



Program Code	OMDP19G03
Title Of the Program	Legal Aspects of Advertising & Consumer Protection
Date of the Program	7-8 June 2019.
The Lead Faculty	Dr. N.Y. Phadnis
Objective	<ol style="list-style-type: none"> 1. To Familiarize Participants with the Legal Issues & Implications of Advertising & Product Promotion in Indian Context. 2. To Familiarize Participants with Unfair Trade Practices in Marketing of Products & Anti-Competitive Practices & Agreements. 3. Awareness about Consumer Rights and Vendor's Obligations. 4. Awareness about flaws & Changes in the Advertising Regulations in India. 5. To familiarize about role & limitations of ASCI.
Description/Content	<ul style="list-style-type: none"> • Legal Aspects of Advertising & Product Promotion Schemes in India. • Flaws in Indian Advertising Regulations. • Recent Changes in Advertising Regulations. • Role of ASCI in advertising • Unfair Trade Practices & Restrictive Trade Practices, Maximum Retail Price(MRP) • Legal Issues raised related to Advertising or Promotion of any specific product or segment. • Hints at Future Course of Action for Advertising Community, Government & Consumers. • Legal Rights & Remedies of Consumers under Consumer Law. • Anti-Competitive Agreements under Competition Act related to Consumers. • Case Studies, Case Laws, Practical Problems & Situations.
Target Group	All Business Managers, Marketing Managers & Sales Promotion Employees especially in the Marketing, Advertising Product Promotion & Sales Domain.
Takeaways	The participants will be able to demonstrate/exhibit/display the understanding & learning of above course contents & course objectives in execution of their organizational tasks.



Pedagogy (tools and techniques etc.)	A mix of lecture, exercises, experience sharing, real life (business related) practical situations/problems case study & case law based group discussions.														
Program Fees	<ul style="list-style-type: none">Rs. 10000/ +18% GST for Non-Residential OptionRs. 12500/ + 18% GST for Residential (Twin sharing) optionRs. 14500/ + 18% GST for Residential (Single occupancy) option														
Last date for depositing fees	Monday May 28 th , 2019														
Mode of Payments	Bank Details: <table border="1"><tr><td>BENEFICIARY BANK</td><td>YES BANK LTD</td></tr><tr><td>BENEFICIARY NAME:</td><td>INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR</td></tr><tr><td>ACCOUNT TYPE:</td><td>SAVINGS BANK ACCOUNT</td></tr><tr><td>ACCOUNT NO:</td><td>002894600000221</td></tr><tr><td>IFS CODE:</td><td>YESB0000028</td></tr><tr><td>BRANCH</td><td>VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA</td></tr><tr><td>SWIFT CODE</td><td>YESBINBB</td></tr></table>	BENEFICIARY BANK	YES BANK LTD	BENEFICIARY NAME:	INSTITUTE OF MANAGEMENT TECHNOLOGY, NAGPUR	ACCOUNT TYPE:	SAVINGS BANK ACCOUNT	ACCOUNT NO:	002894600000221	IFS CODE:	YESB0000028	BRANCH	VIP ROAD, CIVIL LINES, NAGPUR - 440001 INDIA	SWIFT CODE	YESBINBB
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Inclusions	<ul style="list-style-type: none">For Non-Residential : Academic Fees + Program Kit + Breakfast + LunchFor Residential (Twin Sharing): Academic Fees + Program Kit + Accommodation (twin sharing) + All Meals + To and Fro transport from a pick up point in NagpurFor Residential (Single Occupancy): Academic Fees + Program Kit + Accommodation (single occupancy) + All Meals + To and Fro transport from a pick up point in Nagpur														
Contact Details	<ul style="list-style-type: none">Shubhangi Juneja (MDP Coordinator)Connect on +91-7447777558Write us - mdp@imtnag.ac.in														

Early Birds @ 10%: If booked 20 days in advance from the start date of the particular program

Group booking @ 10%: If booking is done for 3 and more persons from the same company