

As Per NEP 2020

University of Mumbai



Title of the program

- A- U.G. Certificate in Advertising and Visual Design
- B- U.G. Diploma in Advertising and Visual Design
- C- B.A.(Advertising and Visual Design)
- D- B.A.(Hons.)(Advertising and Visual Design)

(Garware Institute of Career Education and Development)

**Syllabus for
Semester- Semester I and II**

Ref: GR dated 20th April,2023 for Credit Structure of UG

(with effect from the academic year 2025-26 Progressively)

UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GUA-551A</u>	A	U.G. Certificate in Advertising and Visual Design
	O: <u>GUA-551B</u>	B	U.G. Diploma in Advertising and Visual Design
	O: <u>GUA-551C</u>	C	B.A.(Advertising and Visual Design)
	O: <u>GUA-551D</u>	D	B.A.(Hons.) (Advertising and Visual Design)
2	Eligibility O: GUA-552A	A	1. HSC OR Equivalent (In Any Faculty) OR Passed Equivalent Academic Level 4.0 2. Admissions on the basis of Written Test & Interview.
	O: GUA-552B	B	1.The candidate who has successfully completed U.G. Certificate in Advertising and Visual Design OR Passed Equivalent Academic Level 4.5 2. The candidate who's Under Graduate Certificate credits are 60% equivalent to U.G. Diploma in Advertising and Visual Design & he/she earns minimum 8 Credits from U.G. Certificate in Advertising and Visual Design. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 2 nd Year subject to He/she securing minimum 50% in the 1 st Year assessment of U.G. Certificate in Advertising and Visual Design.
	O: GUA-552C	C	1. The candidate who has successfully completed U.G. Diploma in Advertising and Visual Design OR Passed Equivalent Academic Level 5.0

			2. The candidate who's Under Graduate Diploma credits are 60% equivalent to B.A.(Any specialization or commercial art or fine arts or advertising and Visual Design& he/she earns minimum 8 Credits from U.G. Diploma in Advertising and Visual Design. 3. As per NEP criteria on the basis of RPL- Recognition of Prior Learning, Candidate to be admitted to 3rd Year subject to He/she securing minimum 50% in the 2nd Year assessment of U.G. Diploma in Advertising and Visual Design.
	O: GUA-552D	D	The candidate who has successfully completed B.A.(Advertising and Visual Design) with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5
3	Duration of Program R: GUA-626	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	Intake Capacity R: GUA-627	60	
5	Scheme of Examination R: GUA-628	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: GUA-629	50% in each component	
7	Credit Structure R: GUA-630A R: GUA-630B R: GUA-630C R: GUA-630D R: GUA-630E R: GUA-630F R: GUA-630G R: GUA-630H	Attached herewith	

8	Semesters	A	Sem I & II
		B	Sem I, II, III, & IV
		C	Sem I, II, III, IV, V, & VI
		D	Sem I, II, III, IV, V, VI, VII & VIII
9	Program Academic Level	A	4.5
		B	5.0
		C	5.5
		D	6.0
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	From Academic Year 2025-26	

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

1) Introduction:

Need for Skilled Diploma and Degree workforce in Advertising and Communication in India:
With the advent of new technologies, career options for youth have now shifted from conventional options such as Engineering, Medicine, Business Administration to Bloggers, Vloggers, Influencers, Youtubers, Analysts, basically towards Data and information driven jobs.
The internet as an industry is expected to grow to 5 trillion USD by 2030 as quoted by Redseer Strategy Consultants in India, adding 900+ million internet users. All this is driven by one single ELEMENT – Advertising and Communication.

2) Aim & Objectives:

- The programme aims at developing sound domain knowledge and competence in Advertising and Visual Design studies. Receive in-depth knowledge of advertising and visual design, develop skills and competence to handle the responsibilities in the communication sector effectively and efficiently.
- To help in gainful employment in the advertising industry and building entrepreneurial skills.
- To choose and use basic and advanced computer applications and information and specific software technology as tools to be used for Brick and mortar as well as digital advertising, media and communication as per the industry requirements.
- To develop and put into practice effective academic and business writing, oral communication, and presentation skills and use appropriate soft skills and life skills required in the advertising industry.
- To enable the students to develop managerial capabilities to analyze, interpret, evaluate and develop critical thinking.
- To identify, select, organize and use research techniques to carry out research and value intellectual property rights.
- To discuss and assess values of human dignity, empathy, integrity, moral courage, social justice, inclusivity.
- To provide a steady stream of manpower resources to the advertising industry in order to fulfill their ever-growing demands in this field.
- To help students set long-term career-oriented goals and identify career paths.

3) Learning Outcomes:

- LO1: Acquire theoretical as well as hands-on learning knowledge on various aspects in advertising, communication and visual design hence preparing them for a career in advertising and correlated fields in communication.
- LO2: The program considers the changes in the digital era, changing social fabric, relationship with consumer and brand and their relationship to culture and society and the understanding on how communication works.
- LO3: It emphasizes the development on problem solving, critical thinking, professional writing skills and developing visual communication skills
- LO4: Learners will be able to conceptualize ideas and implement them with effective principles and practices of advertising and media aesthetics for specific audience.
- LO5: Program offers all round development of the learner by understanding the fundamentals of creative strategy, industry exposure, marketing, analytical skills and business skills therefore grooming them to become complete creative professionals.
- LO6: This program will demonstrate the learners to create Art Direction, Copywriting, Strategies, Content Creation, Digital Photography and in Media.
- LO7: Learners will develop a global awareness on social impact, sustainability, political, corporate issues, influenced by communication sensitivity, technology and skills.
- LO8: Learners will acquire knowledge and skills required to pursue a career in the specialization of their

choice.

5) Credit Structure of the program- (Parishisth-2)
BA (Advertising and Visual Design)

Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/ Sem.	Degree/ Cum.Cr
		Mandatory	Electives							
4.5	I	1.Fundamentals of Advertising and Communication (T) 4 Credit 2.Fundamentals of Media, Brand & Communication (T) 2 Credit	---	---	Any -2 Value Education (T) 2 Credits Introduction to Advertising 2 Credits Integrated Marketing Communication 2 Credits	VSC: Basics of Creative Software (T) 2 credits SEC: Introduction to Social Media (P) 2 credits	AEC: Design Principles (T) 2 Credit VEC: Ethical Practices in Business of Media (T) 2 Credits IKS: Evolution of Indian Languages, Culture & Society 2 Credit	CC: Production House (P) 2 Credit	22	UG Certificate 44
	II	Design Thinking (T) 4 Credits Society, Culture and Media (T) 2 Credits	---	Video Storytelling (T) 2 Credits	Social & Economic Impact of Advertising 2 Credit Thinking Strategically (T) 2 Credits	VSC: Presentation Skills 2 Credit SEC: Understanding form and space 2 Credits	AEC:2, Typography and Emotions 2 Credit VEC:2 Writing Skills (T) 2 Credits	CC: Experience Learning (P) 2 credits	22	
	Cum. Credit	12	0	2	8	8	10	4	44	

Level	Se m e s t e r	Major		Min or	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/ Sem.	Degree/ Cum.Cr
		Mandatory	Ele ctiv es							
5.0	II I	Presentation of ideas in Creative World(T) 4 credits. Marketing Management (T) 4 Credits	---	Vis ual Imp act in Indo or and Out door Med ia (T) 4 cre dits	Introducti on to Mobile Marketing (T) 2 credits	VSC: Content Creation- 1(P) 2 credits	AEC: Design Influences (T) 2 credits	FP: Photog raphy & Printin g Lab (P) 2 Credit CC: Life Skills (T) 2 Credit	22	UG Certific ate 88
	I V	Media Buying and Media Selling (T) 4 Credits Entrepreneurship (T) 4 credits	---	Digi tal Ca mpa ign plan ning (T) 4 cre dits	Outdoor Media (T) 2 credits	SEC: Corporate visual Identity(T) 2 credits	AEC: Personal Branding 2 Credit	CEP: Ideath on - Live projec t (socio impac t)(P) 2 credit s CC: Perso nal Projec t (P) 2 credit s	22	
	C u m · Cr ed it	28	0	10	12	12	14	12	44	

Level	Semester	Major		Minor	O E	VSC, SEC (VSEC)	A E C , V E C , I K S	OJT, FP, CEP, CC, RP	Cum. Cr/ Sem.	Degree/ Cum. Cr
		Mandatory	Electives							
5.5	V	Creative Campaign Planning (T) 4 credits. Agency as a Business (T) 4 credits	Digital Brand Management (T) 4 credits	Service Operations Management 4 credits		VSC: Basics of Creative Software 2 (T) 2 credits Introduction to Social Media (P) 2 credits		CEP: Creative Event Management (P) 2 Credit	22	UG Degree 132
	VI	Project Management (T) 4 credits Motion Graphics/VFX (T) 4 credits. Brands and Digital Media (T). 2 credits	Graphic Designing (T) 4 credits. OR. Interactive Concepting (T). 4 credits	User Experience (T) 4 credits	---	-----	-- --	OJT: Experience Learning - internships(P) 4 credits	22	
	Cum. Credit	46	8	18	12	16	14	18	44	

Level	Semester	Major		Minor	OE	VSC , SEC (VSEC)	AE C, VE C, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/ Sem.	Degree/ Cum.Cr
		Mandatory	Electives							
6.0	VII	Agency Management (T) 4 Credits. Product Creation (T) 4Credits. Strategic Design Management (T) 4 credits. Social Impact Advertising (T) 2 Credit	Services Economics (T) 4 credits	Research Methodology (T) 4 credits		----	----	---	22	UG Honors Degree 176
	VIII	Host a project – Product (T) 4 credits. Host a project - Service (T). 4 credits Host a Project – Not for Profit (T) 4 credits Data Analytics (P) 2 credits	Case Study (Advertising) (T) 4 Credits	----	---		----	OJT: Experience Learning - internships (P)4 credits	22	
					----	-----				
	Cum. Credit	74	16	22	12	16	14	22	44	

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BA (Advt& VD) EXAMINATION PATTERN

(TOTAL MARKS: 5100 TOTAL CREDITS :124)

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
	Subject Code	Topics	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical Hours	Total Hours	Total Credits
	Major Mandatory								
SEMESTER I	BAADVDS1MJP1	Fundamentals of Advertising and Communication	25	25	50	30	--	30	2
	BAADVDS1MJP2	Fundamentals of Media, Brand & Communication	50	50	100	60	--	60	4
	Open Elective (OE)								
	BAADVDS1MJP3	Value Education	25	25	50	30	--	30	2
	BAADVDS1MJP4	Introduction to Advertising	25	25	50	30	--	30	2
	BAADVDS1MJP5	Integrated Marketing Communication							
	Vocational Skill Courses (VSC)								
	BAADVDS1MJP6	Basic of Creative Software	25	25	50	30	--	30	2
	Skills Enhancement Course (SEC)								
	BAADVDS1MJP7	Introduction to Social Media	50	--	50	30	--	30	2
	Ability Enhancement Course (AEC)								
	BAADVDS1MJP8	Design Principles	25	25	50	30	--	30	2
	Value Education Course (VEC)								
	BAADVDS1MJP9	Ethical Practices in Businesses of Media	25	25	50	30	--	30	2
	Indian Knowledge System (IKS)								
	BAADVDS1MJP10	Evolution of Indian Languages, Culture and Society	25	25	50	30	--	30	2
	Co-curricular								
BAADVDS1MJP11	Production House	50	--	50	--	60	60	2	
		Total	325	225	550	300	60	360	22

	Subject Code	Topics	Internal Marks 50	External Marks 50	Total Marks (CA) 50/100	Theory Hours	Practical Hours	Total Hours	Total Credits
S E M E S T E R I	Major Mandatory								
	BAADVDS2MJ P12	Design Thinking	50	50	100	60	--	60	4
	BAADVDS2MJ P13	Society, Culture and Media	25	25	50	30	--	30	2
	Minor								
	BAADVDS2MJ P14	Video Storytelling	25	25	50	30	--	30	2
	Open Elective (OE)								
	BAADVDS2MJ P15	Social & Economic Impact of Advertising	25	25	50	30	--	30	2
	BAADVDS2MJ P16	Thinking Strategically	25	25	50	30	--	30	2
	Vocational Courses (VSC)								
	BAADVDS2MJ P17	Presentation Skills	25	25	50	30	--	30	2
	Skills Enhancement Course (SEC)								
	BAADVDS2MJ P18	Understanding Form and Space	50	--	50	30	--	30	2
	Ability Enhancement Course (AEC)								
	BAADVDS2MJ P19	Typography & Emotions	25	25	50	30	--	30	2
	Value Education Course (VEC)								
	BAADVDS2MJ P20	Writing Skills	25	25	50	30	--	30	2
	Co-curricular (CC)								
	BAADVDS2MJ P21	Experience Experience	50	--	50	--	60	60	2
		Total	325	225	550	300	60	360	22
	Cum. Total		650	450	1100	600	120	720	44
Exit option: Award of UG Certificate in Major with 40-44 credits and an additional 4 credits core NSQF course/ Internship OR Continue with Major and Min									

		Topics	Internal Marks 50	External Marks 50	Total Marks 100	Lectures/Tutorials			Credit
		Major Mandatory							
S E M E S T E R I I I	BAADVD S3MJP22	Presentation of Ideas in Creative World	50	50	100	60	--	60	4
	BAADVD S3MJP23	Marketing Management	25	25	50	30	--	30	2
	Minor								
	BAADVD S3MJP24	Visual Impact in Indoor & Outdoor Media	25	25	50	30	--	30	2
	Open Elective (OE)								
	BAADVD S3MJP25	Introduction to Mobile Marketing	25	25	50	30	--	30	2
	Vocational Skill Courses (VSC)								
	BAADVD S3MJP26	Content Creation 1	25	25	50	30	--	30	2
	Ability Enhancement Course (AEC)								
	BAADVD S3MJP27	Design Influences	25	25	50	30	--	30	2
	Field Project (FP)								
	BAADVD S3MJP28	Field Project – Photography & Printing Lab	50	--	50	--	60	60	2
	Co-Cirriculur (CC)								
	BAADVD S3MJP30	Life Skills	50	--	50	--	60	60	2
		Total	300	200	500	240	120	360	20

		Topics	Internal Marks 50	Extern al Marks 50	Total Marks 100	Lectur es/Tuto rials			Credit
	Major Mandatory								
S E M E S T E R I V	BAADVDS3MJ P31	Media Buying and Media Selling	50	50	100	60	--	60	4
	BAADVDS3MJ P32	Entrepreneurship	25	25	50	30	--	30	2
	Minor								
	BAADVDS3MJ P33	Digital Campaign planning	25	25	50	30	--	30	2
	Open Elective (OE)								
	BAADVDS3MJ P34	Outdoor Media	25	25	50	30	--	30	2
	Skill Enhancement Courses (SEC)								
	BAADVDS3MJ P35	Corporate Visual Identity	25	25	50	30	--	30	2
	Ability Enhancement Course (AEC)								
	BAADVDS3MJ P36	Personal Branding	25	25	50	30	--	30	2
	Community Engagement Program (CEP)								
	BAADVDS3MJ P37	Ideathon - Live project (socio impact)	50	--	50	--	60	60	2
	Co-curricular course CC								
	BAADVDS3MJ P38	Personal Project	50	--	50	--	60	60	2
		Total	300	200	500	240	120	360	20

		Topics	Internal Marks 50	External Marks 50	Total Marks 100	Lectures/Tutorials			Credit
	Major Mandatory								
S E M E S T E R V	BAADVDS3MJ P39	Creative Campaign Planning	50	50	100	60	--	60	4
	BAADVDS3MJ P40	Agency as a Business	25	25	50	30	--	30	2
	Elective								
	BAADVDS3MJ P41	Digital Brand Management	50	50	100	60	--	60	4
	Minor								
	BAADVDS3MJ P42	Service Operations Management	25	25	50	30	--	30	2
	Skill Enhancement Courses (SEC)								
	BAADVDS3MJ P43	Introduction to Social Media	25	25	50	30	--	30	2
	Vocational Skill Course (VSC)								
	BAADVDS3MJ P44	Basics of Creative Software -2	25	25	50	30	--	30	2
	Community Engagement Program (CEP)								
	BAADVDS3MJ P45	Creative Event Management	50	--	50	--	60	60	2
		Total	300	200	500	240	120	360	20

		Topics	Internal Marks 50	External Marks 50	Total Marks 100	Lectures/ Tutorials			Cred it
	Major Mandatory								
S E M E S T E R V I	BAADVDS3MJ P46	Project Management	50	50	100	60	--	60	4
	BAADVDS3MJ P47	Motion Graphics/VFX	25	25	50	30	--	30	2
	BAADVDS3MJ P48	Brands and Digital Media	25	25	50	30	--	30	2
	Elective								
	BAADVDS3MJ P49	Graphic Designing	50	50	100	60	--	60	4
		Interactive Concepting	50	50	100	60	--	60	4
	Minor								
	BAADVDS3MJ P50	User Experience	25	25	50	30	--	30	2
	On the Job Training (OJT)								
	BAADVDS3MJ P51	Experience Learning - internships	50	--	50	--	60	60	2
		Total	300	200	500	240	120	360	20

		Topics	Internal Marks 50	External Marks 50	Total Marks 100	Lectures/ Tutorials			Credit
	Major Mandatory								
S E M E S T E R V I I	BAADVDS3MJ P52	Agency Management	50	50	100	60	--	60	4
	BAADVDS3MJ P53	Product Creation	50	50	100	60	--	60	4
	BAADVDS3MJ P54	Strategic Design Management	50	50	100	60	--	60	4
		Social Impact Advertising	25	25	50	30	--	30	2
	Elective								
	BAADVDS3MJ P55	Services Economics	50	50	100	60	--	60	4
	Minor								
	BAADVDS3MJ P56	Research Methodology	25	25	50	30	--	30	2
		Total	300	200	500	240	120	360	20

		Topics	Internal Marks 50	External Marks 50	Total Marks 100	Lectures/ Tutorials			Credit
	Major Mandatory								
S E M E S T E R V I I I	BAADVDS3MJ P57	Host a project – Product	50	50	100	60	--	60	4
	BAADVDS3MJ P58	Host a Project – Not for Profit	25	25	50	30	--	30	2
	BAADVDS3MJ P58	Host a project - Service	25	25	50	30	--	30	2
	BAADVDS3MJ P59	Data Analytics	25	25	50	30	--	30	2
	Elective								
	BAADVDS3MJ P60	Case Study (Advertising)	25	25	50	30	--	30	2
	On job training (OJT)								
	BAADVDS3MJ P61	Experience Learning – degree project	25	25	50	30	--	30	2
		Total	300	200	500	240	120	360	20

Sem.-I

BA Advertising and Visual Design (NEP 2020)

UNIT WISE SYLLABUS

Paper No.	SEMESTER 1
BAADV DS1MJP1	Fundamentals of Advertising and Communication Course Objective: 1.To understand the principles and theories that underpin advertising strategies and campaigns. 2. Explore how consumer behavior influences advertising strategies and messaging. 3. Understand the creative process in advertising, including concept development, copywriting, and visual communication techniques 4. Consider how cultural differences and global markets impact advertising strategies and message effectiveness. 5. Explore the role of digital media in advertising, including online advertising strategies, social media marketing, and digital analytics Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Understand communication as a process and apply skills in understanding the role of media in society and critical media analysis LO2: Analyze media's role in shaping society and vice versa LO3 Understand role of advertising in growth of product marketing and overall business plan LO4: Understand the functioning of advertising industry and understand how agencies work, their structures, digital transformation of agencies, role of marketing as a fundamental organizational policy process LO5: Ability to understand media landscape, how media bought and sold, LO6: Understand how the entire process of advertising works – management, research, creative, media plan, production and digital promotions work in developing a brand Unit 1- Understanding Advertising Principles History of Advertising, Advertising Theories and Models – AIDA, DAGMAR, Hierarchy of Effects model, Types of Advertising, Advertising Strategies and Techniques, Creative Process in Advertising, Digital and Online Advertising, Branding and Identity, Media Channels and Platforms, Global Advertising and Structure of an agency, Future Trends in Advertising–Impact of AI, AR, VR, Sustainability and Socially responsible advertising , Case Studies and Real-World Examples Unit 2- Consumer Behavior Consumer Decision-Making Process, Psychological Factors, Personal Factors, Social Factors, Consumer Needs and Motivation –Maslow's theory, Intrinsic vs. extrinsic motivation, Hedonic vs. utilitarian needs, Consumer Perception, Consumer Attitudes and Beliefs, Learning and Memory in Consumer Behaviour, Consumer Lifestyle and Psychographics, Influence of Digital and social media, Cultural and Subcultural Influences, Situational Influences, Post-Purchase Behaviour

	Unit 3 – Global and Cultural perspective Cultural Dimensions and Theories - Hofstede’s cultural dimensions - Hall’s cultural context theory - rompenaars and Hampden-Turner’s cultural factors, Localization and Adaptation Strategies, International Advertising Campaigns - Case studies of successful international campaigns, Media Channels and Platforms in Different Cultures, Regulations and Legal Considerations, Impact of Globalization on Advertising, Consumer Ethnocentrism and Cosmopolitanism, Cultural Symbols and Semiotics in Advertising, Advertising in Emerging Markets, Global Advertising Trends and Innovations Unit 4 –The World of Digital Advertising Overview of Digital Advertising, Types of Digital Advertising, Search Engine Marketing (SEM), Social Media Advertising, Programmatic Advertising, Mobile Advertising, Video Advertising, Native Advertising, Retargeting and Remarketing, Email Marketing, Analytics and Measurement, Ad Fraud and Viewability, Privacy and Legal Considerations, Emerging Technologies and Trends, Case Studies and Best Practices Unit 5- Media Buying and Selling Introduction to Media Buying and Selling, Media Buying Process, Types of Media Buying - Traditional media buying (TV, radio, print) - Digital media buying (online, social media, programmatic) - Out-of-home (OOH) media buying (billboards, transit ads) - Direct and indirect media buying, Media Buying Channels, Media Buying Strategies, Negotiation and Contracts, Media Selling Process, Media Metrics and Analytics, Media Buying Platforms and Tools, Budgeting and Financial Management, Ethics and Transparency in Media Buying, Media Buying Trends and Innovations, Case Studies and Best Practices, Global Media Buying, Agency and Client Relationships References: Ogilvy on Advertising by David Ogilvy Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why" by Max Sutherland and Alice K. Sylvester The Anatomy of Humbug: How to Think Differently About Advertising" by Paul Feldwick Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon Consumer Behavior by Leon G. Schiffman, Joseph Wisenblit, and Leslie Lazar Kanuk Global Marketing and Advertising: Understanding Cultural Paradoxes" by Marieke de Mooij The Globalization of Advertising: Agencies, Cities and Spaces of Creativity" by James R. Faulconbridge, Peter J. Taylor, and Joe Painter Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick
BAADV DS1MJP2	Fundamentals of Media, Brand & Communication Course Objective: 1. Explore the functions and significance of media in modern society, including its impact on culture, politics, and economics.

2. Examine the fundamentals of branding, including brand identity, positioning, and the strategic management of brand equity
3. Develop skills in effective communication across various media platforms, considering audience segmentation, message development, and channel selection.
4. Develop the ability to critically evaluate media content, considering factors such as bias, representation, and ethical considerations.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

LO1. Students will articulate key theories and concepts related to media, brand management, and communication, applying them to analyze and critique media content and branding strategies.

LO2. Develop and execute basic branding strategies, including defining brand identity, positioning, and creating brand messaging consistent with organizational goals.

LO3: Produce communication materials (such as advertisements, social media posts, press releases) that demonstrate effective use of media channels and alignment with brand strategies.

LO4: Students will demonstrate proficiency in utilizing various media platforms (traditional, digital, social) and technologies relevant to contemporary brand communication practices.

LO5: Students will recognize the influence of global and cultural factors on media consumption patterns, brand perception, and communication strategies, adapting messages and strategies accordingly

Unit 1- Media, Culture and Society

Introduction to Media, Culture, and Society, Media Theories and Models -Agenda-setting theory- Cultivation theory - Uses and gratifications theory- Media dependency theory- Reception theory, Media Institutions and Ownership, Media Production and Industries, Media Representation, Media Consumption and Audiences, Digital Media and Technology

Unit 2- Globalization and Media

Global media flows and cultural exchange -Localization and adaptation of global media. **Globalization of Media Content-** Impact of globalized media content on local cultures and identities - Challenges and opportunities in preserving cultural authenticity in global media products - Popular culture and media consumption- Subcultures and media influence

Unit 3– Cultural factors on media consumption

Variation in preferred media platforms (e.g., TV, radio, streaming services) across cultures -Accessibility and affordability of different media technologies globally - Differences in adoption rates of digital media and internet penetration. **Cultural Identity and Representation** -Representation of diverse cultural identities in global media- Influence of media portrayals on cultural stereotypes and perceptions -Movements promoting diversity and inclusion in media production and consumption

	Unit 4– Audience Analysis and Message development Understanding the target audience's demographics (age, gender, location, etc.) - Psychographic analysis (values, beliefs, interests) to tailor messaging appropriately - Cultural considerations to ensure relevance and avoid misunderstandings - Establishing key objectives (inform, persuade, educate) for each communication piece - Ensuring consistency in messaging across different platforms and materials Unit 5– Future Trends in Media and Society Technological Advancements - Artificial Intelligence (AI) Its integration into daily life, work, healthcare, and decision-making processes - Internet of Things (IoT): How interconnected devices will shape smart homes, cities, and industries - Environmental Sustainability - Demographic Shifts - Cultural and Social Dynamics - References: "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" Authors: Kevin Lane Keller "The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying" Authors: Helen Katz "Brand Media Strategy: Integrated Communications Planning in the Digital Era" Authors: Antony Young
BAADV DS1MJP3	Value Education Course Objective: 1. Identify and articulate personal, cultural, and universal values 2. Analyze how values influence beliefs, attitudes, and behaviors 3. Develop Ethical Awareness. Explore ethical principles and moral frameworks. Apply ethical reasoning to real-life situations and dilemmas 4. Cultivate Leadership and Collaboration. Demonstrate leadership qualities based on integrity and values 5. Practice responsible and ethical use of digital technologies. Critically evaluate media content and information sources. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Gather Knowledge and Understand to describe the differentiate between various types of values (personal, cultural, universal). LO2: Develop Critical Thinking and Analysis. Analyze how values influence decision-making, behavior, and relationships. LO3: Recognize and appreciate cultural, religious, and ideological diversity LO4: Identify personal values and goals for self-improvement and growth. Develop strategies for enhancing emotional intelligence, resilience, and well-being LO5: Exhibit leadership qualities based on integrity, empathy, and ethical decision-making. Collaborate effectively with others from diverse backgrounds to achieve common goals

	Unit 1– Values and Ethics importance of values in personal and societal contexts- Personal Values Development- Identifying and understanding personal values, beliefs, and principles- personal values influence decision-making and behavior Unit 2– Critical Thinking and analysis Critical Thinking and analysis – evaluate, question, apply ethical principles and values in various context. Examining Ethical Dilemmas- Evaluating Value Systems- Comparing and contrasting different cultural, religious, or philosophical value systems- Examining how values have evolved over time and their impact on societies. Unit 3– Self-awareness and Reflection Self-awareness and Reflection - Encouraging students to engage in introspection to identify their strengths, weaknesses, values, and beliefs. Setting Personal Goals- Guiding students in setting SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals related to their personal growth and development. Emphasizing the importance of continuous improvement and lifelong learning. Developing Emotional Intelligence- Enhancing Communication Skills- Ethical Decision Making- Promoting Physical and Mental Well-being- Cultivating Positive Relationships Unit 4– Leadership Qualities and Empathy building Emphasizing the importance of honesty, ethical behavior, and consistency between words and actions- Empathy and Emotional Intelligence- Fostering creativity, innovation, and strategic thinking to address challenges and opportunities- Visionary Thinking- Ethical Leadership- Discussing the importance of ethical principles such as fairness, justice, and respect for human dignity in leadership- Accountability and Responsibility- sense of responsibility towards community welfare, environmental sustainability, and ethical stewardship References: -Speaking Tree – The Times of India -My Gita, Shikhandi: And Other Tales They Don’t Tell You Author: DevduttPattnaik - Values in Education Author: Usha V T -Towards a Philosophy of Education: Critical Essays on Value Education and Culture" Author: Dr. R. K. Das
BAADV DS1MJP4	Introduction to Advertising Course Objective:

	1. Define the roles of art direction and copywriting in various media and advertising contexts. 2. Introduce the creative processes involved in both art direction and copywriting, including brainstorming, concept development, and execution 3. Explore fundamental design principles such as layout, typography, color theory, and composition relevant to art direction. 4. Develop skills in crafting effective copy for different mediums, understanding tone, voice, and narrative structure 5. Examine successful advertising campaigns and understand the collaboration between art directors and copywriters in their creation. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Develop an understanding for Art Direction (visualization) and Creative writing skills (copywriting), which will equip you to meet client brief effectively. LO2: Strengthen the ability to convey ideas visually and textually. LO3: Understand the fundamentals of visualization and communication skills. LO4: Develop an understanding on how to direct creativity and creative solutions for briefs. Unit 1: Visualization in Art Direction Fundamentals of Visual Communication-Storyboarding and Concept Development- Creating narratives through visual sequences-Techniques for effective storyboarding-Integrating storytelling with visual design-Visual Thinking and Ideation-Mind mapping and visual brainstorming techniques-Digital Tools and Techniques Unit 2: Understanding Art Direction Colours to evoke emotions-convey themes-and create visual impact. Aspect of art direction is crucial in setting the tone and atmosphere of visual compositions, influencing audience perception and engagement. Storyboarding- Mood Boards- Concept Art-Visual Scripting- Digital Visualization Tools-Artistic Direction and Production-Managing creative teams and collaborating with copywriters, designers, and photographers-Overseeing photo shoots, video productions, and other creative executions-Ensuring the artistic vision aligns with the overall advertising strategy-Utilizing new technologies such as AR/VR, interactive media, and digital platforms-Innovating in visual storytelling techniques to capture audience attention Unit 3: Understanding Copywriting Understanding the Audience-Aligning with Brand Voice and Messaging-Adhering to the brand's tone, personality, and values in all written communications-Consistently reinforcing brand messaging and key selling points across different platforms-Understanding the psychology of persuasion-writing seamlessly for various content- SEO and Keyword Research Tools- Content Management Systems (CMS)- Content Personalization References: - The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells" by Robert W. Bly - "The Elements of Style" by William Strunk Jr. and E.B. White - Ogilvy on Advertising" by David Ogilvy - "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan
BAADV	Integrated marketing communication

DS1MJP5	Course Objective: 1. Students will gain a comprehensive understanding of integrated marketing communication principles and practices 2. Students will be able to analyze market situations, develop effective IMC strategies, and create cohesive communication plans that align with organizational goals 3. Students will demonstrate proficiency in utilizing various communication channels and technologies to deliver consistent and impactful messages across diverse audiences Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Acquaint students with essential concepts and techniques for the development and designing of an effective integrated Marketing Communication program. LO2: Learn and develop various communication tools and its effectiveness in such a way that it fosters the creative ideas and develop effecting marketing communication. LO3: Stay updated on emerging trends, technologies, and innovations in IMC, such as digital marketing tools, social media platforms, and data analytics, and their implications for marketing communication strategies LO4: Applying IMC principles and strategies through case studies, simulations, and real-world projects to develop practical skills in planning, executing, and evaluating integrated marketing campaigns Unit 1: Communication Strategies Digital channels- social media, websites, email marketing. Traditional marketing channels- omnichannel marketing, digital analytics, content strategy across platforms, and the impact of digital technology on consumer behavior and communication effectiveness- Public Relations and Reputation Management- Ethics and Sustainability in IMC- Media Planning and Buying- Creative Development and Execution Unit 2: Measuring effectiveness with integrated marketing communication Consistency of Messaging - Evaluate the consistency of brand messaging across all communication channels (e.g., advertising, PR, social media, direct marketing) - Audience Engagement and Interaction -Brand Awareness and Reach -Long-term Brand Building -Conversion and Sales Metrics -Customer Journey and Attribution -Key Performance Indicators (KPIs)- Tools and Techniques- Attribution Models- Case Studies and Best Practices Unit 3: Emerging trends in integrated marketing communication Data-driven Insights-Increasing reliance on data analytics and AI-driven tools to gather insights about consumer behavior, preferences, and engagement patterns- Omni-channel Marketing Strategies-Integrating offline and online channels to create seamless customer experiences- Emphasizing consistency in messaging and branding across various touchpoints (e.g., retail stores, websites, social media, mobile apps- Content Marketing Integration- Interactive and Immersive Experiences- Mobile-first Strategies- Agile Marketing Practices References: - Integrated Advertising, Promotion, and Marketing Communications" by Kenneth E. Clow and Donald E. Baack - Strategic Integrated Marketing Communications" by Larry Percy and Richard Rosenbaum-Elliott
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	- Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch - Essentials of Marketing Communications" by Chris Fill - IMC: Using Advertising and Promotion to Build Brands" by O'Guinn, Allen, and Semenik
BAADVDS 1MJP6	Introduction to Social Media Course Objective: 1. The objective of this course is to provide students with a comprehensive understanding of social media platforms, their impact on society, and their practical applications in various fields. 2. Students will learn to critically evaluate social media platforms, strategies for effective usage, and ethical considerations surrounding their use. 3. By the end of the course, students will be equipped with the knowledge and skills to navigate and leverage social media platforms responsibly for personal, professional, and organizational purposes. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Understand how to plan, manage, execute successful social media LO2: Introduction to social media marketing LO3: Understanding consumer behavior LO4: Understand and demonstrate communication for social media marketing and content creation Unit 1: Execution in Social Media Introduction to Social Media- Social Media Platforms- Content Creation- Community Management- Analytics and Insights- Ethical and Legal Issues- Influencer Marketing- Case Studies Unit 2: Emerging trends in Social Media Live Streaming and Video Content -Augmented Reality (AR) and Virtual Reality (VR)- Ephemeral Content- Stories format on platforms like Instagram, Facebook, Snapchat, and WhatsApp- Social Commerce- Influencers driving sales through their social media presence- Personalization and AI- Privacy and Data Protection Unit 3: Social Media Marketing Strategy Development-Setting goals- Target Audience identification-content planning- content creation and sharing- Quality Content- Consistency- Platform Optimization- Community Engagement- Paid Advertising- Analytics and Optimization- Influencer Partnerships- Social Media Trends and Innovation References: - The Social Media Handbook: Rules, Policies, and Best Practices to Successfully Manage Your Organization's Social Media Presence, Posts, and Potential" by Nancy Flynn - "Social Media: A Critical Introduction" by Christian Fuchs - Understanding Social Media" by Sam Hinton and Larissa Hjorth - Artificial Intelligence: A Guide for Thinking Humans" by Melanie Mitchell

BAADVDS 1MJP7	Basics of creative software's -1 Course Objective: Students will gain a foundational understanding and practical proficiency in using essential features of creative software tools, enabling them to; 1. Navigate the software interface confidently. 2. Understand and utilize essential menus, panels, and tools effectively. 3. Demonstrate proficiency in using basic tools for creating, editing, and manipulating digital content (e.g., shapes, brushes, layers, masks). 4. Apply essential techniques for image editing, graphic design, or 3D modeling as relevant to the software used. 5. Demonstrate critical thinking and creativity in applying software features to achieve desired outcomes. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: CO1: Introduction to tools that will help bring ideas to life CO2: Demonstrate proficiency in using essential tools and techniques for creating and manipulating digital content, such as selection tools, layers, text tools, and basic transformations CO3: Understand and develop mastery of editing digital images with use of editing software. CO4: Develop the ability to solve simple creative challenges using the software tools, demonstrating creativity and adaptability in achieving desired outcomes. CO5: Gain awareness of industry standards, ethical considerations, and best practices related to the use of creative software tools. Unit 1: Basic Tools and Techniques using creative softwares Drawing Tools- Selection Tools- Layers- Transform Tools- Color Palette and Swatches Text Tools- Filters and Effects- Undo and Redo- Export and Save Options- Drawing Tablets Support Unit 2: Digital Editing Image Retouching and Restoration- Color Correction and Adjustment- Selection Techniques- Layers and Masks- Filters and Effects- Image Formats and Compression- Understanding Image Formats- Compression Techniques- Image Resolution and Scaling- Resampling- Interpolation Methods- Batch Processing- Color Management- Non-Destructive Editing Unit 3: Best practice while using creative softwares Respect for Intellectual Property- Accuracy and Truthfulness- Privacy and Consent- Avoiding Harm and Offense- Transparency and Authenticity- Authenticity in Representation- Avoiding Deceptive Practices- Environmental Considerations- Community Engagement and Collaboration- Continuous Learning and Professional Development- Ethical Awareness Reference: -Adobe Photoshop by Conrad Chavez and Andrew Faulkner. -Adobe Illustrator by Brian Wood -Premier Pro by Maxim Jago
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BAADV DS1MJP8	Design Principles Course Objective: 1. Develop an understanding between aesthetic value and usability. 2. This course will help you understand the fundamental principles of design 3. Foundational understanding which will help in best practices of design in most creative profession 4. Developing an understanding on how to use elements of design in real-world scenarios Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Students acquire both the theoretical knowledge and practical skills needed to create effective and aesthetically pleasing designs LO2: Students should be able to recognize and describe fundamental design elements such as line, shape, color, texture, and space LO3: Understand color theory and application of color LO4: Students will apply advanced typographic techniques to enhance readability, usability, and visual impact in their design work LO5: Engage in creative problem-solving and experimentation with different design approaches and techniques LO6: Engage in creative problem-solving and experimentation with different design approaches and techniques Unit 1: Design Elements Line – Shape – Form – Color – Color wheel – Color harmony – color psychology – Texture – Tactile Texture – Visual Texture – Space – Positive & Negative Unit 2: Principles of Design Balance – Symmetrical – Asymmetrical – Contrast – color – size & shape – texture – Emphasis – Focal points – Hierarchy – Rhythm – Repetition – Alteration – Progression – Unity – consistency – Alignment - Proximity – Grouping – Spacing – Alignment – Edge Alignment – Center alignment Unit 3: Color Theory Color models – color properties – color context Unit 4: Typography Fundamental Typeface and Font – Font Anatomy – Typography Techniques – Visual Hierarchy – Size and Scale – Colour and contrast – Placement and Proximity Unit 5: Composition and Layout Grid system – Rules of thirds – Visual Flow - Analyzing real-world designs to understand the application of fundamental principles - Practical tasks to apply and reinforce understanding of design fundamentals Reference : - Design Basics” by David A. Lauer and Stephen Pentak - Understanding Color: An Introduction for Designers” by Linda Holtzschue - The Design of Everyday Things” by Don Norman - Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students” by Ellen Lupton - The Art of Looking Sideways” by Alan Fletcher
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Ethical Practices in Business of Media

Course Objective:

1. Analyze ethical theories and principles relevant to media business practices.
2. Evaluate the impact of ethical decisions on various stakeholders within the media industry.
3. Critically assess real-world case studies to understand ethical issues and potential resolutions.
4. Apply ethical frameworks to decision-making processes in media-related scenarios.
5. Develop strategies for promoting ethical behavior and corporate social responsibility in media organizations.
6. Demonstrate effective communication skills in discussing and debating ethical dilemmas in media business contexts.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

- LO1: Develop an understanding of how media organizations work – news channels, entertainments channels and other public broadcasting systems
- LO2: Develop an understanding of the ethical consideration's reporters face and how they make decisions in those areas.
- LO3: Identifying the significance of media emergence and key developments in the history of Indian media that have shaped modern day media and its laws
- LO4: Distinguish between ethical and no ethical conduct by journalists.
- LO5: Demonstrate the ability to think critically and make fair and reasoned judgement about news, issues and events
- LO6: Employ journalist standard and practices in a variety of newsgathering settings.

Unit 1: Work structure in business in Media

Media Business Models- Media Economics- Supply and demand dynamics - Pricing strategies for media products and services -Media Industry Structure- Analysis of the global media landscape- Digital Media and Technology- Role of technology in shaping media consumption habits- Emerging technologies (AI, blockchain, etc.) and their potential influence on media businesses- Audience Analytics and Consumer Behavior- Content Creation and Distribution- Advertising and sponsorship- Media Entrepreneurship and Innovation- Media Marketing and Branding

Unit 2: History of business in media in India

Colonial Legacy and Media Development- Impact of British colonial rule on the Indian media landscape -Post-Independence Media Policies- Evolution of media regulations and policies post-independence -Emergence of Public Broadcasting- Development of All India Radio (AIR) and Doordarshan (DD) as public broadcasters- Privatization and Liberalization- Regional Media Dynamics- Digital Transformation- Challenges and Future Trends

Unit 3: Media law in business in Media

Freedom of Expression and Media Freedom- Regulatory Bodies and Frameworks- Censorship and Content Regulation- Intellectual Property Rights (IPR)- Copyright laws applicable to media content (articles, photographs, films, etc.)- Privacy and Data Protection- Media Ethics and Standards- Advertising Regulations- Digital Media and Cyber Laws Emerging Issues and Future Trends- Legal challenges posed by emerging technologies (AI, blockchain, virtual reality) in media

	Unit 4: Best practices of journalists in business in Media Importance of verifying information from multiple sources - Objectivity and Fairness- Principles of balanced reporting and presenting multiple viewpoints-Avoidance of bias and conflicts of interest in reporting- Ethical guidelines for covering sensitive or controversial topics- Transparency and Accountability- Respect for Privacy and Sensitivity- Ethical Decision-Making- Digital and Social Media Ethics- Diversity and Inclusion Importance of diverse representation in news coverage- Ethical considerations in covering issues of race, gender, sexuality, and other identities Reference : - Doing Ethics in Media: Theories and Practical Applications" by Jay Black - Media Ethics: Cases and Moral Reasoning" by Clifford G. Christians, Mark Fackler, and Kathy Brittain Richardson - Ethics for a Digital Era" by Deni Elliott and Edward H. Spence - Media Ethics: Issues and Cases" by Philip Patterson and Lee Wilkins
BAADVDS 1MJP10	Evolution of Indian Languages, Culture and society Course Objective: 1. Explore the historical development and evolution of Indian languages, including their origins, influences, and linguistic diversity 2. Analyze how language and culture interplay, examining how linguistic changes reflect broader cultural shifts in Indian society over time. 3. Understand the social implications of language evolution, such as its role in shaping identity, community dynamics, and societal structures. 4. Encourage critical thinking by evaluating different theories and perspectives on language evolution, cultural change, and societal development in India. 5. Situate language evolution within the broader historical context of India, including the influence of colonialism, globalization, and regional developments. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Introduction to the foundational relationship between Languages, cultures and societies. LO2: Understand how languages have been instrumental in effective communication across cultures and societies. LO3: Develop an understanding how social and cultural factors influence languages LO4: Students will gain and explore comprehensive understanding of Linguistic diversity and historical development of Indian culture LO5: Students will analyse various cultural practices and traditions Indian including their historical origins, evolution, and contemporary significance. LO6: Students will enhance their critical thinking and analytical skills through the examination of primary sources, scholarly texts, cultural artifacts, and case studies that illustrate key themes and developments in Indian languages, culture, and society. Unit 1: Understanding of the rich and diverse heritage of India Linguistic Diversity in India- Classification of languages in India-Historical development and evolution of major language families-Significance of languages in shaping regional identities- Ancient Civilizations and Cultural Beginnings- Overview of ancient Indian civilizations- Religious and Philosophical Traditions- Performing Arts and Cultural Expressions- Visual Arts and Architecture- Role of language and regional identities in shaping cultural expressions Impact of technology and media on cultural practices and linguistic diversity

	Unit 2: Significance of Languages in Shaping Regional Identities Language as a Carrier of Cultural Heritage- Cultural Expression and Artistic Heritage- Performing Arts- Visual Arts-Identity Formation and Sense of Belonging- Community Bonds- Cultural Practices- Impact of Globalization and Modernization- Political and Socioeconomic Dimensions Linguistic Diversity and National Unity Unit 3: Critical and Analytical skills Historical Analysis- Comparative Linguistics Studying the classification and relationships among Indian languages- Examining historical linguistics to understand how languages evolve over time due to internal and external factors- Literary Criticism and Textual Analysis- Using anthropological approaches to study cultural practices, rituals, and customs associated with language communities- Analyzing cultural change and continuity within linguistic communities over time, including the impact of globalization and modernization-Critical Engagement with Media and Representation- Intersectionality- Applying critical thinking skills to analyze and solve complex issues related to language policy, cultural preservation, and community empowerment- Evaluating alternative viewpoints and making informed decisions regarding language revitalization, preservation, and advocacy Unit 4: Social structures and dynamics of Indian society Caste System and Social Stratification- Religious Diversity and Interactions- Gender Dynamics and Women's Roles- Urbanization and Rural Traditions- Impact of urbanization and globalization on traditional rural societies- Media, Technology, and Society- Environmental and Ecological Perspectives Reference Books - The Languages of India" by George Cardona and Dhanesh Jain - Indian Culture and India's Future" by Michel Danino - Language in India: Structure, History, and Use" edited by Braj B. Kachru - Indian Society and Culture" by Nadeem Hasnain - The Cultural Heritage of India" edited by Kapila Vatsyayan -
BAADV DS1MJP1 1	Production House Course Objective: To provide students with firsthand exposure to the operations and processes within a production house, enhancing their understanding of industrial practices and fostering insights into the challenges and innovations in manufacturing and production management. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1:Understanding of Production Processes: Gain firsthand knowledge of how raw materials are transformed into finished products through various stages of production. LO2:Application of Theoretical Concepts: Apply classroom learning in real-world scenarios to understand the complexities and challenges involved in manufacturing operations. LO3:Quality Management: Observe quality control measures and understand their importance in ensuring product consistency and customer satisfaction. LO4: Witness the use of advanced technologies and automation in production

	processes, and their impact on efficiency and productivity. LO5: Understand the logistics and supply chain management strategies employed to optimize production flow and minimize costs. LO6:Safety and Environmental Considerations: Appreciate the importance of safety protocols and environmental sustainability practices in industrial settings. LO7:Teamwork and Collaboration: Observe how teams collaborate across different departments to achieve production goals and address challenges. LO8:Professional Development: Interact with industry professionals to gain insights into career paths, industry trends, and professional ethics. LO9:Critical Thinking and Problem Solving: Encounter real-time challenges and dilemmas, fostering critical thinking skills to propose solutions and improvements. L10:Career Awareness: Gain exposure to potential career opportunities within the manufacturing and production management fields, and understand the skills and qualifications required. Industrial Visit Experience- the focus is typically on providing students with practical exposure to real-world industrial environments. The aim is to complement theoretical knowledge with hands-on learning and insights into industrial operations Introduction to Industry Types and Sectors- Importance of industrial diversity in economic development- Selection and Preparation for Industrial Visits- Observation and Documentation
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Sem.-II

	SEMESTER 2
BAADVD S2MJP12	Design Thinking Course Objective: 1. Understand the human centered approach to solve problems creatively. 2. Apply empathy and user-centered research techniques to identify and define problem areas 3. Develop and iterate on prototypes based on user feedback and testing 4. Collaborate effectively in multidisciplinary teams to tackle complex challenges 5. Develop and iterate on prototypes based on user feedback and testing 6. Communicate design concepts and solutions through compelling storytelling and visual representation Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Students will be able to explain the core principles and methodologies of Design Thinking LO2: Investigate and think creatively about design problems and opportunities LO3: Develop an attitude of mindfulness, visual literacy and articulacy towards design solutions LO4: Develop creative thinking and analytical decision-making mindset LO5: Undertake critical and empathetic analysis to develop innovative mindset Unit 1: Human- Centered approach Conduct user research-Develop empathy for users-Empathy Mapping- Define problem statement-Ideate creative solutions- Prototyping Unit 2: Mind Mapping Mind Mapping for Ideation and Concept Development-Techniques for Brainstorming-Visualizing Connections-Using mind maps iteratively to refine and evolve concepts Unit 3: Prototyping Various techniques and methodologies used in prototyping-Rapid Prototyping-Iterative Refinement-feedback and insights gained during testing-User-Centered Design-Tools and Materials-Collaborative Prototyping-Testing and Evaluation Unit 4: Research in Design Thinking Ethnographic Methods-Creating Empathy Maps-Identifying User Insights-Case Studies and Examples-Cross-Cultural Considerations Reference: Change by Design. By Tim Brown The Design of Everyday things- Don Norman Creative Confidence – Tom Kelly Designing for Growth – Jeanne Liedtka Designing Experiences – James Robert Rossman

Society, Culture and Media

Course Objective:

1. To understand the dynamic interactions between society, culture, and media, exploring how media influences and reflects societal values, norms, identities, and power structures.
2. Understanding of the role of media in shaping cultural narratives, social movements, public opinion, and individual identities
3. Equip students with the analytical tools to evaluate media representations, media industries, and media technologies within broader social and cultural contexts
4. Emphasizing the importance of critical thinking and analysis in exploring the complex interplay between media production, consumption, and societal dynamics.

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

- LO1: Critically analyze the relationships between media, society, and culture, identifying how media both reflects and shapes cultural norms, values, and identities
- LO2: Evaluate and understand the impact of media on societal issues, such as representation, diversity, inequality, and power dynamics, through theoretical frameworks.
- LO3: Examine the role of media technologies and various industries
- LO4: Apply theoretical concepts and analytical tools to analyze media texts, practices, and technologies within diverse cultural and social contexts.
- LO5: Engage in informed discussions and debates about contemporary media issues, Synthesize interdisciplinary perspectives from sociology, cultural studies, communication theory, and media studies
- LO6: Understand communication through assignments that require the synthesis of theoretical insights with empirical evidence on media's societal impacts

Unit 1- Impact of Media

Media Representations and Stereotypes- Media and Identity Formation- Media Consumption and Audience Reception- Studying how audiences interpret and engage with media messages- Media and Social Movements- Globalization and Cultural Hybridity- Media Ethics and Responsibility- Media Convergence and Technological Change- Media Effects and Influence- Media and Power Dynamics

Unit 2-Media's Influence on Technology Adoption and Innovation

Media Representation of Technology- Influence on Consumer Behavior- Cultural Narratives and Technological Innovation- Case Studies of Media-Tech Interplay- Media's Role in Tech Education and Literacy-

Unit 3: Representation and Visibility- Framing and Agenda Setting- Digital Activism and Media Platforms- Impact of Viral Content and Memes- Intersectionality and Media- Case Studies and Comparative Analysis

Unit 4: Interdisciplinary perspective on society, culture, and media

Sociology-Anthropology-Media Studies-Communication Studies-Cultural Studies-Psychology-Political Science

Reference: Media and Society: A Critical Perspective
Author: Arthur Asa Berger

	Culture, Society and the Media Author: Michael Gurevitch, Tony Bennett, James Curran, and Janet Woollacott Culture and Media: Ecocritical Explorations Author: Scott Slovic and SwarnalathaRangarajan
BAADVDS2 MJP18	Video Storytelling Course Objective: 1.To equip students with the skills and knowledge necessary to create compelling narratives through video 2. students will be proficient in conceptualizing, planning, shooting, and editing videos that effectively communicate ideas, evoke emotions, and engage audiences 3. Develop and understand creative voice, understand the technical aspects of video production, and gain insights into storytelling techniques specific to the medium of video 4. To empower students to harness the power of visual storytelling to convey messages effectively across various platforms and audiences Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Demonstrate the ability to craft compelling narratives suitable for video LO2: Students will acquire technical proficiency in using video equipment to capture high-quality footage that enhances storytelling LO3: Understand principles of audience psychology and engagement, applying techniques to create videos that effectively resonate emotionally and intellectually. LO4: Analyze and critique professional and peer-produced videos, develop a critical eye for effective storytelling techniques and technical execution LO5: Understand the ethical and legal implications related to video content creation, including copyright, privacy, and representation issues Unit 1 Definition and importance of storytelling in video-Evolution and trends in video storytelling-Elements of Storytelling-Genres and Styles in Video Storytelling Unit 2 Storyboarding and Scriptwriting-Writing effective scripts for different types of videos-Creating storyboards to visualize scenes and sequences-Visual Language of Film-Sound and Music in Video-Importance of sound design in storytelling Unit 3 Editing Techniques-Overview of video editing software-Cutting and pacing to enhance storytelling-Adding transitions, effects, and titles Unit 4 Directing and Production Management-Roles and responsibilities in video production-Audience Engagement and Emotional Impact-Understanding audience psychology-Creating empathy and emotional resonance Unit 5

	Ethical and Legal Considerations-Copyright-Representation and diversity in storytelling-Privacy issues Unit 6 Case Studies and Analysis-Analyzing successful video storytelling examples-Critiquing peer work-Learning from failures and challenges in video production Reference Books -In the Blink of an Eye: A Perspective on Film Editing Author: Walter Murch -Making Movies Author: Sidney Lumet -Story: Substance, Structure, Style and the Principles of Screenwriting Author: Robert McKee -Directing: Film Techniques and Aesthetics Author: Michael Rabiger
BAADVD S2MJP14	Social and Economic impact of Advertising Course Objective: 1. Understand the Role of Advertising in Society. Define advertising and its purpose within the broader context of marketing and communication 2. Learn to Critically Analyze Media Representations 3. Explore Ethical and Social Responsibility. Investigate the role of advertising in promoting social causes, corporate social responsibility (CSR), and sustainability 4. Examine Media Effects and Audience Reception 5. Understand Advertising's Economic Function. Explore the relationship between advertising expenditures and economic growth. 6. Evaluate Advertising Strategies and Effectiveness. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Understand how advertising influences societal values, cultural norms, and social behaviors LO2: Understand the economic functions of advertising within market economies, including its impact on competition, consumer choice, and business profitability LO3: Critically analyze media representations in advertising. Analyze the impact of advertising regulations and policies on industry practices, consumer protection, and societal welfare. LO4: Effectively communicate findings and recommendations related to the social and economic impacts of advertising in written reports and oral presentations. Unit 1- Social Impact Representation of race, ethnicity, and cultural diversity- Cultural appropriation and its portrayal in advertising- Advertising's role in shaping cultural norms and values- Social Behavior and Attitudes-

	Influence of advertising on consumer behavior and purchasing decisions- Advertising's role in promoting social causes and societal change- Ethics and Social Responsibility Unit 2- Economic Impact Market Dynamics- Economic functions of advertising in market economies- Advertising expenditures and their economic implications- Business Performance- Advertising strategies for different sectors and industries- Return on investment (ROI) and metrics for measuring advertising effectiveness- Impact of advertising regulations on industry practices and consumer rights- Globalization and Localization- Technological Innovation Reference: Advertising and Society: An Introduction Author: Carol J. Pardun The Economics of Advertising Author: Simon P. Anderson and Jean J. Gabszewicz Advertising and Society: An Introduction Author: Katherine TolandFrith The Psychology of Advertising Author: Bob M. Fennis and Wolfgang Stroebe
BAADVDS2 MJP17	Thinking Strategically Course Objective: 1. Ability to think critically, analytically, and creatively to solve complex problems and make informed decisions 2. To enhance students' ability to analyze information, trends, and data critically in order to identify key insights and patterns that inform strategic decisions. 3. To foster creativity and innovative thinking in generating strategic solutions to complex problems or in seizing opportunities 4. To encourage students to think beyond short-term goals and consider the long-term implications of their decisions on organizational success and sustainability. 5. To enhance students' ability to communicate strategic ideas, plans, and recommendations effectively to stakeholders within an organization Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Demonstrate Critical Thinking Skills. Students should be able to critically analyze complex business problems, evaluate information from multiple sources, and identify key factors influencing strategic decisions LO2: Students should be able to effectively communicate strategic insights and recommendations to diverse stakeholders LO3: Students should be able to anticipate future industry trends, technological advancements, and competitive pressures that may impact organizational strategy, and propose proactive responses LO4: Apply Strategic Frameworks. Students should be able to apply strategic management frameworks to assess organizational environments, identify competitive dynamics, and develop strategic insights.

	Unit 1 Introduction to Strategic Thinking- An overview of strategic management concepts- the evolution of strategic management theories- Detailed exploration of tools and frameworks used in strategic analysis, such as SWOT analysis, PEST analysis, Porter's Five Forces, and scenario planning Unit 2 Methods for formulating organizational strategy- including setting strategic objectives- identifying strategic alternatives- evaluating strategic options Unit 3 Strategic Innovation and Change- techniques for managing change and fostering a culture of innovation- Importance of Strategic Innovation- Innovation Processes and Frameworks Unit 4 Global and International Strategy- Considerations and challenges in developing and implementing global and international strategies- factors such as cultural differences, geopolitical risks, and global market trends- Effective communication strategies for conveying strategic vision Reference - Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders Author Adam Morgan - How Brands Grow: What Marketers Don't Know Author Byron Sharp - Creative Strategy and the Business of Design Author Douglas Davis - The Advertising Concept Book: Think Now, Design Later Author Pete Barry
BAADVDS2 MJP15	Presentation skills Course Objective: 1. Develop Clear Communication Skills 2. Demonstrate active listening skills to better understand others' perspectives 3. Master Effective Presentation Techniques. Deliver presentations confidently, engaging the audience and managing questions effectively. 4. Develop awareness of personal non-verbal cues and their impact on communication 5. Cultivate Interpersonal Communication Skills 6. Develop critical thinking skills to assess the validity and reliability of sources 7. Demonstrate integrity and ethical behavior in all forms of communication Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Demonstrate effective presentation skills. LO2: Deliver presentations confidently, demonstrating clear articulation and effective use of voice

	modulation LO3: Learn to Effectively Use Visual Aids LO4: Adapt presentation style and content to suit the needs and interests of the audience LO5: : Learn and explore the methods of organizing your ideas and presenting in the best format effectively LO6: Demonstrate effective communication and writing skills to present ideas. Unit 1 Fundamentals of Communication- Communication models and theories- Verbal vs. non-verbal communication- Understanding audience analysis and adaptation- Developing clear objectives and key messages Unit 2 Preparing Effective Presentations- Visual Aids and Technology- Incorporating multimedia elements (videos, images) appropriately- Design principles for slides and visual aids- Vocal variety, tone, and pacing- Body language and gestures Unit 3 Audience Engagement Strategies- Techniques for capturing and maintaining audience interest- Handling audience reactions and questions- Handling Different Presentation Formats- Adjusting presentation style for different settings Unit 4 Ethical and Cultural Considerations- Cultural sensitivity and adapting to diverse audiences- plagiarism and respecting intellectual property rights- Ethical guidelines in communication and presentation Unit 5 Feedback and Improvement- Self-assessment and reflection techniques- Strategies for continuous improvement in presentation skills- Specialized Presentations- Persuasive presentations and argumentation techniques- Crisis communication and handling difficult situations- Professionalism and Personal Branding- Networking and building professional relationships through communication Reference Books - The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience Author: Carmine Gallo - TED Talks: The Official TED Guide to Public Speaking Author: Chris Anderson
BAADVDS2 MJP16	Understanding Form & Space Course Objective: 1.Students will develop an understanding of the interaction of form in space 2.Students will understand the relationship between concept, form and the content of a three-dimensional work and understand the impact of presentation and craftsmanship in three-dimensional work 3. Students will develop an awareness of the use of three-dimensional design in a variety of art and design fields 4. Students will recognize the impact of time and movement as they relate to three-dimensional work 5. Students will use appropriate vocabulary and demonstrate verbal and writing skills in the critical analysis of three-dimensional work

Course Outcome:

After successful completion of the course the learner will be able to:

Learning Outcomes:

LO1: Students will use creative problem solving skills including research, ideation, support drawings and maquettes to plan a design.

LO2: Students will describe the relationship of time, movement and environment in three-dimensional work.

LO3: Students will use creative problem solving skills including research, ideation, support drawings and maquettes to plan a design

LO4: Students will establish and define form and space through the use of point, line, plane, volume and mass. Students will apply fundamental design principles to the creation of work

Unit 1

Fundamentals of Form-Geometric forms, Organic forms, Abstract forms- Spatial Relationships -Positive and negative space-Figure-ground relationship-Spatial composition and balance

Unit 2

Perception and Gestalt Principles-Gestalt principles-Perception of depth and volume-Spatial Design Principles-Scale and proportion- Rhythm and repetition in space- Hierarchical organization of space

Unit 3

Three-Dimensional Design-Form manipulation and transformation- Spatial sequences and transitions- Creating depth and perspective

Unit 4

Digital and Virtual Spaces-Spatial design in digital media- Virtual reality environments- Augmented reality and spatial interactions-Emerging Trends and Technologies

Unit 5

Cultural and Historical Perspectives-Iconic examples of spatial design in history- Contemporary spatial design trends

Reference Books

-Design Basics

Author: David A. Lauer and Stephen Pentak

-Form, Space, and Order

Author: Francis D.K. Ching

-Advertising Concept Book

Author: Pete Barry

-Creative Advertising: Ideas and Techniques from the World's Best Campaigns

	Author: Mario Pricken
BAADVDS2 MJP20	Typography and Emotions Course Objective: 1. Gain a comprehensive understanding of how typefaces have emotions and how typography influences emotions 2. Develop the ability to critically analyze typographic choices for different tones, mediums and subjects 3. Acquire practical skills in selecting and manipulating typography to intentionally evoke and convey specific emotions or moods in various design contexts. 4. Participate in constructive critiques and discussions to refine their understanding and application of emotional typography Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Identify and articulate how different typographic elements such as typefaces evoke specific emotions in viewers. LO2: Develop the ability to critically analyze typographic designs and artworks and how typographic choices contribute to emotional impact and effectiveness. LO3: Students will engage in hands-on experimentation with typography, exploring different techniques and approaches to achieve emotional resonance in their designs. LO4: Students will effectively communicate their design decisions based on emotional typographic principles, demonstrating a clear rationale for their choices. Unit 1 Introduction to Typography and Emotion- Definition of typography and its role in emotional communication- Cognitive psychology theories relevant to typography- Emotional responses to typefaces, colors, sizes, and spatial arrangement Unit 2 Typographic Elements and Emotional Impact- Typography and hierarchy- Typeface selection- Layout and Composition- Grid systems Unit 3 Color Psychology in Typography- Emotional associations of colors and their application in typography- Contrast and harmony- Typography for Different Emotions- Case studies of effective emotional typography in advertising, branding, and editorial design Unit 4 Ethical and Cultural Considerations- Ethical implications of using typography- Experimental Typography- Exploring unconventional typography- Interactive and Digital Typography- Reference Books -The Elements of Typographic Style Author: Robert Bringhurst - Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students

	Author: Ellen Lupton - The Anatomy of Type: A Graphic Guide to 100 Typefaces Author: Stephen Coles
BAADVDS2 MJP19	Writing Skills Course Objective: 1. Ability to write effectively and fluently across various formats and styles. 2. Encourage students to think critically, analyze texts, and develop coherent arguments in their writing 3. To conduct research effectively, evaluate sources, and integrate information into their writing accurately and ethically 4. Foster creativity and encourage students to develop their unique voice and style in writing. 5. Engage in peer review and collaborative writing exercises to receive feedback and improve their writing Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Students will be able to produce clear, coherent, and well-organized texts across a variety of genres and formats LO2: Students will analyze and evaluate texts effectively, develop logical arguments, and support claims with evidence in their writing LO3: Students will develop their unique voice and creativity in writing, demonstrating originality and innovation in their texts LO4: Students will demonstrate mastery of grammar, punctuation, spelling, and sentence structure appropriate to the audience and purpose of their writing. Unit 1 Understanding Copywriting Basics- Organizing ideas effectively- Understanding the writing process- Key differences between copywriting and other forms of writing- Grammar and Mechanics Unit 2 Writing for Different Purposes and Audiences-Academic writing- Business writing-creative writing Unit 3 Identifying Target Audience- Conducting audience research and creating customer personas- Understanding audience demographics, psychographics, and behavior- Crafting Compelling Headlines and Hooks- Techniques for writing attention-grabbing headlines- Unit 4 Structure and Organization- Writing Persuasive Copy- Using persuasive language and emotional appeals- Techniques for building credibility and trust- Ethics and Legal Considerations Reference Books - The Elements of Style Author: William Strunk Jr. and E.B. White - On Writing Well: The Classic Guide to Writing Nonfiction Author: William Zinsser

	- They Say / I Say: The Moves That Matter in Academic Writing Author: Gerald Graff and Cathy Birkenstein
BAADVDS2 MJP20	Typography and Emotions Course Objective: 1. Gain a comprehensive understanding of how typefaces have emotions and how typography influences emotions 2. Develop the ability to critically analyze typographic choices for different tones, mediums and subjects 3. Acquire practical skills in selecting and manipulating typography to intentionally evoke and convey specific emotions or moods in various design contexts. 4. Participate in constructive critiques and discussions to refine their understanding and application of emotional typography Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: LO1: Identify and articulate how different typographic elements such as typefaces evoke specific emotions in viewers. LO2: Develop the ability to critically analyze typographic designs and artworks and how typographic choices contribute to emotional impact and effectiveness. LO3: Students will engage in hands-on experimentation with typography, exploring different techniques and approaches to achieve emotional resonance in their designs. LO4: Students will effectively communicate their design decisions based on emotional typographic principles, demonstrating a clear rationale for their choices. Unit 1 Introduction to Typography and Emotion- Definition of typography and its role in emotional communication- Cognitive psychology theories relevant to typography- Emotional responses to typefaces, colors, sizes, and spatial arrangement Unit 2 Typographic Elements and Emotional Impact- Typography and hierarchy- Typeface selection- Layout and Composition- Grid systems Unit 3 Color Psychology in Typography- Emotional associations of colors and their application in typography- Contrast and harmony- Typography for Different Emotions- Case studies of effective emotional typography in advertising, branding, and editorial design Unit 4 Ethical and Cultural Considerations- Ethical implications of using typography- Experimental Typography- Exploring unconventional typography- Interactive and Digital Typography- Reference Books -The Elements of Typographic Style Author: Robert Bringhurst - Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students

	Author: Ellen Lupton - The Anatomy of Type: A Graphic Guide to 100 Typefaces Author: Stephen Coles
BMSRM S2P20	Experience Lab: Life at Advertising Agency Course Objective: Experiencing an advertising agency involves a dynamic and creative environment where various skills and objectives come into play. Adaptability, creativity, and a deep understanding of client needs are key to success in this field. Course Outcome: After successful completion of the course the learner will be able to: Learning Outcomes: 1. To apply the skills of leadership, teamwork, strategising, coordinating, interpersonal skills, communication and management skills to implement and execute the tasks assigned. 2. To demonstrate basic understanding of roles and responsibilities. 3. To demonstrate decision making capability. 4. Experiencing life at an advertising agency can lead to various learning outcomes that are valuable for personal and professional growth

PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC :Skill Enhancement Courses,AEC :Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System,OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner:

$SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semester taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III

Team for Creation of Syllabus:

Sr. No.	Name	Phone Numbers & Email ID	
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED	director@giced.mu.ac.in	Chairman
2	Ms. Neha Misra - Dean Course Coordinator	neha@miamiadschool.com +919819543130	Member Secretary
3	Mr. Abhijit Dabhade Strategic Consultant	abhijit.d2379@gmail.com +919867645484	Industry Experts
4	Mr. George Kuvoor Chief Creative Officer, South India- Famous Innovation	george@famous-india.in +919833777579	Industry Experts
5	Mr. Saurabh Karandikar User Experience Analyst & Designer	karandikar@gmail.com +919892177749	Subject Experts
6	Mr. Ashok Hariharan Design Director, Kreo Design	Hariharan.ashok@gmail.com +91 7829115000	Subject Expert
7	Mrs. Radha Ambekar HOD- Aditya School of Architecture (Design)	manpal.setia@chitkara.edu.in +919969624871	Others University
8	Mr. Manmeet Barve Associate Professor- MET - IOM, Mumbai	manmeetb_iom@met.edu +91 9860476554	Others University
9	Ms. Nidhi Khanna Art Director- MullenLowe Lintas, Mumbai	Nidhikhanna0805@gmail.com +917045300718	Alumni
10	Ms. Shagun Chopra Art Director – Leo Burnett, Mumbai	Shagunchopra2716@gmail.com +91 9791032830	Alumni

Km Nayak

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof. (Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for B.A. (Advertising and Visual Design)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce four years of Full time B.A. (Advertising and Visual Design). There is a great need for qualified Advertising and Visual Design personnel to build and operate the business in the organized retailing sector. The sector also has plans of co-development of India's supply chains to cater to the world market. Franchise business is also growing very fast in food, apparels, and beauty products etc. including E-Commerce / E-Retail. The Industry requires manpower who can manage and achieve necessary skills to meet the requirement of the retail sector at domestic and international level.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2025-2026	Yes, it would be commencing from the Academic year 2025-26 as per NEP 2020.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is Four years (Eight Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course 60 students. The admission procedure is still ongoing
7.	Opportunities of Employability/ Employment available after undertaking these courses:	The employment opportunities are in retail chains, outlets, malls, e-commerce for various functions like Store Management, Cash Handling, Inventory, Visual Merchandising, Supply Chain, Merchandising, Design, Projects, Marketing Promotion, Brand Management, Technology, HRM etc. Entrepreneurial opportunities in the business of retailing have been in existence for long and have excellent opportunities.



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



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Dean,
Faculty of Interdisciplinary Studies