

## **Organic BPS**

### **Project Brief Document (PBD)**

Date:	2019-10-03	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	Certificate Program in Business fundamentals for Architecture- Conducted by SCMS Business School		
Category:	Digital Marketing		

#### **Background**

Scms is a pioneer college in the field of Education with 43 years Experience. The Scms cochin school of Business is organizing a certificate program for Architecture students and practicing architects and designers for teaching them the fundamentals of business

#### **Communication Objective**

The communication objective is to make the target audience and other well-wishers aware of the program.

#### **Target Audience**

Architects, Architecture students, Designers

#### **Focus of Communication**

We want the Target audience to get attracted by the communication and join for the program.

#### **Proposition**

Certificate program details its time period and details will help the audience to know about it

#### **Reasons why consumers will believe/buy**

The proposition will work with consumers considering the fact that these type of courses are rare, where architects have a certificate program from a business school

#### **Deliverables/Execution Specifics**

1200x1200 social media post targeting social media and Website.

**Check List**

The Certificate brochure shared by the client from which we can get the details. The timing of the certificate program is in time period of October-December 2019

**Comments if any**

Please refer to the brochure of the same provided by the client.

**Deadline**

3-10-2019