate and direct public engagement beyond traditional media. At MPMKVVCL, we actively use these platforms to issue service updates, address queries, and foster transparency.

**Q6. Can you share details about a particularly impactful campaign you have worked on?**



**Ans:** One of the most impactful campaigns I was associated with was the Atal Jyoti Abhiyan launched in 2013. This initiative aimed to provide uninterrupted power supply to domestic sectors and dedicated hours for agriculture. My involvement included organizing over 50 events, exhibitions, and awareness programs across Madhya Pradesh. The campaign received national attention, and we were honored by the presence of former President Dr. A.P.J. Abdul Kalam. It was a proud moment in my professional journey.

**Q7. What makes PR a promising career choice for young professionals today?**

**Ans:** The demand for skilled PR professionals is growing across industries. Whether in public sector undertakings, private corporations, or nonprofit organizations, the need for strategic communication is universal. Young professionals entering this field can look forward to dynamic roles, professional growth, and the opportunity to make meaningful contributions to organizational reputation and public engagement.

**Q8. As President of the PRSI (Madhya Pradesh Chapter), how do you support the growth of students and young professionals in the field?**

**Ans:** As President of the Public Relations Society of India (Madhya Pradesh Chapter), I actively work to create opportunities for students to engage with the industry. Students learn about new PR trends and technologies at PRSI's annual conferences, workshops, and interactive sessions. We encourage academic institutions to collaborate with PRSI for the professional development of aspiring PR practitioners.

**Q9. How do you maintain productive relationships with media professionals?**

**Ans:** A strong, respectful, and transparent relationship with media professionals is vital for any PRO. I ensure that the information shared with the press is timely, accurate, and newsworthy. Being responsive to their queries, providing regular updates, and maintaining consistency in communication builds mutual trust, which is essential for positive media coverage and effective crisis handling.

**Q10. According to you, what are the three most essential qualities of a successful Public Relations Officer?**

**Ans:** In my view, a successful PRO must possess:

1. Subject Knowledge - A thorough understanding of the organization, industry, and communication strategies.
2. Credibility - Consistency and trustworthiness in all interactions and messaging.
3. Time Management - The ability to deliver timely responses and handle multiple responsibilities efficiently.

**Q11. How can students enhance their skills in Public Relations while still in college?**

**Ans:** Students should focus on staying informed about current affairs, new media tools, and emerging communication practices. Engaging in internships, attending seminars, and actively participating in academic projects can provide valuable exposure. Additionally, developing strong writing, public speaking, and interpersonal skills will significantly aid their professional journey.

**Q12. What is your approach when issuing a public statement on sensitive matters?**

**Ans:** As a government official, all public statements must align with departmental guidelines. Any sensitive issue is addressed with caution, following approval from the appropriate authority. The message must be factual, concise, and neutral to avoid misinterpretation. Our goal is to provide clarity while upholding the dignity and reputation of the organization.

**Q13. What advice would you give to students aspiring to build a career in Public Relations?**

**Ans:** The field of Public Relations offers a wide array of opportunities. My advice to aspiring professionals is to remain curious, keep learning, and focus on building relationships. Patience and consistent effort are key. With the right skills and attitude, students can thrive and find rewarding roles in both the public and private sectors.



# EXPERT TALK

---

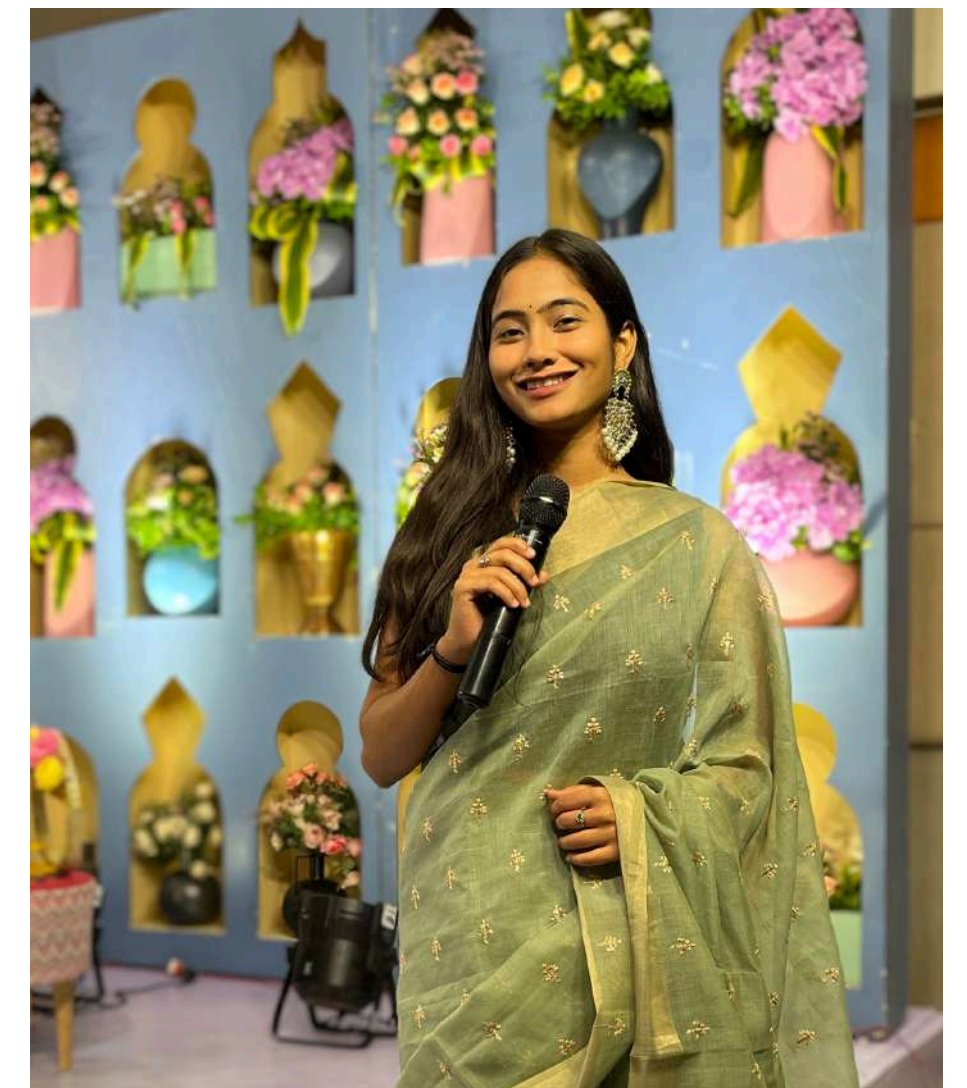


## *Inside the PR World*

### ***An Insightful Conversation with Mr. ASHOK Manwani***

(PRO)

***Interviewed by Prachi, M.A. Advertising & PR,  
Semester IV, Makhanlal Chaturvedi National  
University of Journalism and Communication.***



#### **Q1. Sir, could you please tell me about your job profile in PR?**

**Ans:** Certainly. My role primarily revolves around managing relationships between media platforms and the organizations we represent. It's about understanding the needs of both and acting as a bridge between a brand or entity and the public. We focus on shaping brand perception, planning communication strategies, and ensuring that the intended message reaches the right audience at the right time. Many assume PR is limited to press releases and media coverage, but it's far more strategic. We work on long-term reputation management, plan campaigns, and often operate behind the scenes to influence public opinion — whether it's for a political movement, a social cause, or a product launch.

#### **Q2. What qualifications and eligibility are needed to enter this field?**

**Ans:** The most essential skills are communication and people management. While degrees in mass communication, journalism, or public relations can provide a strong foundation, they are not strictly mandatory. What really matters is your ability to articulate thoughts clearly, write persuasively, and maintain a proactive attitude. Academic qualifications can give you an initial boost, but it's your networking abilities, consistency, and strategic mindset that will define your growth in the PR world.

#### **Q3. What kind of job opportunities are available in India and abroad?**

**Ans:** PR is a booming field with diverse opportunities. In India, the rise of digital media has significantly expanded the demand. Every public figure, corporate

house, startup, NGO, or educational institution needs someone to manage how they are perceived by the public. Internationally, there is substantial scope, particularly in sectors like corporate communications and political advocacy. However, global markets are highly structured and expect a high degree of professionalism, cultural sensitivity, and advanced communication skills.

#### **Q4. What kind of training or internship experience is essential before entering the industry?**

**Ans:** Internships are absolutely crucial. They expose you to the real-world dynamics of the profession. During internships, you learn how to pitch stories, deal with tight deadlines, handle media outreach, and manage expectations of brand partners. You also gain exposure to different verticals like corporate PR, entertainment PR, crisis communication, and digital engagement. These experiences help you understand how even small tasks, like media monitoring or coordinating logistics for events, contribute to a larger strategy. A well-chosen internship can shape your entire career perspective.

#### **Q5. Lastly, sir, what message would you like to give to students or aspirants wanting to enter the PR field?**

**Ans:** Stay curious and keep updating your knowledge. Media and public opinion evolve rapidly — what worked last month might not work now. Be observant, analyze campaigns, study successful strategies, and develop your own voice. Don't wait for a job to start practicing PR. Start a blog, volunteer with NGOs, or contribute to college fests — showcase your initiative. Sharpen your writing, because impactful messaging is at the heart of public relations. And most importantly, be patient and resilient. PR isn't just a career — it's a mindset and a lifestyle. If you love connecting with people and enjoy solving communication puzzles, this field will be incredibly rewarding



# EXPERT TALK

---



## ***A New Era of Advertising***

### ***An in-depth interview with Mr. Avil Porwal***

*(Co-founder, I-Engage)*

***Interviewer: Mrs. Ritu Bhaskara***



**Q1. What are the latest trends in the advertising world?**

**Ans:** No doubt Digital Advertising is booming in present scenario. We are on the peak of Data utilization which has been gathered over a period of time. But, currently we are working only on 10% of Consumers data.

**Q2. On which medium advertisers are preferring to advertise and why?**

**Ans:** It completely depends on the "Product category, Brand, audience and Budget of the Advertisers which media platform they choose. Although, Integrated marketing is proven to be the best way to reach out to the target audience. Digital media is dragging good amount of advertising budget due to its unique features like; Real Time Data, Easy Access, Accurate Measurement, Audio - Visual Content, Easy to fix issues, Specific Targeting, Geo Locating and being fastest medium.

**Q3. What is Personalized Advertising according to you?**

**Ans:** "A Personalized Advertisement is something which is retargeted to the consumer based on their previous search history, order history, choices they made, behavioral tracking at right time, on right place with right content". the more you know about my trades the more you know about questions in my head about your product and if you are addressing that in your advertisements then it is a personalized ad. Personalized ad is which shown to an individual not to a mass audience. If you convince me that your

product is good for me it is the right way of advertising.

**Q4. What is the consumer reaction when they are exposed to personalized advertisements?**

**Ans:** People feel special when they are treated with personalization. Often, young consumers are found more inclined towards such ads and usually end up shopping after watching them.

**Q5. Throw some light on the techniques that enables personalization of Advertisements and tell us about the role of digital marketers in this process of Advertisement's Personalization.**

**Ans:** Artificial intelligence, machine learning, Google analytics are technologies that enable personalization, Hotspot is the software that uses AI and is used by many advertising agencies including ours to create personalized advertisements.

**Q6. Does Personalized Advertising proven to be an effective Marketing Strategy?**

**Ans:** Yes it is, and it also generates good amount of sales.

**Q7. How do you see future of Personalized Advertising?**

**Ans:** Currently data-driven, the system is shifting toward prediction-based models as machine learning grows. With more data, predictions become more accurate. Sales now reflect individual behavior. TV is digitized—viewers watching the same show see different, real-time targeted ads, reshaping marketing.



# ARTICLE

## CHANGING FACES: WOMEN'S REPRESENTATION IN INDIAN ADVERTISING.

In the kaleidoscopic world of Indian advertising, where jingles become household tunes and taglines etch themselves into our collective psyche, the portrayal of women has long played a pivotal role. From the obedient housewife scrubbing floors with a smile to the fierce entrepreneur breaking glass ceilings, the journey of women in Indian advertisements has been as dynamic and layered as the society it mirrors.

**From Homemaker to Dream-Maker: A Shifting Narrative**

In the early days of Indian advertising—particularly during the 1980s and 90s—women were often boxed into stereotypical roles: the dutiful daughter-in-law, the nurturing mother, or the dainty damsel concerned solely with beauty and household hygiene. Soaps, detergents, fairness creams, and cooking oils became the main stage for showcasing idealized femininity. Modern advertisements have increasingly begun portraying women as confident, ambitious, and multifaceted. Campaigns like Tanishq's Remarriage ad broke traditional taboos, celebrating second chances for women.

### CHANGING FACES WOMEN'S REPRESENTATION IN INDIAN ADVERTISING



### The Empowered Woman: Brand Ambassador of Change

Ariel's #ShareTheLoad questioned the gendered division of household chores, triggering conversations around domestic equality. Nike's Da Da Ding celebrated female athletes, rewriting the narrative of strength and success.

These campaigns did more than sell products—they sparked dialogue, inspired social introspection, and helped normalize the evolving roles of women in modern India.

**Beyond the Stereotypes: The Need for Nuance.**

True representation lies not just in showcasing strength, but in reflecting reality—its complexities, imperfections, and diversity. Brands must also acknowledge intersectionality. A woman is not just a gendered being but is shaped by her caste, class, religion, and culture. These dimensions deserve space and respect in the stories we tell.



*Mrs. Shivali Srivastava*  
*Faculty, Department of advertising and public relation*  
*Makhanlal Chaturvedi National University of Journalism*  
*and Communication Bhopal, (M.P)*



# Case Study

## GUERRILLA ADVERTISING IN INDIA – MOUNTAIN DEW & AMAZON PRIME DAY

In the evolving landscape of brand communication, relying solely on conventional advertising methods is no longer sufficient. With audiences becoming increasingly immune to traditional marketing tactics, brands are being pushed to think outside the box. One emerging solution—though not yet widely mainstream in India—is guerrilla advertising. This unconventional approach involves using unexpected, attention-grabbing tactics to create memorable experiences that stand out in a saturated media environment.



Guerrilla advertising is centered on surprise, creativity, and disruption. It aims to catch people off guard in familiar public spaces, transforming ordinary settings into interactive brand moments. Rather than broadcasting messages through predictable formats like TV commercials or print ads, guerrilla marketing often manifests as flash mobs, street art, projections, or cleverly placed installations—designed to provoke curiosity and spark conversation. These campaigns typically rely on emotional or sensory impact to trigger engagement, encouraging people to pause, interact, and share the experience organically.

A key strength of guerrilla advertising is its ability to leverage human behavior, particularly the power of word-of-mouth and social media virality. When done well, these tactics create a ripple effect—where a single street-level stunt or public activation becomes the subject of online buzz, influencer conversations, and media coverage. This not only amplifies reach at a relatively low cost but also strengthens brand recall in a way traditional ads often can't.

In India, where consumer attention spans are shrinking and digital content is overwhelming, guerrilla advertising offers a refreshing way to reconnect with audiences. Although still in its early stages here, the growing number of successful guerrilla initiatives indicates a shift towards more immersive, experience-led marketing that's likely to define the next phase of Indian advertising.



## Case Study 1: Mountain Dew's "Statue of Courage" – Immersive Experience in a Physical Space

### Background

Mountain Dew has been celebrating the triumph of courage over fear with its tagline, **Darr Ke Aage Jeet Hai**. Building on this ethos, the brand launched a disruptive consumer activation campaign titled **'Conquer with Courage'** in early 2023.

The brand unveiled India's first-ever 25-ft holographic "Statue of Courage" using real-time 3D rendering and advanced holographic imaging. Visitors were invited to share stories of courage on the **#ConquerwithCourage** wall. And those who participated were instantly transformed into 25-ft holograms displayed on-site, i.e., DLF Avenue, Saket.



### Why It Qualifies as Guerrilla Advertising

•**Unexpected Format:** The use of holograms in a mall setting created an immersive spectacle rarely seen.

•**Surprise & Engagement:** Real-time rendering of audience members into holograms created buzz and emotional involvement.

•**Public Space Disruption:** By taking over a high-footfall mall and turning it into a storytelling arena, Mountain Dew broke through the clutter.

'Conquer with Courage'– 14-day activation campaign witnessed a remarkable response, drawing over a

'lakh of participation across its duration. Thousands of individuals came forward to share their personal stories of courage, which turned the campaign into a powerful collective narrative of bravery and resilience. This



campaign, not only came forward as an engagement activity for a brand, but the initiative successfully reaffirmed Mountain Dew's deep emotional connection with its consumers by providing a tangible, participatory platform that brought the brand's core philosophy—**#DarrKeAageJeetHai**—to life in a meaningful and impactful way.

## Case Study 2: Amazon's "PD Tattoo" – Stealth Virality in the Digital Space

### Background

In May 2025, Amazon Prime ahead of its Prime Day sale, launched a bold, intriguing teaser campaign leveraging Bollywood actor Disha Patani. Neither there was a product, nor a logo. Just two letters, "PD" inked on actor's arm.

During her various public appearances, Disha Patani flaunted the tattoo, drawing considerable media attention. Was it a film teaser? Media houses and gossip. As the curiosity peaked, Patani shared an Instagram story, subtly hinting that "PD" was tied to something exciting and thrilling—ultimately directing viewers to the Amazon Prime Day's campaign teaser.

### Why It Qualifies as Guerrilla Advertising

•**Low-Cost, High-Impact:** No traditional ad formats. Just a celebrity sighting and social media curiosity.

•**Earned Media Explosion:** Countless news stories and user-generated content across platforms.

•**Parasocial Influence:** Leveraged the emotional connection between fans and celebrities, along with popular gossip trends, to amplify the message.

The campaign generated massive organic engagement across various media platforms, helping in

garnering millions of impressions with virtually no upfront media spend.



*Ms. Neha Maurya*

*Faculty, Department of  
advertising and public  
relation Makhn Lal  
Chaturvedi National  
University of Journalism  
and Communication  
Bhopal, (M.P)*



# A Celebration of Talent:

## *Department Triumphs at Pratibha*

This year's Pratibha university-level competition turned into a grand showcase of excellence for our department, with victories in 13 out of 18 events—a true testament to the vibrant spirit and skill of our students.

### *Talented students*

From eloquent words to creative frames, our students led with passion. Puneet Suryawanshi mesmerized the audience with his original poetry, securing the top prize in Swarachit Kavya Paath. In Feature Writing, Sneha Vyas, Disha Kapoor, and Shivam Kumar claimed all top three spots, while Pratistha Pawar stood first in Essay Writing. The creativity continued with Rishav Kumar Jha earning second place in Cartoon Making, and cinema department team of Mayank Sarathe, Neha Dashariye, and Manish Sahu won third place radio production.



### *Skilled students*

Simran Behl, not only an emerging influencer, also claimed 1st prize in Mono Acting, while Oseen Shrivastava earned a consolation. Siddhi Singhai secured 3rd in Indian Solo Singing, and our Mobile Short Film team swept all awards from 1st to consolation.



Even in events where no prize was won, our students displayed commendable effort and originality. With the guidance of dedicated mentors, from freshers to final-year students, every participant proved that talent thrives where passion is nurtured.

Our department didn't just participate—it stood out, setting a benchmark in talent, teamwork, and triumph.

### *Debate*

In the debate arena, our team stood out once again. Neha Desriya and Pramay Dubey earned 3rd and 2nd in the 'for' category, while Amisha Kachhawa triumphed with 1st in the 'against' side.





# CINEBRATION 2.0



## A Retro Revival of Cinema and Culture at Makhanlal Chaturvedi University

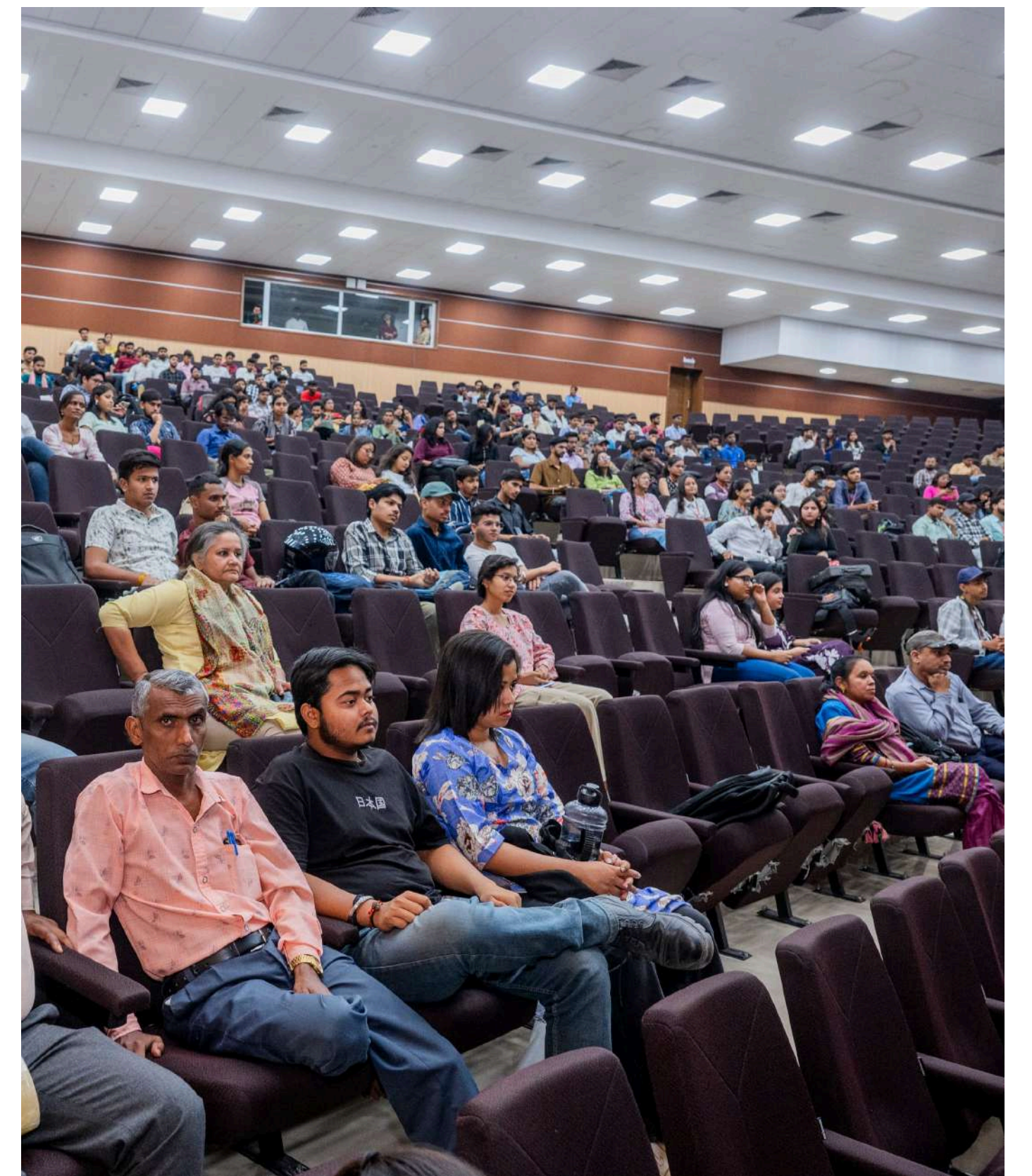
In the vibrant city of Bhopal, the Makhanlal Chaturvedi National University of Journalism and Communication turned its Ganesh Shankar Vidyarthi Auditorium into a dynamic stage for cinematic and cultural brilliance on April 24-25, 2025.

In an age of digital disruption and rapidly evolving storytelling formats, there's something refreshingly poignant about a film festival that draws power from the past while nurturing future voices. This student's short film festival, organized by the Cinema studies and advertising & Public Relations Department of the university, Cinebration 2.0, not only showcased technical finesse and narrative sophistication from emerging filmmakers but also recreated the nostalgic spirit of 1990s Bollywood—a decade that defined melodrama, musical grandeur, and memorable dialogues. The event was a riot of colors, sounds, and emotions, featuring everything from short film screenings to retro-themed performances, educational masterclasses, and a cosplay performance that transported the audience back to the golden age of VHS tapes and filmi romance.

## *Lights, Camera, Inauguration*



The festival kicked off with ceremonial gravitas as Vice-Chancellor Vijay Manohar Tiwari and veteran film critic Vinod Nagar lit the traditional lamp, officially inaugurating the event. Their presence underscored the university's serious commitment to fostering media talent. Earlier in the month, Bollywood actor Pankaj Tripathi had unveiled the Cinebration poster, offering his blessings and emphasizing the role of socially relevant storytelling in shaping responsible cinema.



Tripathi's words seemed prophetic as the student films showcased at the event tackled a range of pressing issues—from gender dynamics and rural identity to intergenerational conflicts and cultural preservation.

## *Lights, Camera, Inauguration*

Cinebration 2.0 wasn't all spectacle; it had strong academic underpinnings, too. A masterclass by Diya Chaudhary, founder of Sonch Films, provided invaluable insight into the craft of filmmaking. Organized by faculty member Niharika Singh, the session was candid, instructive, and highly interactive.

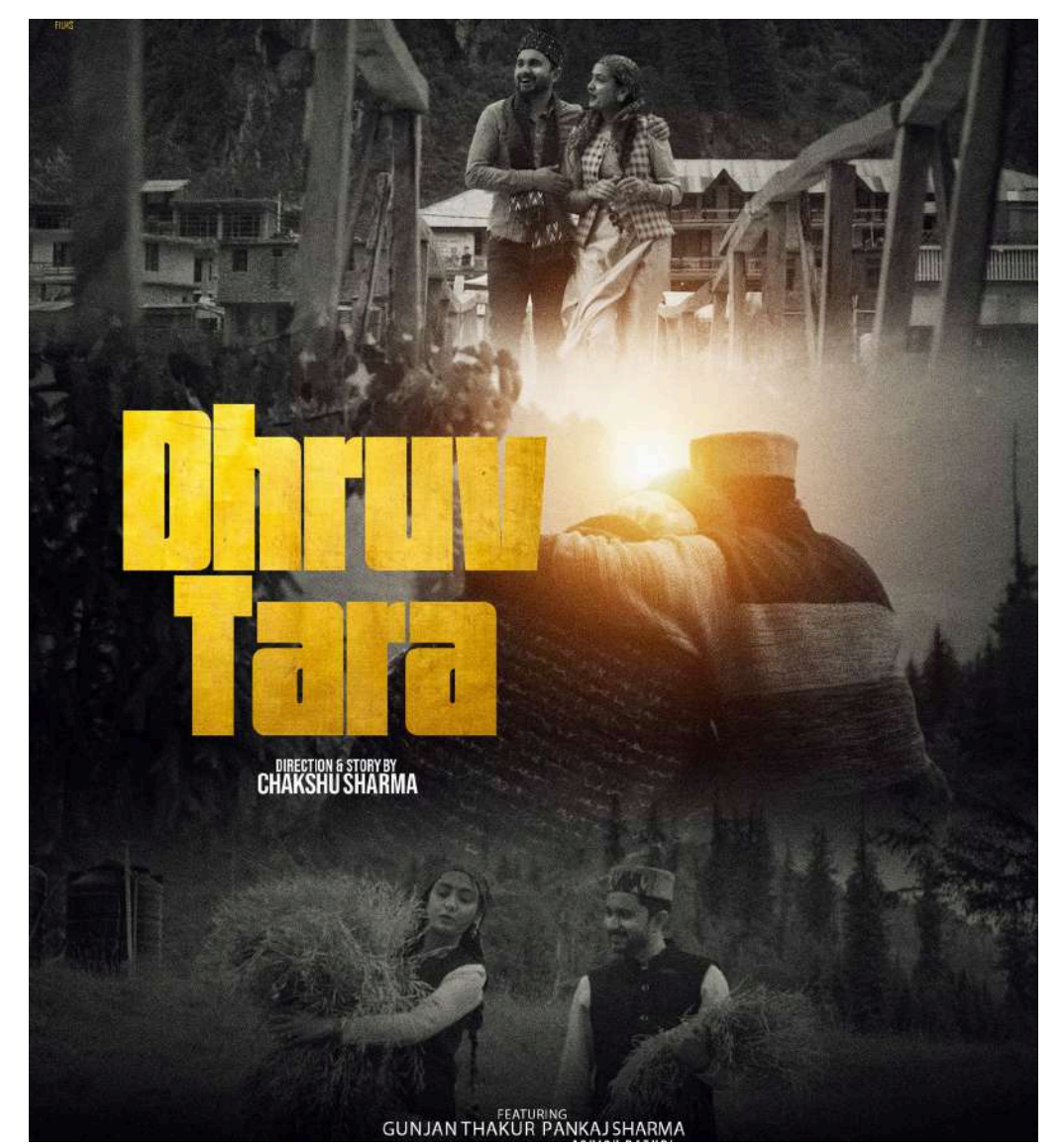
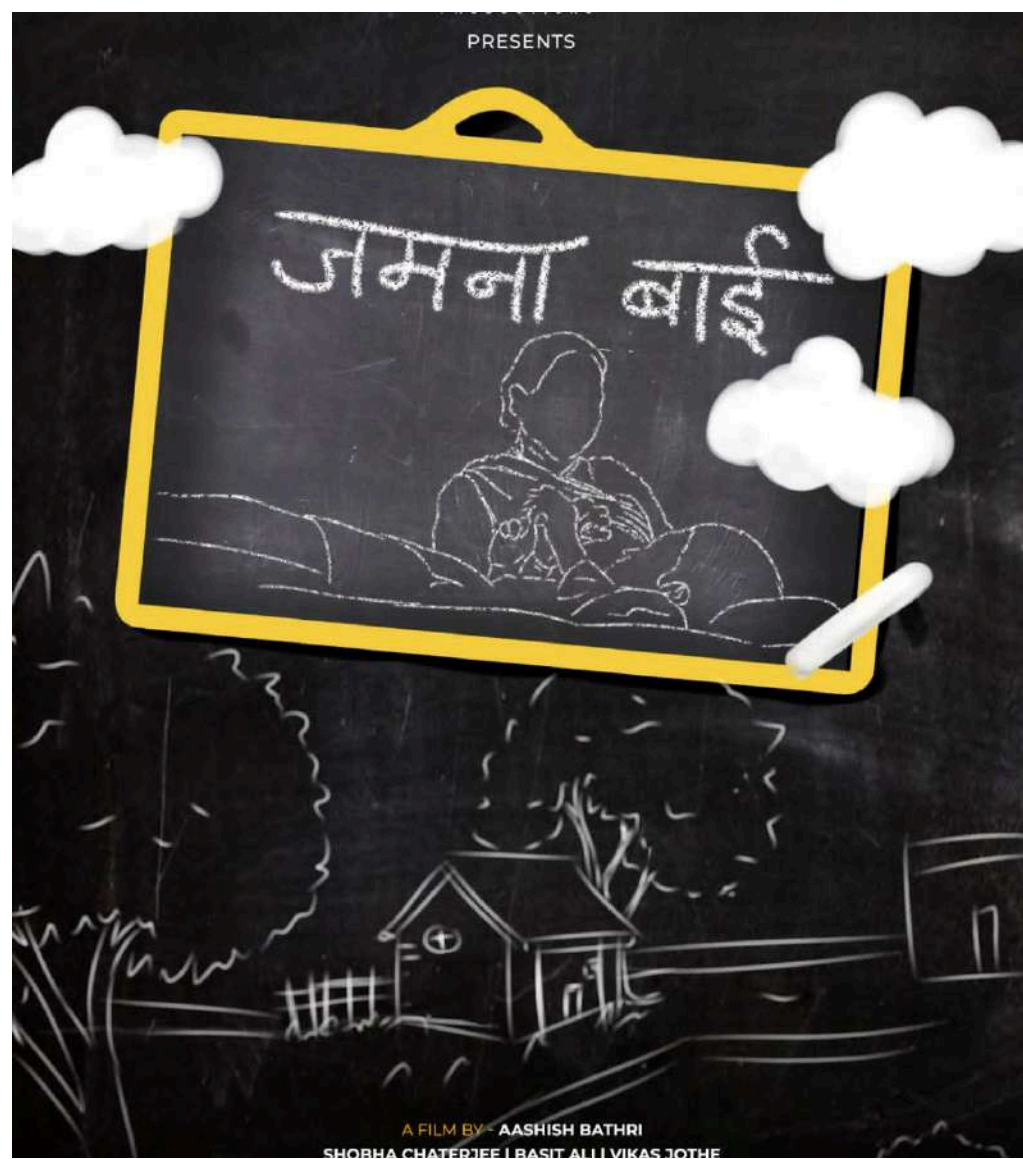
Chaudhary highlighted the importance of strong characters and authentic dialogue in scriptwriting, calling them the soul of a film. She also discussed visual storytelling, camera work, and editing, blending technical insights with personal anecdotes. The session left students inspired and more prepared for real-world filmmaking.



## Student Films: Realism Meets Craft

The core of Cinebration 2.0 lay in the short film screenings, which served as a powerful platform for the next generation of storytellers. Day one featured 13 films, including Jamna Bai, Nimbu Mirch, and Chhissil, that captivated the audience with their emotional depth and technical elegance.

These were not mere college projects—they were poignant, sharply edited pieces of cinema starring seasoned local talents like Shobha Chatji and promising young actors such as Harsh Dakre and Basit Ali. The themes varied, but the narrative strength was consistent, with many films reflecting the social fabric of middle India through a cinematic lens.



Day two brought another lineup of seven cinematic gems, including Gangaur, Uravu, Bad Luck, Kumbh, Dhruvtara, and Akshara. While Gangaur delved into the rituals and symbolism of a Rajasthani festival, Akshara took a more intimate look at personal loss and artistic identity. Each film stood as a testament to the students' ability to merge ideology with innovation.

Critics in attendance noted the impressive range in tone—from the minimalism of Dhruvtara to the metaphor-laden storytelling of Kumbh. Together, these films marked a shift in student cinema: from aspiring to emulate Bollywood to forging an original, localized voice.

## The Retro Rush: Cosplay, Dance Battles & Stage Drama

While the films stirred thoughtful reflection, the cultural performances brought the magic of the '90s to life with vibrant energy and nostalgia. A standout was the cosplay competition, where students embodied beloved characters like Raj and Simran from DDLJ, capturing every detail—from chiffon sarees to iconic dialogues—with heartfelt precision. The audience relived cinematic memories through vivid costumes and classic soundtracks.

The Battle Dance competition amped up the energy, blending Bollywood classics like Rangeela, Taal, and Dil Se with modern choreography. Dancers fused filmi expressions with hip-hop flair, showcasing rhythm, passion, and stagecraft.

Capping the celebration was a theatrical tribute to '90s Bollywood, cleverly weaving scenes, tropes, and characters into a humorous, melodramatic performance. From slow-motion hero entries to villainous laughs, the play paid affectionate homage to an era that continues to resonate with audiences across generations.



## Music to Remember: Aditya and Collectives

Cinebration 2.0 ended on a high note with a nostalgic live set by Aditya and Collectives, a student band that electrified the audience with retro Bollywood hits. Blending music, lighting, and live instrumentation, their performance offered an immersive tribute to 90s cinema—bridging generations through sound and sentiment.





Having collaborated on multiple student films from Makhanlal Chaturvedi University, I witnessed their remarkable talent and dedication. Working with them has always been a rewarding experience. Their writing stands out for its professional quality and deep understanding of cinematic storytelling, making their projects not only enjoyable to be part of but also creatively fulfilling.

-Harsh Daund



Theatre artist Sunil Raj (Bhopal) remarked that cinema serves as a powerful tool for education and awareness, beyond mere entertainment. He praised the student-made films for their innovative storytelling, blending creativity with technical skill. According to him, these films stand out for presenting meaningful content through fresh narrative experiments, reflecting a promising future for young filmmakers.

-Sunil Raj



Journalist Sachin Mishra emphasized that the films showcased at the festival are closely tied to pressing social and cultural issues. He noted that these thought-provoking narratives not only reflect the evolving fabric of society but also offer audiences a modern lens through which to understand and engage with contemporary challenges and transformations.

-Sachin Mishra 4 (Film Production)



Veteran theatre artist Shobha Chatterjee (Bhopal) shared her experience of working with students from Makhanlal Chaturvedi University, praising their talent and dedication. She highlighted that collaborating with them has always been enjoyable, and commended the quality of their film writing, noting that it matches professional standards and reflects a strong understanding of cinematic storytelling.

-Shobha Chatterjee



Cinema is not just a medium of entertainment, but a mirror to society and a catalyst for change. The student-made films impress with their bold vision and originality, combining artistic expression with social relevance. Their ability to convey deep messages through experimental storytelling marks a new era of thoughtful and impactful filmmaking.

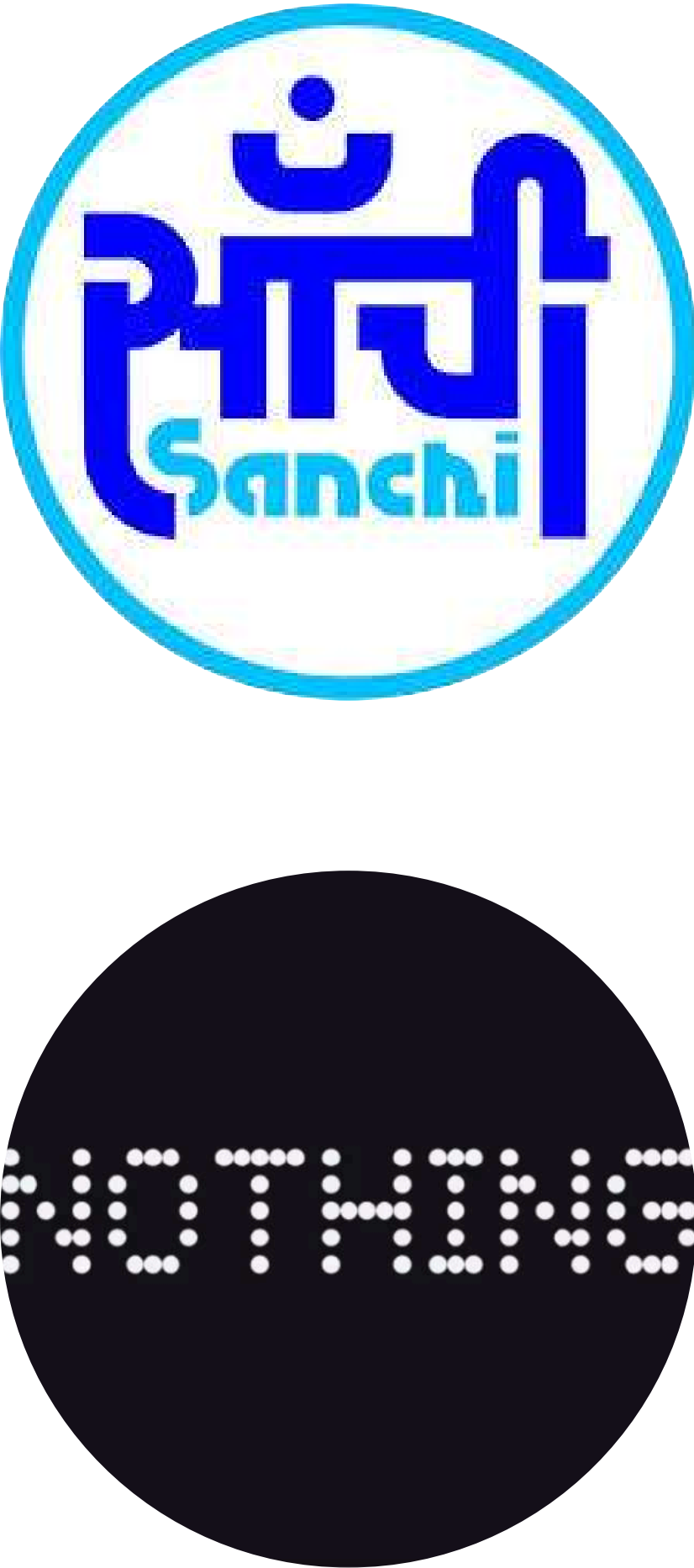
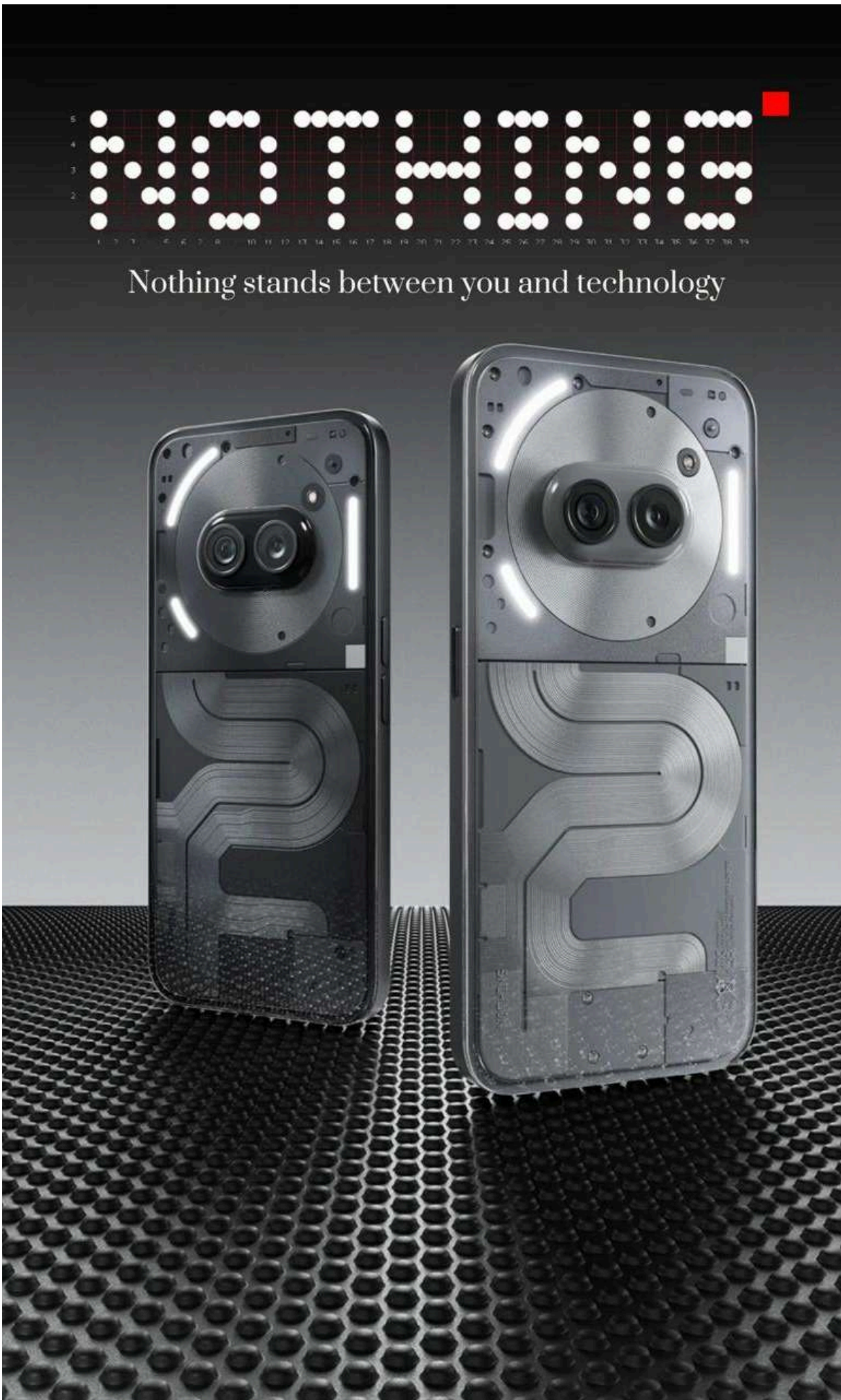
-Aman Shrivastava ( Actor ) Laapataa Ladies



"For student filmmakers, these film festival screenings are everything. It's where their art finds its voice and is truly celebrated, giving them the confidence that fuels their journey. Seeing their films connect with an audience provides invaluable learning and, importantly, opens doors to future connections and opportunities in the film industry."

-Mayank Sarathe (filmmaker) MSc (Film Production)





With boAt's New Headphones



# BELLA VITA OUD PERFUME

Explore the World of Fragrances  
with Bella Vita Luxury

STARTING  
FROM  
₹ 499  
ONWARDS



## Bellavita Perfume

*“Explore the world of fragrance with  
Bella Vita Luxuries.”*

As part of their creative project, the students of 360 Campion showcased their talent and strategic thinking by launching a complete advertising campaign for Bella Vita, a luxury perfume brand. The campaign covered all major areas of advertising—from traditional to digital platforms—highlighting the essence of fragrance and luxury.

The students designed elegant brochures that captured the brand’s aesthetic, developed a captivating radio program, and launched print ads that spoke directly to the brand’s premium image. On social media, their creative visuals and interactive posts generated impressive engagement.

One of the highlights of the campaign was a powerful video advertisement. In the ad, a girl hugs her boyfriend but moves away shortly after, seemingly unimpressed. However, when she encounters another boy wearing Bella Vita, she is instantly drawn toward him—capturing the magical allure of the perfume. The ad ended with the tagline: “Explore the world of fragrance with Bella Vita Luxuries.”



Additionally, the students took branding a step further by designing the product’s packaging, ensuring it aligned perfectly with the luxurious and modern image of Bella Vita.

This project was a perfect example of teamwork, creativity, and hands-on application of advertising principles. It not only gave the students industry-like experience but also showed how a strong idea can turn into an impactful campaign.





# Cadbury Dairy Milk

*Har Tukda Pyaar Bhara*

For our Creative Communication submission, our team brought to life a heartfelt 360° campaign around Cadbury Dairy Milk with the warm and relatable theme—"Har Tukda Pyaar Bhara." The campaign explored how even the smallest gesture, like sharing chocolate, can express love in its purest form.

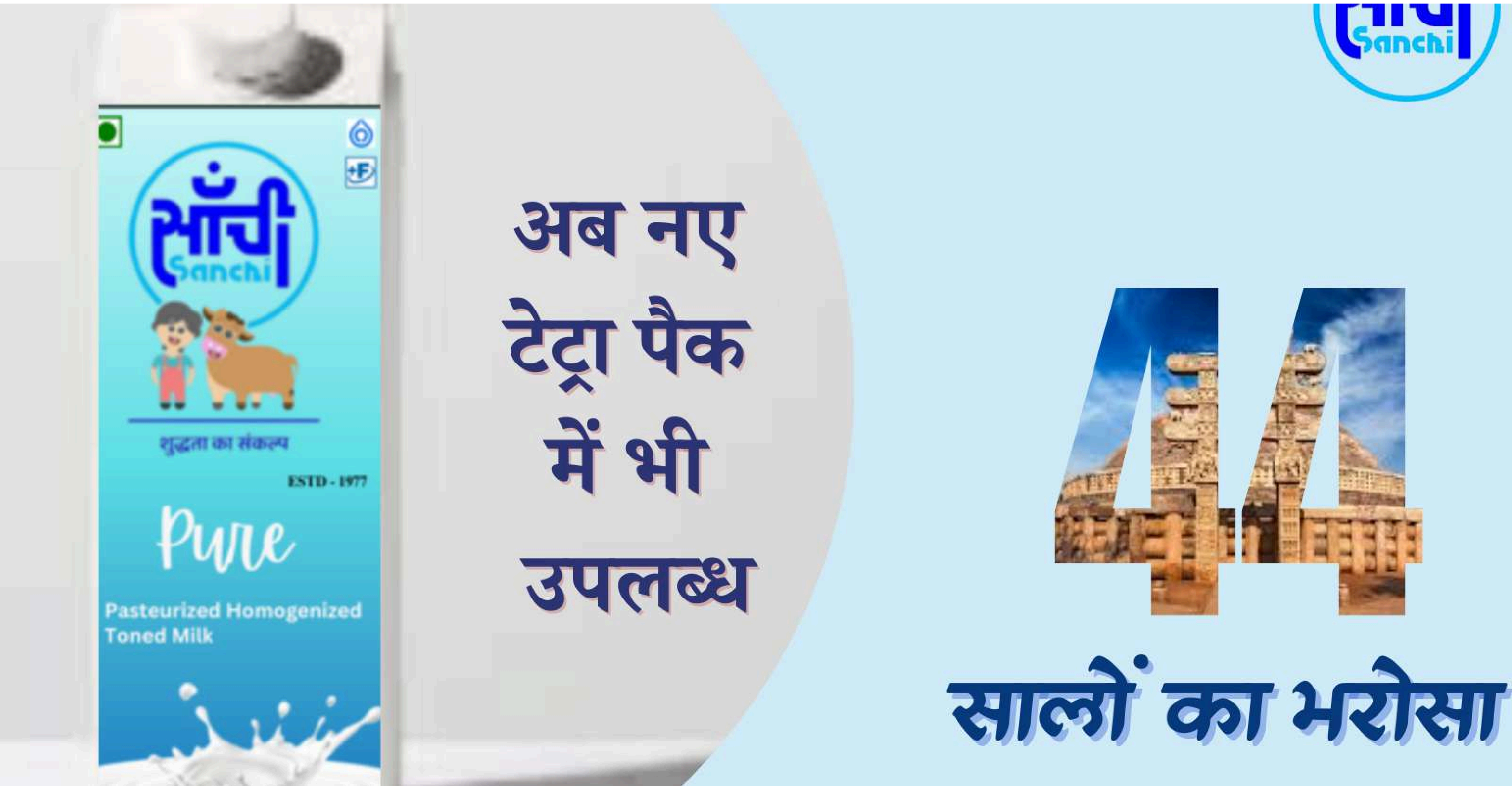


The centerpiece of our project was a touching TV commercial. It follows a college boy who musters the courage to express his feelings. As his friend approaches, he offers a rose—but she teases him for using such an old-fashioned gesture. That's when he surprises her with a Dairy Milk bar, from which a rose-shaped chocolate heart emerges. He smiles and says, "Yahi toh pyaar hai," and they walk off together—subtle, sweet, and sincere.

Supporting this emotional narrative, we created a print ad, brochures, and billboards featuring visuals that capture love in everyday moments, all wrapped in the Dairy Milk purple. Our radio jingle played on nostalgia and sweetness, while social media posts were designed for Instagram with vibrant visuals and modern-day captions that reflect love in the Gen-Z language.

Executed by team members Shalini Saraswat, Prachi, Vijay Chaudhary, Shalu Dubey, and Prabhat, this campaign celebrates love, friendship, and simplicity—just like Dairy Milk itself.





# Sanchi

A 360° Creative Campaign by Our Department

From grassroots dairy development to becoming a household name, Sanchi has transformed into a symbol of purity, tradition, and trust across Madhya Pradesh. Under the iconic Operation Flood initiative, the Madhya Pradesh State Cooperative Dairy Federation (MPCDF) brought the three-tier Anand model to life—connecting over 7,000 rural dairy societies with urban consumers through six regional milk unions.

This year, our department took pride in executing a full-spectrum 360° advertising campaign for Sanchi. From crafting jingles to designing hoardings, posters, packaging, and digital content, every element was ideated and produced by our students. The tagline "Har Ghar Poshan, Har Ghar Sanchi" became the heart of our message, seen on vibrant posters and eye-catching billboards.

Our creative team also produced a touching short ad film featuring a couple at a railway station—where a simple gesture of buying Sanchi products becomes a moment of warmth and connection. Another standout concept showcased Sanchi bridging the gap between rural producers and urban families.



The campaign didn't stop at visuals—modern themes like digital payments, community empowerment, and nutrition were woven into our storytelling. From strategic branding to heartfelt narratives, this campaign wasn't just about promotion—it was about impact.

Sanchi is not just milk; it's a movement—and we're proud to have been part of telling its story.



boAt

# **Cut The Chaos**

With boAt's New Headphones

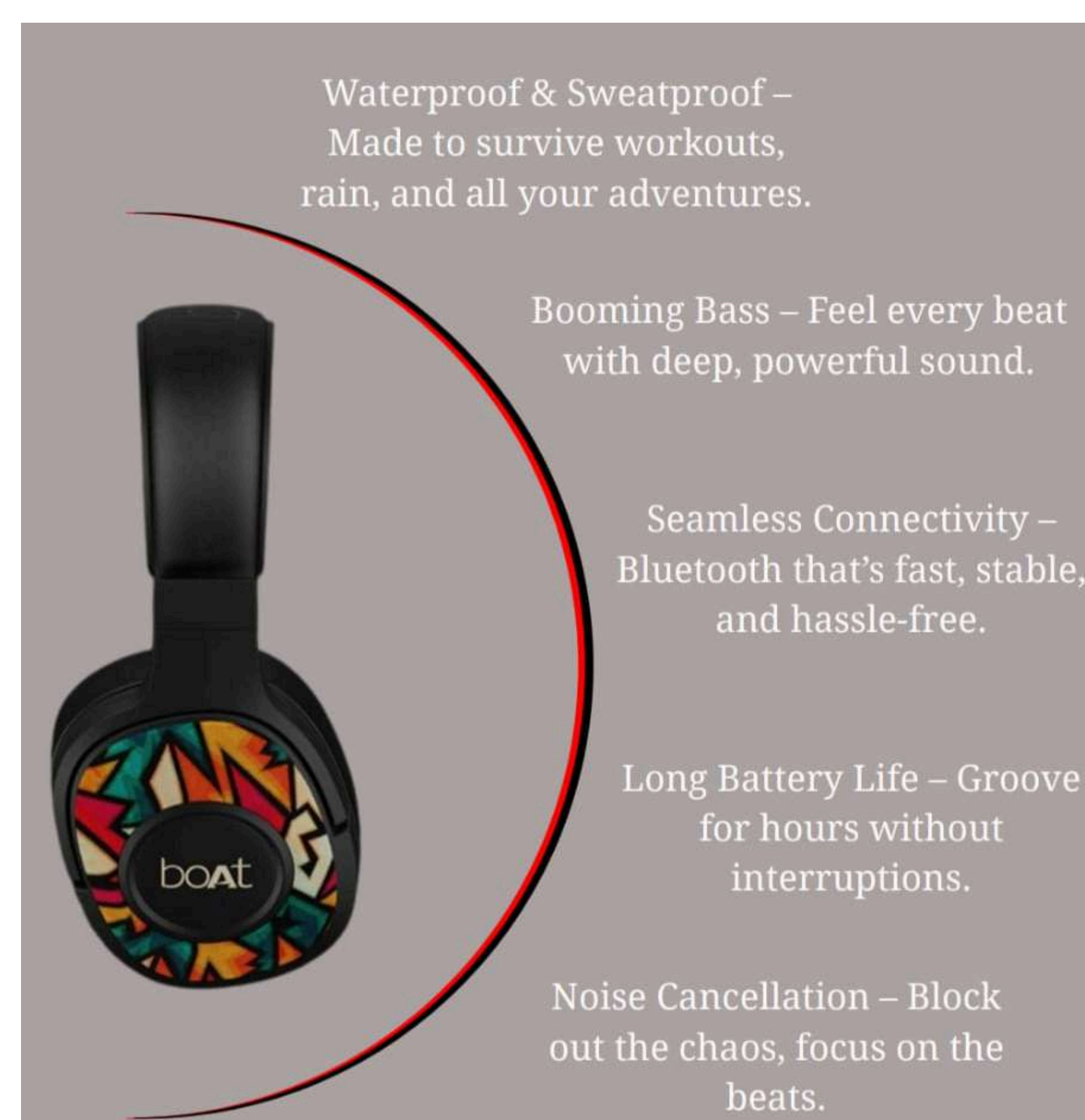
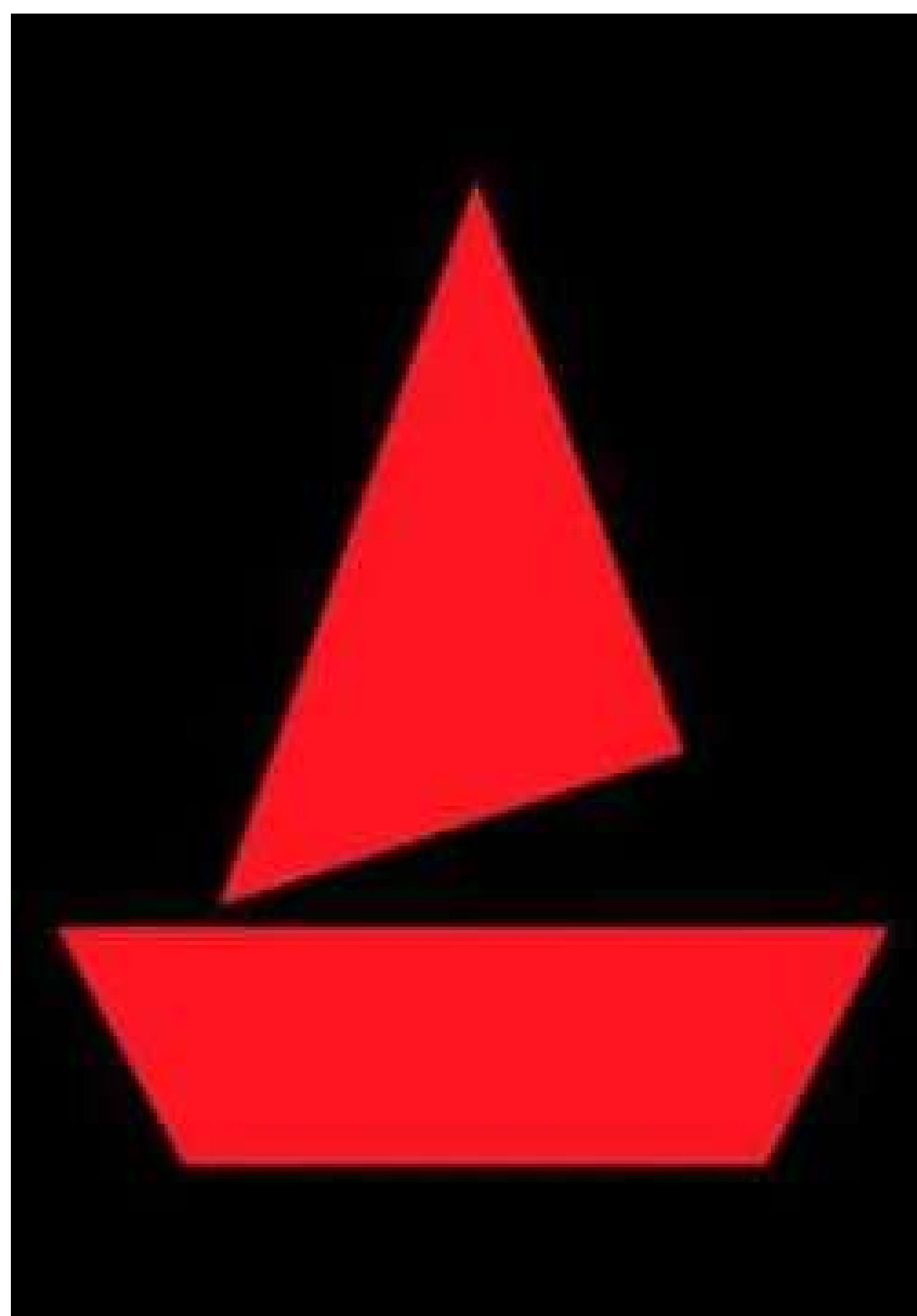
boAt

*Cutting Through the Chaos*

"Cut the Chaos"—this bold tagline became the creative pulse of our department's 360° campaign for boAt. From audio to visual, print to digital, every element was imagined and executed by our students with a fresh, urban edge.

The campaign's visual identity featured impactful posters and packaging, centered around a boy lost in the sound—isolated from noise, fully immersed in peace. Our print ad reflected the product's premium feel, while social media posts captured boAt's youthful energy.

One of the highlights was a gripping short ad film: a man, overwhelmed by chaos, finds stillness the moment he puts on boAt headphones. The concept was executed by Post Production Head Pranshu Shukla, with actors Pranav Pulkit, Pranshu Shukla, Tanmay Behl, and Mohisha Tuli bringing the narrative to life.



Waterproof & Sweatproof –  
Made to survive workouts,  
rain, and all your adventures.

Booming Bass – Feel every beat  
with deep, powerful sound.

Seamless Connectivity –  
Bluetooth that's fast, stable,  
and hassle-free.

Long Battery Life – Groove  
for hours without  
interruptions.

Noise Cancellation – Block  
out the chaos, focus on the  
beats.

A powerful radio jingle accompanied the campaign—beginning with everyday noise like crying children and blaring horns, and ending in blissful silence with the line: "boAt lagao, sab gayab."

From storytelling to sound design, this campaign wasn't just an ad—it was an experience. The boAt project allowed our team to push creative limits and redefine what it means to truly cut through the noise.





# Nothing Phone

*"Nothing Stands Between You and Technology"*

In a world full of noise, Nothing stands for clarity. More than a tech brand, it's a design philosophy rooted in minimalism and innovation. This year, our department brought that vision to life through a powerful 360° campaign centered on the theme: "See Through the Noise."

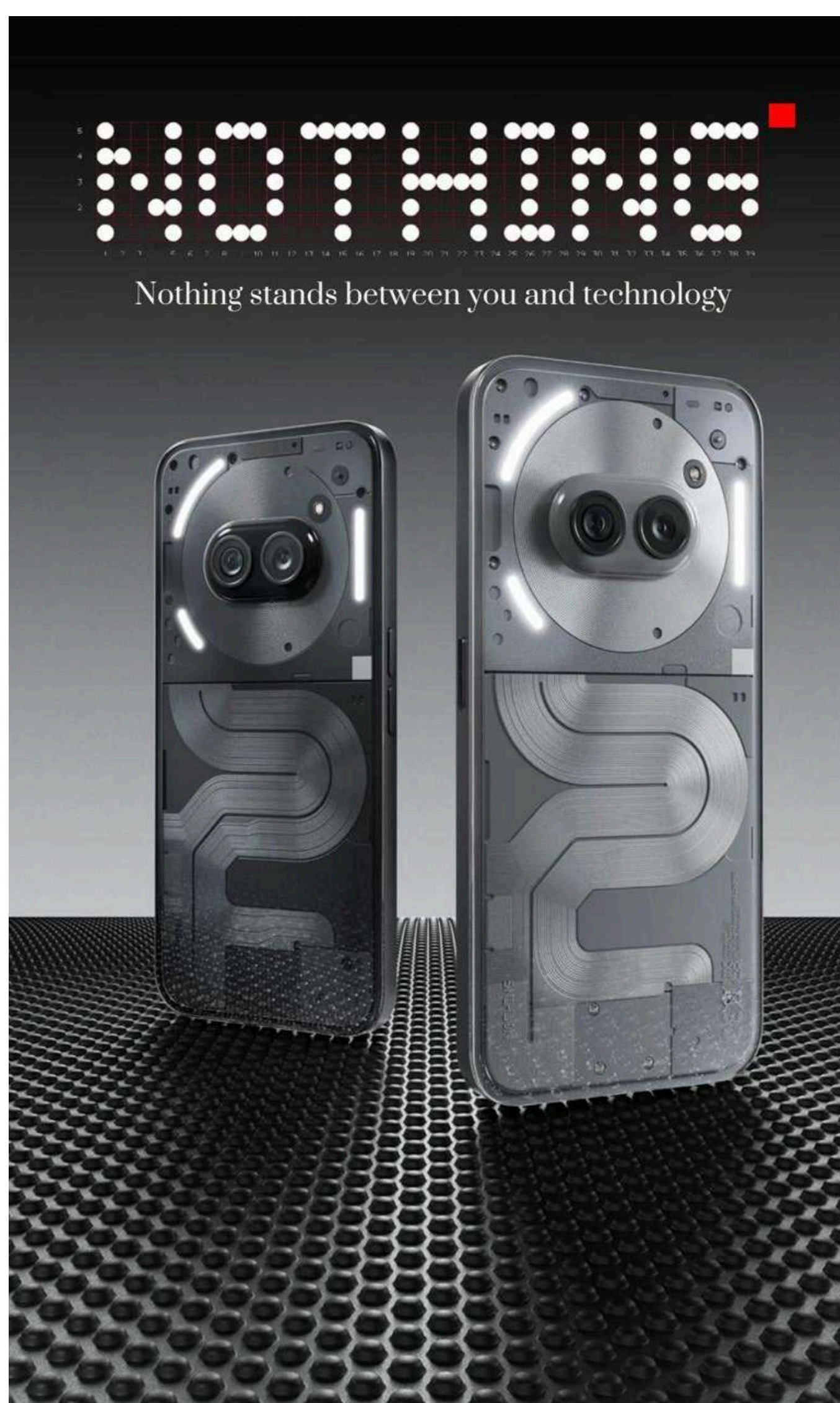
From dynamic product mock-ups to immersive digital content, our students led the creative execution—hoardings, reels, posters, packaging, motion graphics, and a unique jingle that reflected Nothing's calm and futuristic vibe.

## TV Ad Highlight:

A young artist struggles to focus amid daily chaos. She puts on Nothing Ear (2); the world quiets, the Glyph Interface pulses, and creativity flows. Final line: "When you block the noise, you find yourself."

Posters & Print Ads:

Minimalist black-and-white visuals with translucent devices and soft lighting—letting the design speak for itself.



Posters & Print Ads:

Minimalist black-and-white visuals with translucent devices and soft lighting—letting the design speak for itself.

Radio Jingle:

Everyday chaos fades to silence, followed by a soft voice: "Nothing lagao. Sirf clarity suno."

Social Media Buzz:

Instagram reels and YouTube shorts featured "Before & After Nothing" moments using glitch effects, fast transitions, and trend-savvy formats.

Design Language:

We used recycled textures, monochrome tones, and signature Glyph visuals—staying true to Nothing's sustainable and transparent design ethos.

This campaign wasn't just creative—it was an experience in clarity.



---

# TESTIMONIAL

---

Being part of the Advertising and Public Relations department at MCU has been a transformative experience. The vibrant, supportive environment offers countless opportunities to learn beyond the classroom through practical classes, hands-on projects, exhibitions, and fests. What stands out is the perfect blend of theory and real-world application—whether it's working on campaigns, attending seminars, or participating in guest lectures by industry professionals. The faculty's encouragement to think creatively and critically has boosted my confidence, teamwork, and communication skills. This program has truly prepared me to enter the professional world with clarity and confidence.



## ANVITA

*Student, Department of advertising and public relation  
Makhanlal Chaturvedi National University of Journalism  
and Communication Bhopal, (M.P)*

Being part of the Advertising and Public Relations Department has been a truly enriching experience. I'm Sandili Jethwani, and this journey has profoundly shaped my understanding of the media industry. The well-balanced academic structure—blending theory with practical application—makes learning both engaging and relevant. From live projects and campaigns to workshops and internships, the hands-on exposure has helped me apply classroom knowledge to real-world scenarios, building both confidence and industry readiness. The faculty's mentorship and their encouragement of creativity and critical thinking have played a vital role in my growth. This department has given me invaluable experience, strong support, and the motivation to pursue my goals with passion. I'm proud and grateful to be part of such a dedicated and inspiring community.



## SANDILI JETHWANI

*Student, Department of Advertising and Public Relations  
Department 4BA (APR) Makhanlal Chaturvedi National  
University of Journalism and Communication Bhopal, (M.P)*

The Advertisement and Public Relations department is by far the most vibrant and enriching environment I've experienced. From day one, it fosters a welcoming and supportive space where students feel heard and encouraged. The faculty is not only knowledgeable and approachable but also brings valuable industry insights that make learning engaging and relevant. What truly sets this department apart is its emphasis on practical learning. From crafting campaigns and conducting mock press conferences to analyzing media trends, the hands-on approach sharpens our skills and builds real-world confidence. Creative, industry-aligned assignments help us grasp what lies beyond the classroom. We're constantly exposed to opportunities like workshops, guest lectures, industry visits, and live projects, all of which prepare us for professional life. The faculty even helps us find internships, giving us a strong head start. Being part of this department has deepened my understanding of the field while enhancing my communication, creativity, and confidence—an experience I'll always cherish.



## ANNESHA DAS

*Student, Department of advertising and public relation  
Makhanlal Chaturvedi National University of Journalism  
and Communication Bhopal, (M.P)*



---

Hi, I'm Dhwani Dave, a proud 2023 graduate of Makhanlal Chaturvedi National University with an MA in Advertising and Public Relations. My time at Makhanlal was truly enriching, offering the perfect balance of academic depth and creative freedom. The faculty were more than teachers—they were mentors who brought valuable industry insights into every lesson, while hands-on workshops helped me build the skills and confidence needed for the professional world. Beyond academics, campus life was filled with unforgettable moments. I formed meaningful friendships and was part of a vibrant, like-minded community. Highlights like our annual cultural fest, Pratibha, celebrated talent, diversity, and unity—memories I'll always treasure.

Makhanlal didn't just shape my career path; it shaped who I am. I'm proud to be an alumna of such a forward-thinking institution that truly invests in its students' growth and future.



DHWANI DAVE

*Batch of 2021-2023*

Pursuing my postgraduation from the Department of Advertising & Public Relations was a true turning point. While there were ups and downs, the experience gave me more than I expected—especially thanks to the incredible professors who guided me beyond academics and helped shape my outlook on life.

The course blended academic learning with valuable life lessons. Group projects, presentations, and constant discussions built my confidence and curiosity. Along the way, I found inspiring mentors and lifelong friends who became my support system.

I'm deeply grateful for this journey—not just for the degree, but for the growth, perspective, and preparation it gave me for both professional and personal life.



VARTIKA SINGH

*Batch of 2021-2023*

My time in the Advertising and Public Relations Department was more than just about textbooks and lectures—it was about growth. I walked out with not only knowledge but also confidence. The faculty were supportive and genuinely cared about our progress, always ready to listen and guide us. The projects, discussions, and real-world assignments pushed me to think differently and work as part of a team.

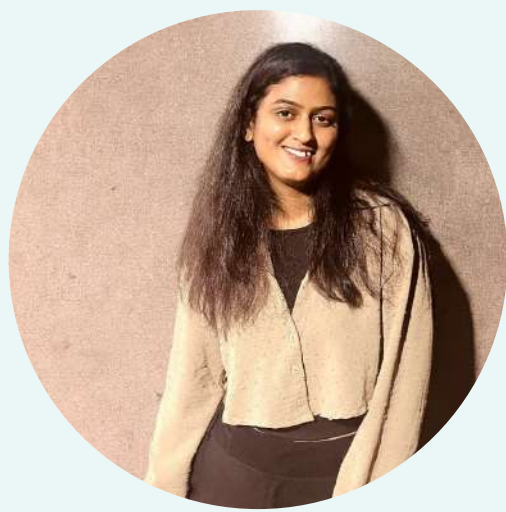
Looking back, I can say that those experiences played a big role in shaping my professional journey.



RITU VATSLA

*Batch of 2021-23*

I completed my post-graduation in Advertising and Public Relations from Makhanlal Chaturvedi University, Bhopal, and it was a truly enriching experience. The department offered a great mix of theory and practical exposure, helping me build strong communication and strategic skills. Supportive faculty, real-world projects, and industry interactions all contributed to my growth. I highly recommend this department to anyone passionate about media and communication.



SHAILEE JAIN,

*Batch of 2021-23*





SHRISHTI SRIVASTAVA

## **Ms. Srishti Srivastava Receives Late Shri Amba Prasad Srivastava Memorial Award**

In a proud moment for the Department of Advertising and Public Relations, Batch 2022-24, Ms. Srishti Srivastava has been honoured with the Late Shri Amba Prasad Srivastava Memorial Award—a prestigious accolade presented annually to the department's top-performing student.

A meritorious student of the 2022-24 session, Ms. Srivastava secured the first position in her department, earning this esteemed recognition for her exceptional academic performance, dedication, and creative excellence.

Reflecting on her journey, Srishti shared, "This recognition is not just mine—it belongs to every friend and mentor who stood by me." Her university years were marked not only by academic brilliance but also by her active participation in public speaking events and creative writing, reflecting her multifaceted talent and leadership.

Heartfelt congratulations to **Ms. Srishti Srivastava** on this outstanding achievement! Your dedication and perseverance continue to inspire.





KHUSHI BATHAM

## **Ms. Khushi Batham Honoured with Anil Choubey Smriti Award**

In a moment of pride for the Department of Cinema Studies (Batch 2022-24) at Makhanlal Chaturvedi National University of Journalism and Communication, Ms. Khushi Batham has been awarded the prestigious Anil Choubey Smriti Award , which includes a gold medal and a cash prize of ₹21,000 .

Presented annually to the top-performing student of the department, this award recognizes Khushi's academic excellence, creative commitment, and dedication to her craft.

Reflecting on her journey, Khushi shared, "I wasn't always the smartest in the room, but I made sure I understood things fully, asked questions without hesitation, and implemented what I learned—whether it was during internships, in content creation, or personal projects." She added, "The last two years were about growing together—learning to take criticism positively and turning it into something powerful. Receiving this medal is a beautiful end to that journey."

From long nights of editing and shoots to collaborative projects and university festivals, Khushi's journey has been defined by perseverance, growth, and a relentless passion for storytelling.

Heartfelt congratulations to **Ms. Khushi Batham** for this outstanding achievement! Her success is an inspiration for aspiring filmmakers and a proud milestone for the university.



# Job Opportunities

## In Advertising And Public Relations

### ADVERTISING JOBS

#### **Account Executive / Manager**

- Role: Liaison between the agency and client.
- Responsibilities: Understand client needs, manage campaigns, coordinate teams.
- Skills: Communication, project management, client handling.
- Employers: Ad agencies, marketing firms.

#### **Creative Director / Art Director**

- Role: Leads the creative vision for campaigns.
- Responsibilities: Oversee visuals, manage creative teams, maintain brand style.
- Skills: Creativity, leadership, design software proficiency.
- Employers: Advertising agencies, media houses.

#### **Copywriter / Content Strategist**

- Role: Creates compelling ad copy and messaging.
- Responsibilities: Write scripts, slogans, web content, social media copy.
- Skills: Writing, storytelling, brand voice awareness.
- Employers: Ad agencies, digital agencies, in-house brands.



## Media Planner / Buyer

- Role: Chooses the right media channels for campaigns.
- Responsibilities: Analyze target audiences, allocate budgets, buy ad space/time.
- Skills: Data analysis, negotiation, media knowledge.
- Employers: Media agencies, marketing departments.

## Digital Marketing Specialist

- Role: Executes digital ad campaigns.
- Responsibilities: SEO/SEM, email marketing, Google Ads, social media ads.
- Skills: Digital tools, analytics, PPC, campaign optimization.
- Employers: Agencies, startups, large brands.

## Brand Manager

- Role: Oversees the image and positioning of a product/brand.
- Responsibilities: Market research, strategy development, messaging.
- Skills: Strategic thinking, market analysis, cross-functional leadership.
- Employers: Corporations, FMCG companies, startups.



## PUBLIC RELATIONS JOBS

### PR Executive / Manager

- Role: Manages media relations and public image.
- Responsibilities: Write press releases, manage crises, coordinate events.
- Skills: Writing, media contacts, crisis management.
- Employers: PR firms, corporates, NGOs.

### Corporate Communications Manager

- Role: Handles all internal and external communication.
- Responsibilities: Internal newsletters, corporate announcements, investor relations.
- Skills: Interpersonal skills, communication strategy, writing.
- Employers: Large corporations, government bodies.

### Media Relations Specialist

- Role: Builds and maintains media contacts.
- Responsibilities: Pitch stories, organize interviews, manage press kits.
- Skills: Networking, persuasive communication.
- Employers: PR firms, news outlets, entertainment industry.

### Event Coordinator / Publicist

- Role: Organizes promotional events.
- Responsibilities: Event planning, guest management, publicity strategy.
- Skills: Organization, negotiation, logistics.
- Employers: PR firms, hospitality, entertainment.

### Crisis Communication Specialist

- Role: Manages brand reputation during crises.
- Responsibilities: Draft statements, mitigate PR damage, media coordination.
- Skills: Calm under pressure, quick thinking, strategic messaging.
- Employers: Corporates, PR firms, political consultancies.



## CROSS-FUNCTIONAL / EMERGING ROLES

### **Influencer Marketing Manager**

- Focus: Managing influencer campaigns and partnerships.
- Skills: Social media trends, relationship management, campaign tracking.

### **Social Media Manager**

- Focus: Manage brand's presence across platforms.
- Skills: Content creation, analytics, platform expertise.

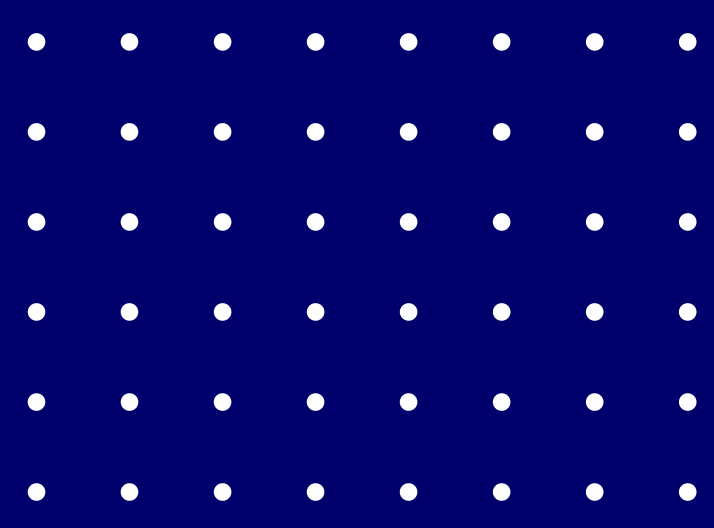
### **Communications Analyst / Strategist**

- Focus: Analyze communication strategies using data.
- Skills: Research, data tools, reporting.

## WHERE YOU CAN WORK

- Ad agencies: Ogilvy, DDB, Leo Burnett, etc.
- PR firms: Edelman, Weber Shandwick, MSL Group, etc.
- Corporates: In-house marketing/PR departments (Google, Unilever, etc.)
- Media companies: BuzzFeed, NYT, etc.
- Startups: Often hire generalists across PR/marketing.
- Freelance: Many professionals work independently or consult





# Department's Gallery



Makhanlal Chaturvedi National University of  
Journalism and Communication, Bhopal

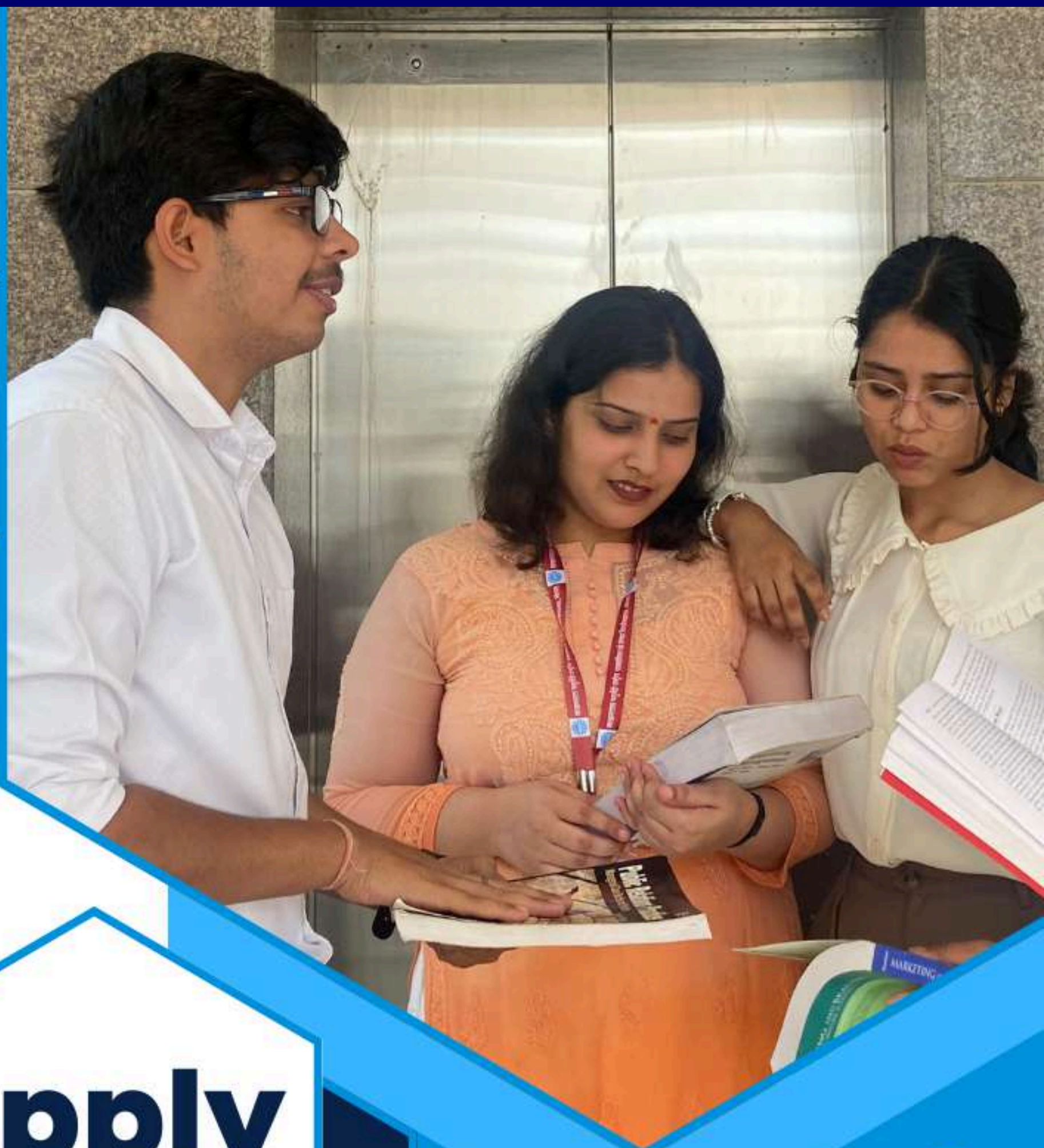
DEPARTMENT OF ADVERTISING  
AND PUBLIC RELATIONS

# ADMISSION

OPEN REGISTRATON

2025

Contact No. : +91-755-2553523  
Campus Address: Makhanpuram, Opposite M.P. State  
Shooting Academy,  
Bhopal, Madhya Pradesh - 462044



**Apply  
NOW!**

 [www.mcu.ac.in](http://www.mcu.ac.in)

 /MCU\_Bhopal    /MCU\_Bhopal



DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS  
MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY  
OF JOURNALISM AND COMMUNICATION