

The Department of Business Economics brings you a session with our Alumni, Saarthak Swaroop on How to Design a Creative Brief.

If creative bend of mind and good command over language are your forte, we have something lined up for you.

Creative Brief is a unifying document that identifies the important key benefits for a campaign or launch. A major element of advertising, it tells the story and explains why it's important to the audience, serving as a guide for the creation of new materials.

About the Speaker:

Saarthak Swaroop is a BBE Alumnus of Batch 2015-2018, Aryabhata College. He has done his post graduation in International Marketing. Having worked with companies like Ogilvy (Account Management and Planning Department) and with Dineout [Times Internet in the Paid Marketing Department (Campaign Management and Digital Marketing)], we can say we are glad to have him as the speaker!

Advertising is one field that offers all the thrills, fame and moolah and it can be your calling. Come join us

About the Event:

Time: 11:30am

Date: 8th March 2021

◀ Platform: Google Meet

Mark your calendars and Register Now:
<https://forms.gle/KnYTeGyQU1VqhukeA>

For more information, contact:
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