**NAME:DUAA IDREES  
ID:14533**

**SUBJECT:CONTEMPORARY ADVERTISING**

**1. ADVERTISEMENT CAMPAIGN FOR UNIVERSITIES**

. The effect of the COVID-19 panademic are unknown for everyone.There are many questions about the right things to do, eapecially when it comes to advertising your University.

. You certainly want to be respectful of each family's circumstances, while still doing what you can to deliver your university's mission,even while you are at home.

. I,ve compiled a list of suggestions.Some of these involve working with prospective families, others about uniting your current ones all with the goal of strenghtening your university's community as a whole.

. Prospective families can't come to your campus but many might be considering their education choice now,especially if they're dissatisfied with their child's current learning experience.

. Set up a virtual admission office so you can continue to work with prospective families while remaining respectful of their situation.

. As we all know that in this situation everyones at home and people are spending more time on social media.So we should take advantage of that and advertise our university more.

. We should make people beleive that we are working effeciently while taking all the precautions.

. We have to convey our message to people ,all with the help of social media .

. We should be very careful with our advertising method.

. We should be careful about the current situation and frustration of families.As all are dealing with a very stressful situatuon.

. Students will also be worried for their university admissions.We must announce online admissions through online tests and interviews to paly fair.

. We should sponser university's page on where ever (facebook,instagram,twitter etc) possible.

. we have to make videos to show the university's work and students progress;students assignments pictures,teachers or staffs video messages for the motivation of students.

. Online classes should be stressful for students.Arrange them in a way like sunday can be a pajama class or saturday will be a class for students to have simple and fun conversation with their classmates and teacher thus students won't be depressed.This will be good for students mental health.Aas many are dealing with stress due to not being able to tak and have meetups.This would be a good opportunity to overcome stress.

. People are suffering with stress and depression because of the panademic so for that reason a mind refreshing class would be considered very helpful.

. We must put sanitizers on the door of every class and every enterance.

. Masks should be compulsory like uniforms in school and college.

. Awarness of the situation will also be necessary for all staff and students.So the families won't be worried for their childerns health.

. These were some ideas that can help advertise the university better in this panademic.