



SkillSim

career experienceships™

MARKETING & ADVERTISING

Weekend Immersion Program

Venue: TBD

**For Ages:
15 to 20**

**5th, 6th
October**

**9:00 AM to
5:00 PM**

Designed to provide a **thorough understanding of marketing strategies, advertising campaigns, and digital marketing.**

Ignite your creative spark and delve into the dynamic world of marketing and advertising **with SkillSim's Weekend Immersion Program™.**

BOOK NOW



What's included on a SkillSim Weekend Immersion Program

Action-Packed Learning:

- **Interactive Workshops:** Dive deep into your chosen field through engaging activities.
- **Industry Simulations:** Get hands-on experience with real-world scenarios.
- **Expert Guest Speakers:** Learn from professionals working in the field.
- **College & Entrance Test Guidance:** Gain insights on choosing the right college and test prep strategies

Practical Skill Development:

- Build in-demand **soft skills** relevant to your chosen career path.
- Gain a **competitive edge** for college applications and future jobs.
- **Boost your confidence** through practical learning experiences.
- Learn the art of **personal branding and networking** to grow beyond academia.

Immersive Exploration:

- **Uncover** your **hidden talents and interests.**
- Explore exciting career options in **high-demand fields.**
- **Make informed decisions** about your future education and career.

Additional Benefits:

- Engaging learning environment with **interactive activities and small group sizes.**
- **Feedback** from experienced professionals.
- **Networking opportunities** with peers and professionals.
- **Certificate of Completion and Live-Project** to showcase your experience.
- **Inclusive of meals**- breakfast, lunch and high-tea with snacks.

INDUSTRY PROFESSIONALS



Rahul Adepur

Strategist, Ogilvy | Ex - IPG
McCann Worldgroup | MSc
International Marketing,
King's College London



Tanraj Arora

Graduate Trainee - Dentsu
Creative | Ex-Byju's | BBA-
Branding and Advertising,
NMIMS, Mumbai



Yash Bright

Founder, SkillSim, Ex-
Marico, Ex-CRY | MSc
Marketing and Strategy,
Warwick Business School,
UK



Khushi Verdia

Senior Brand Manager,
Nykaa | Ex- Edelweiss |
MSc Management,
Warwick Business School,
UK

Note: Speakers might change based on availability

PROGRAM HIGHLIGHTS

Day 1

- Keynote Address by Founder of SkillSim
- Understanding Customers, Company and Competitors
- Constructing Marketing Campaigns
- Customer Relationship Management
- Networking Lunch

Day 2

- Implementing strategies
- AI and Integrated Marketing Communications
- Career and College Guidance
- Personal Branding and Networking
- Soft Skills Development
- Question and Answer Session

All of this and more, only at ₹4999

Visit [skillsim.net](https://www.skillsim.net) to secure your spot. Hurry, limited spots left.
Early Bird Discount available until 18th September, 2024.

www.skillsim.net



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How does Marketing and Advertising Weekend Immersion Program™ help you?

The program is structured to blend theory with practical application, ensuring participants gain comprehensive insights, tasters and hands-on experience in their chosen field. Engaging workshops, expert panels, and interactive sessions provide a unique learning environment, fostering networking, personal growth and career clarity.

Through this weekend immersion program™, you will receive:

Real World Experience

Dive into real-world marketing scenarios, learning through interactive workshops to grasp the complexity and excitement of marketing campaigns.

Comprehensive Career Insight

Gain deep insights into the marketing and advertising world, understanding both the strategic and creative aspects vital for success.

Guided Career Clarity

Explore various marketing fields in a nurturing setting, helping pinpoint where your passion and talents best fit within the marketing spectrum.

Tangible Portfolio Additions

Work on a live marketing project that will not only challenge you but also add significant value to your portfolio, enhancing future academic and job prospects.

Who is Marketing & Advertising Weekend Immersion Program™ for?

Tailored for creative and ambitious individuals looking to dive into the evolving world of marketing and advertising.

Teenagers

For 15-19 year old's who are curious about how marketing and advertising campaigns are crafted and whether or not they're the right career path for them.

School Students

Those in grades 8th, 9th, 10th, curious about marketing as a career and looking to understand the fundamentals of marketing and advertising.

High School Students

High school students in grades 11-12 considering degrees in marketing, advertising, or related fields, or who want project experience in the same.

Undergraduates

First or second-year college students from any field, intrigued by the marketing world or aspiring to delve in marketing & advertising.

Day 1 begins with the basics of marketing and advertising, exploring the 3Cs, STP, and the 4Ps. Interactive workshops encourage creative problem-solving in marketing strategies, with a focus on customer engagement and storytelling.

SCHEDULE FOR DAY 1

Understanding the Marketplace and Designing Strategies

9:00 AM to 10:15 AM Introduction to Marketing, Advertising and Case Study

10:15 AM to 10:30 AM Networking and breakfast

10:30 AM to 12:00 PM Customer Value-Driven Marketing Strategy- Working with STP's

12:00 PM to 12:45 PM Networking Lunch with Peers and Industry Professionals

12:45 PM to 3:00 PM Constructing Marketing Programs through 4P's

3:00 PM to 3:30 PM Engaging Customers and Building Relationships through CRM

3:30 PM to 3:45 PM High-tea and networking break

3:30 PM to 5:00 PM Constructing 4P's and CRM strategy for your client

Day 2 is all about implementing strategies and gaining insights into AI, digital marketing, and social media. Participants will craft an integrated marketing campaign and engage in career counseling sessions, learning about the diverse career paths within marketing and advertising.

SCHEDULE FOR DAY 2

Implementing Strategies and Career Guidance

9:00 AM to
10:00 AM

What is Branding?

10:00 AM to
10:15 AM

Networking and breakfast

10:15 AM to
11:30 AM

Brand Elements, Jingles and Taglines

11:30 AM to
12:30 PM

AI and Integrated Marketing Communications

12:30 PM to
1:00 PM

Networking Lunch with Peers and Industry Professionals

1:00 PM to
3:00 PM

Career Counselling and Soft Skills Development

3:00 PM to
3:45 PM

Networking and Personal Branding

3:45 PM to
4:00 PM

High-tea and networking break

4:00 PM to
5:00 PM

Q&A session, Future Trends and Offbeat Careers in Marketing and Advertising



There is no official deadline to book, but places are highly limited and are allocated on a first come, first-served basis.

Secure your place by visiting our website at **www.skillsim.net** today or contact our team at **info@skillsim.net** or via phone at **+91 8169966739**.

Subject Knowledge

Students do not require any prior industry knowledge or experience in order to attend a SkillsSim Weekend Immersion Program. Our programs are suited for students who are enthusiastic and passionate about choosing a career.

Language and Delivery

Our programs are delivered using a mix of English and Hindi and we require students to have written and spoken proficiency in English; spoken proficiency in Hindi.

#startupindia
