

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	SSTM Social media post for Mba admission promotion		
Category:	Digital Marketing		

Background

SSTM is a college that comes under the SCMS group which mainly has Arts related subjects for studies. The Mba is one of the main courses that is offered in SSTM. SSTM is NAAC accredited and Mba from SSTM is newly accredited, NBA accreditation which shows its quality of education. We need to promote the MBA admission for next year.

Communication Objective

The communication objective is to promote MBA admissions showing the Naac accreditation for SSTM and NBA accreditation for MBA from accreditation.

Target Audience

The target audience is aspiring management students and parents.

Focus of Communication

The focus of communication is to promote the Mba admission call among the target audience. The audience should feel they will have a great future if they take Mba from SSTM.

Proposition

The proposition is to show accreditations and the main details as used in previous ads to attract admission candidates.

Reasons why consumers will believe/buy

The reason customers will believe this is because students are looking for options for good quality education.

Deliverables/Execution Specifics

1200x1200 social media post.

Check List

The checklist will include the works done for MBA like MBA mat bulletin ad.

Comments if any

Please make a creative social media post focusing on MBA studies from SSTM.

Deadline

17-10-2019