

Workshop on Efficient Media Planning

CMS Business School, Jain (Deemed-to-be University) organized a workshop on efficient media planning for final year MBA students on January 18, 2016.

The keynote speaker for the event was Ms. Sangeetha, with 12 years of enriching experience in corporate, banking, media, and academics. She enlightened the students on the process of media planning, and how it helps a business to reach its target audience. Ms. Sangeetha also spoke on selecting the right media channel to communicate effectively to the audience or customers.

The other aspects of media planning such as choosing the appropriate media tool to advertise a business or product should be measured based on the reach, frequency, cost, and impact it can create. Overall the workshop was a great learning experience for the participants.

