



**GANESH SHANKER VIDHYARTHI**

**SUBHARTI COLLEGE OF JOURNALISM AND**

**MASS COMMUNICATION**

**INTRODUCE  
VALUE ADDED COURSE  
*Brand Imaging (JC- VA-05)***



**SCHEDULE:**

27<sup>th</sup> Jan 2021- 15 Feb 2021

**COURSE DETAILS:**

Brand Concept	3 Days
Product Knowledge	2 Days
Making of Brand	3 Days
Brand Equity	2 Days
Brand Imaging	3 Days
Brand Loyalty	2 Days

**COURSE COORDINATOR:**

Dr Gunjan Sharma,  
Assistant Professor

**DURATION:** 15 Days

**REGISTRATION SEATS:** 50 Seats

**CONTACT NO. :** 8171338719

**REPORT**  
**OF**  
**VALUE ADDED COURSE ON**  
**BRAND IMAGING (JC- VA-05)**

**Date: 20/02/2021**

Our college has introduced value added course on **Brand Imaging** (JC- VA-05) for the session 2020-21 from 27<sup>th</sup> Jan 2021- 15 Feb 2021, for college as well as university students. The purpose of this course is to enhance the Advertising Skills of the students. The duration of the course is 15 days; the course is designed to clear the Concept of Brand, Brand Equity, Brand Imaging and Brand Loyalty. The course coordinator was Dr.Gunjan Sharma, Assistant Professor,SCJMC. She explains the branding and promotion of the product. The session was held at conference hall. The certificate was awarded to all students by Prof. DrNeeraj Karan Singh, Dean SCJMC. Total 31 students have successfully completed the course.



(Dr. Gunjan Sharma, Assistant Professor, SCJMC. She explaining the branding and promotion of the product)

**BRAND IMAGING (JC- VA-05)**  
**27<sup>th</sup> Jan 2021- 15 Feb 2021**

NO	Name of Participants	27th Jan 2021- 15 Feb 2021															
1.	AKASH TYAGI	✓	-	✓	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2.	ANJALI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3.	ANUJ TOMAR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4.	ATUL SHARMA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5.	AZAD	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6.	CHANCHAL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7.	HARISH KUMAR	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
8.	KANISHKA YADAV	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9.	MAYANK KUMAR SHARMA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
10.	MEHVISH ZAKIR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
11.	NIDA PRAVEEN	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
12.	PANKAJ DESHWAL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
13.	POOJA SHARMA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
14.	PRINCE RANJAN SHUKLA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
15.	RISHABH GUPTA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
16.	ROHIT PAL	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
17.	SAKSHI SHARMA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
18.	SHAHIN ANJUM	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
19.	SHALU	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
20.	SHIVAM NAGELE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
21.	SHUBHAM MISHRA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
22.	SONALI GUPTA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
23.	SWAPNIL VERMA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
24.	UMAR SALIM	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
25.	VARSHA SHARMA	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
26.	VIVEK	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
27.	ANJALI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
28.	KOMAL BAISALA	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
29.	MOHIT SENGAR	-	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
30.	MANI	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
31.	PUSHPENDRA KUMAR	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

*Signature*

*Signature*







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**Subharti College of Journalism & Mass**  
**Communication**



**CERTIFICATE OF ACHIEVEMENT**

**This is to certify that**

**Mr./MS. Mani** of GSVSCJMC, SVSU has successfully done 15 Days  
**Value Added Course of Brand Imaging Course Code-JC-VA-05** held  
**from 27th Jan. to 15th Feb. 2021**

**DR. NEERAJ KARAN SINGH**  
Dean



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**Communication**



**CERTIFICATE OF ACHIEVEMENT**

**This is to certify that**

**Mr./MS. Anjali** of GSVSCJMC, SVSU has successfully done 15 Days  
**Value Added Course of Brand Imaging Course Code-JC-VA-05** held  
**from 27th Jan. to 15th Feb. 2021**

**DR. NEERAJ KARAN SINGH**  
Dean



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**Subharti College of Journalism & Mass**  
**Communication**



**CERTIFICATE OF ACHIEVEMENT**

This is to certify that

**Mr./MS. Azad** of GSVSCJMC, SVSU has successfully done 15 Days  
Value Added Course of Brand Imaging Course Code-JC-VA-05 held  
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DR. NEERAJ KARAN SINGH  
Dean



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**Subharti College of Journalism & Mass**  
**Communication**



**CERTIFICATE OF ACHIEVEMENT**

This is to certify that

**Mr./MS. Varun** of GSVSCJMC, SVSU has successfully done 15 Days  
Value Added Course of Brand Imaging Course Code-JC-VA-05 held  
from 27th Jan. to 15th Feb. 2021

DR. NEERAJ KARAN SINGH  
Dean