

FDP on Empowering Ethical Advertising

Date: 3rd November 2023

Time: Registration Desk opens at 9 am

Venue: Symbiosis Centre for Distance Learning (SCDL), Symbiosis Bhavan, 3rd Floor, 1065 B, Gokhale Cross Road, Model Colony, Pune - 411016, India

Introduction: Empowering Ethical Advertising – A Faculty Development Program. This program emphasized the importance of ethical advertising in today's world and provided valuable insights into best practices.

Objective: To understand Ethical Advertising Principles, Social responsibility and Regulatory Framework.

Participants: Prof. Radha Mahatme, Asst. Prof. Haridini Bhagwat, Asst. Prof. Vishal Patil.

Report: Key Takeaways

- **Ethical Advertising Principles:** The program delved into the fundamental principles of ethical advertising, including truthfulness, honesty, and fairness.
- **Social Responsibility:** We discussed the role of advertisers in promoting social responsibility and avoiding harmful or misleading content.
- **Regulatory Framework:** The regulatory landscape governing advertising was explored, providing a clear understanding of compliance requirements.
- **Group Activities:** Active participation in group activities facilitated knowledge sharing, collaboration, and the development of new perspectives.

Materials Received

- **Handbook:** A comprehensive handbook was provided, containing valuable information on ethical advertising, case studies, and best practices.
- **Digital Take-to-class Material:** Digital resources were made available to support classroom instruction and further exploration of the topic.

Photos:



Outcomes: The Empowering Ethical Advertising FDP was a valuable experience that enhanced my understanding of ethical advertising principles and their application in the classroom. The program provided practical insights and tools that I can incorporate into my teaching to equip students with the knowledge and skills necessary for responsible advertising practices.