



**Don Bosco Senior Secondary School, Nerul**  
**Career Education Programme Report (Marketing- Advertising)**

Name of the Event: Career Education Programme

Grade: IX B

Sections: Secondary Section

Name of the Place: 4<sup>th</sup> Floor Assembly Hall

Organisation who conducted: Class IX B- Don Bosco Senior  
Secondary School

Date of the Event: 18<sup>th</sup> July 2024

Topic: Marketing- Advertising

What did you learn?

We learnt about the career opportunities in the field of Marketing and Advertising.

Key takeaways:

How to pursue a career in Marketing and Advertising through the information presented in the programme about the courses, fees, institutions and scholarship programmes.

How is it relevant to your school context?

It guided interested students about the career opportunities and the kind of growth the field of Marketing and Advertising has in store for them. Through the guest speaker students were motivated to pursue a career in Marketing and Advertising. The speaker solved all their doubts and guided them for better understanding.

How will you apply it with students in the classroom/beyond?

Students will have a better opinion on whether they want to choose this field for their career in the future while giving the career aptitude tests or while deciding on their future endeavours.

What could have been better?

The programme got over too soon as the students spoke their dialogues too fast. We could've worked on that.

What was done well?

Planning, organizing and execution of the programme was done well. The speaker was very resourceful and interactive.

Do you have any suggestion?

No

Rating: (Highlight in Green)

Choice of Topic	1	2	3	4	5
Speaker	1	2	3	4	5
Presentation	1	2	3	4	5
Engagement	1	2	3	4	5
Satisfaction Index	1	2	3	4	5

(1 being lowest, 5 being highest)

Photographs:

