

Organic BPS

Project Brief Document (PBD)

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Brand:	SCMS	Contact Person :	Pramod
Project Title :	SCMS PGDM Admission Bulletin		
Category:	Brand Design		

Background

SCMS is an educational brand that has different colleges in different fields of education. The PGDM is a management course in SCMS cochin school of business. The admission to this management course has started for this year. The brand needs an admission bulletin to provide to the target audience to attract their maximum attention and thereby admission.

Communication Objective

The communication objective is to provide PGDM details to the target audience with content including their college details, specialization, faculty profiles, collaborations, etc.

Target Audience

The target audience includes graduates, parents etc.

Focus of Communication

The focus of communication is to provide the details of PGDM course in detail to the target audience

Proposition

The one thing that we can say to achieve this is to give the details of the current year's main happenings in PGDM and to provide the mandatory details.

Reasons why consumers will believe/buy

The target audience can get an idea about the PGDM course from this bulletin and know more about scms cochin school of business from this.

Deliverables/Execution Specifics

Admission bulletin in portrait shape with A4 size if found needed

Check List

Previous year Admission bulletin, www.scms.edu.in

Comments if any

The previous year's admission bulletin is there for reference, needs a whole new design for the same. The content will be similar in most cases , can discuss the same in the team meeting. The faculty area will undergo some changes , which will be provided.

Deadline

5-11-2019