

As Per NEP 2020

University of Mumbai



Syllabus for Basket of OE	
Board of Studies in Mass Media	
UG First Year Programme	
Semester	2
Title of Paper	Credits
Script Writing for TV Commercial	2
From the Academic Year	2024-2025

Script Writing for TV Commercial

Sr. No.	Heading .	Particulars
1	Description the course : Including but Not limited to :	This course provides an in-depth look at the craft of writing scripts for television commercials. Learners will learn the principles of effective advertising, techniques for persuasive storytelling, and the unique constraints and opportunities of the TV commercial format. Concept Development Artist, Production coordinator etc.
2	Vertical :	Open Elective
3	Type :	Theory
4	Credit:	2
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: (List some of the course objectives) 1. Lerner will Understand the fundamental principles of advertising and marketing as they apply to TV commercials. 2. Lerner will learn the elements of a successful TV commercial, including structure, pacing, and tone.	
8	Course Outcomes: (List some of the course outcomes) 1. Lerner will able to develop skills in writing concise, persuasive, and engaging scripts. 2. Lerner will be able to explore techniques for creating memorable characters and Impactful visuals.	
9	Modules:- Per credit One module can be created	
	Module 1: Introduction to TV Commercials	
	1. Advertising and Marketing Fundamentals Animation storytelling process. 2. Crafting the Concept. 3. Structure and Pacing of TV Commercials.	
	Module 2: Writing Persuasive Scripts	

	1. Visual Storytelling. 2. The relationship between script and visuals. 3. Techniques for visual impact and creativity.																
	Module 3: Understanding advertising regulations																
	1. Ethical issues in advertising. 2. Using humor effectively.																
	Module 4: Revising and Refining Scripts																
	1. Techniques for editing and refining scripts. 2. Pitching Your Ideas. 3. Production Basics.																
10	Text Books: 1. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan																
11	Reference Books: 1. The Advertising Concept Book: Think Now, Design Later" by Pete Barry																
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination															
13	Continuous Evaluation through:	Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)															
14	Format of Question Paper: Format of Question Paper: for the final examination Question.1 is compulsory. Attempt any 1 from Q2. And Q3. Each question carries 15 Marks <table border="1"> <thead> <tr> <th>Question No</th><th>Questions</th><th>Marks</th></tr> </thead> <tbody> <tr> <td>Q 1</td><td>Practical/ Case study</td><td>15</td></tr> <tr> <td>Q 2</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td>Q 3</td><td>Practical/ Theory</td><td>15</td></tr> <tr> <td></td><td>TOTAL</td><td>30</td></tr> </tbody> </table> Note: 1. Equal Weightage is to be given to all the modules. 2. Internal option shall be given in Q1.		Question No	Questions	Marks	Q 1	Practical/ Case study	15	Q 2	Practical/ Theory	15	Q 3	Practical/ Theory	15		TOTAL	30
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	3. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two. 4. Use of simple calculator is allowed in the examination. 5. Wherever possible more importance is to be given to the practical problems.
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Sign of the BOS Chairman
Dr. Navita Kulkarni
BoS in Mass Media

Sign of the
Offg. Associate Dean
Prof. Mala Lalwani
Humanities

Sign of the Offg. Dean
Dr. Anil Singh
Humanities