

Organic BPS

Project Brief Document (PBD)

Date:	2019-10-16	BRP:	Joby Antony
Brand:	SCMS	Contact Person :	Indu Nair
Project Title :	SSTM social media post Announcing newly received NBA accreditation for MBA of SSTM		
Category:	Digital Marketing		

Background

SCMS group is an educational group which have different colleges and has many courses taught in these institutions. SSTM is a college that is part of this group which mainly deals with arts and management Education. SSTM is a NAAC accredited institution; this accreditation is given on the basis of quality of education in the institution. Recently the MBA course of SSTM has received an NBA(national board of accreditation) accreditation which is a symbol of good quality of education for the course.

Communication Objective

To prepare a social media post announcing the newly received NBA accreditation of MBA from SSTM. As this is a sign of good quality education need to convey the same message to all to promote the course

Target Audience

Aspiring Management students, Parents, well-wishers

Focus of Communication

The target audience should feel the importance of NBA accreditation and should appreciate the brand for maintaining a good quality of education.

Proposition

Announcement of NBA accreditation of MBA course of SSTM college

Reasons why consumers will believe/buy

The consumers are interested in this information especially parents and student population who are looking at colleges which provide quality education.

Deliverables/Execution Specifics

1200x1200, social media post

Check List

www.scmsgroup.org

Comments if any

Please make a creative announcing this information in a creative manner so that the Target audience feels proud of the brand.

Deadline

16/10/2019