



A PROJECT REPORT ON

A STUDY ON THE EVOLUTION OF ADVERTISING WITH REFERENCE TO
SCHBANG: A MUMBAI-HEADQUARTERED HOLISTIC MARKETING
SOLUTIONS AGENCY.

SUBMITTED TO
St. Mira's College for Girls, Pune Autonomous
(Affiliated to Savitribai Phule Pune University)

UNDER THE GUIDANCE OF
PROF. KAJAL JAISINGHANI

FOR THE PARTIAL FULFILLMENT OF
BACHELOR OF BUSINESS ADMINISTRATION
(T.Y.B.B.A 2021-22) SEMESTER - VI

BY:
SARAH ALIASGAR KINARIWALA (Roll no: 21975 / Seat no: B191044)

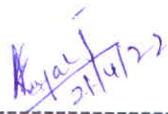
Course Coordinator



SADHU VASWANI MISSION'S St. Mira's College For Girls, Pune Autonomous
(Affiliated to Savitribai Phule Pune University) Reaccredited by NAAC- A Grade,
cycle 3 [ARTS, COMMERCE, SCIENCE, BSc (Computer Science), BBA,
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CERTIFICATE

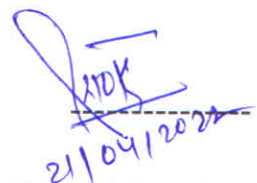
This is to certify that Ms. Sarah Aliasgar Kinariwala (Roll no: 21975 / Seat no: B191044) has successfully completed in Project titled "A Study On The Evolution Of Advertising With Reference To Schbang: A Mumbai-Headquartered Holistic Marketing Solutions Agency" in specialization Marketing. The same constitutes a part of T.Y.B.B.A curriculum for the academic year 2021-22.


21/4/22

Project Guide
(Internal Examiner)
(Professor Kajal Jaisinghani)



Course Coordinator
(Mrs. Rekha Kankariya)


21/04/2022

External Examiner



Student Sign

