

Performance of the institution in one area distinctive to its vision, priority and thrust

### **Bootcamp for BMM students on Social Media and Brand Building**

Bootcamps are usually short training sessions for students to teach them the practical aspects related to industry and work.

**Objective:** To increase awareness on social media marketing and branding

To have institutional distinctiveness, college has collaboration with International School of Management Excellence for various types of additional activities related to training and learning the educational concept in a more practical manner. Every year college arranges the Bootcamp for BMM students on Social Media and Brand Building.

On August 9, 2019, students from T.Y.B.M.M. (Advertising) went to International School of Management Excellence (ISME) at Parel, Mumbai for a Bootcamp on '**Social Media and Brand Building**'. Students learnt how social media is used to do branding of the self, by organisations and brands/ companies. The bootcamp started with a session on the aforementioned theme wherein students asked their queries related to branding efforts on social media.

The second session was a practical one wherein students were divided into groups of five and given an activity. They were asked to make a collage using magazines and other material to create the social media page of any brand that they wanted to create. Students presented their branding concepts and received feedback not only from their peers but also from subject experts at ISME. Thus, the bootcamp was a fun-filled learning activity for students in which they not only learnt from peers but also gained subject knowledge.