

# University of Mumbai



No. AAMS/ (UG)/ 3 of 2022-23  
Mumbai-400 032,  
28<sup>th</sup> April, 2022.

To,  
I/c. Director,  
Garware Institute of Career  
Education and Development,  
Vidyanagari, Kalina,  
Santacruz (E),  
Mumbai – 400 098.

**Sub :- B.A (Advertising Communication Design).**

**Ref :- RB/MU-2021/CR-366/Edn-5/200, dated 2<sup>nd</sup> March, 2022.**

Sir,

I am to invite your attention to Ordinances, Regulations and Syllabus relating to the B.A (Advertising Communication Design) to inform you that the recommendation made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on 25<sup>th</sup> January, 2018 & resolution passed by the **Board of Deans** at its meeting held on 9<sup>th</sup> March, 2020 vide item No. 23 have been accepted by the **Academic Council** at its meeting held on 23<sup>rd</sup> February, 2021, vide item no. 9.3 and subsequently approved by the **Management Council** at its meeting held on 27<sup>th</sup> September, 2021 vide item No. 10 & 24<sup>th</sup> February, 2022 vide item No. 3 and that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the Ordinance 6737 & 6738 Regulations 9480, 9481 9481-A & 9481-B and the syllabus of **B.A (Advertising Communication Design)** has been introduced and the same have been brought into force with effect from the academic year 2018-19, accordingly. (The same is available on the University's website [www.mu.ac.in](http://www.mu.ac.in)).

MUMBAI – 400 032  
28<sup>th</sup> April, 2022

  
(Sudhir S. Puranik)  
REGISTRAR

A.C/9.3/23/02/2021  
M.C/10/27/9/2021  
3/24/02/2022

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No. AAMS/ (UG)/ 3 -A of 2022

28<sup>th</sup> April, 2022

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Humanities.
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-Ordinator, MKCL.

  
(Sudhir S. Puranik)  
REGISTRAR

**Copy for information and necessary action :-**

1. The Deputy Registrar, College Affiliations & Development Department (CAD),
2. College Teachers Approval Unit (CTA),
3. The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Department (AEM),
4. The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA)
5. The Deputy Registrar, Research Administration & Promotion Cell (RAPC),
6. The Deputy Registrar, Executive Authorities Section (EA)  
He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
7. The Deputy Registrar, PRO, Fort, (Publication Section),
8. The Deputy Registrar, Special Cell,
9. The Deputy Registrar, Fort Administration Department (FAD) Record Section,
10. The Deputy Registrar, Vidyanagari Administration Department (VAD),

**Copy for information :-**

1. The Director, Dept. of Information and Communication Technology (DICT), Vidyanagari,  
He is requested to upload the Circular University Website
2. The Director of Department of Student Development (DSD),
3. The Director, Institute of Distance and Open Learning (IDOL Admin),  
Vidyanagari,
4. All Deputy Registrar, Examination House,
5. The Deputy Registrars, Finance & Accounts Section,
6. The Assistant Registrar, Administrative sub-Campus Thane,
7. The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan,
8. The Assistant Registrar, Ratnagiri sub-centre, Ratnagiri,
9. P.A to Hon'ble Vice-Chancellor,
10. P.A to Pro-Vice-Chancellor,
11. P.A to Registrar,
12. P.A to All Deans of all Faculties,
13. P.A to Finance & Account Officers, (F & A.O),
14. P.A to Director, Board of Examinations and Evaluation,
15. P.A to Director, Innovation, Incubation and Linkages,
16. P.A to Director, Department of Lifelong Learning and Extension (DLLE),
17. The Receptionist,
18. The Telephone Operator,

**Copy with compliments for information to :-**

19. The Secretary, MUASA
20. The Secretary, BUCTU.

**UNIVERSITY OF MUMBAI**



**Proposed Syllabus for the  
course of B.A. (ADVERTISING  
COMMUNICATION DESIGN)**

(Credit Based Semester and Grading System with  
effect from the academic year 2018-19)

**UNIVERSITY OF MUMBAI'S**



**Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course <b>O.6737</b>	B.A. (ADVERTISING COMMUNICATION DESIGN)
2	Eligibility for Admission <b>O.6738</b>	10+2 pass – with minimum 45% marks Admissions on the basis of Entrance Test & Interview.
3	Passing Marks <b>R.9480</b>	45% passing marks
4	Ordinances / Regulations (if any)	
5	No. of Years / Semesters <b>R.9481</b>	Three years full time/ 6 semester
6	Level	Diploma & Degree
7	Pattern	Semester
8	Status	New
9	To be implemented from Academic Year	From academic year 2018-19

Date :

Signature:

I/c. DIRECTOR

Dr. Shivram S. Garje, I/C. Director, Garware Institute of Career Education & Development

**UNIVERSITY OF MUMBAI'S**  
**Garware Institute of Career Education and Development**  
**SYLLABUS RELATING TO THE**  
**B.A. (ADVERTISING COMMUNICATION DESIGN)**  
**(THREE YEAR FULL-TIME COURSE)**

**Preamble:**

- Severe shortage of advertising professionals.
- Candidates can be absorbed in ad agencies
- Can get employed in art department of companies
- Can work as freelance artists & graphic designer
- Can work as illustrator
- Can start their own advertising agency

**Objective of the program:**

- To bring to the surface dormant Creative and Visual Skills.
- To produce skilled professionals to the advertising and branding industry
- To create Job opportunities in the unorganized sector
- To produce Entrepreneurs

**Career Scope:**

- To fulfill severe shortage of advertising professionals.
- Advertising agencies always need of skill professionals.
- Can get employed in art department of companies
- Can work as freelance artists & graphic designer
- Can work as illustrator
- Can start their own advertising agency

**Career Roles:**

- Single person owned business of Advertising
- Visualiser
- Copy Writer
- Illustrator
- Art Director
- Member of Creative Team
- Creative Director
- Brand Manager
- Client service Officer
- Graphic Designer
- Freelance designer

## Syllabus Details:

### 1st Year Semester 1 and Semester 2

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			Total Credits	
			Internal Marks 60	External Marks 40	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours		
Semester - 1		Topics								
	1.1	LANGUAGE SKILL	60	40	100	60	--	60	4	
	1.2	INTRODUCTION TO ADVERTISING	60	40	100	60	--	60	4	
	1.3	FUNDAMENTAL OF ART	100	--	100	--	120	120	4	
	1.4	STUDY FROM LIFE - 1	100	--	100	--	120	120	4	
	1.4	ART SOFTWARE	100	--	100	--	120	120	4	
		<b>TOTAL</b>		<b>420</b>	<b>80</b>	<b>500</b>	<b>120</b>	<b>360</b>	<b>480</b>	<b>20</b>
Semester - 2	2.1	HISTORY OF ADVERTISING	60	40	100	60	--	60	4	
	2.2	SOCIAL AND ECONOMICAL ASPECTS OF ADVERTISING	60	40	100	60	--	60	4	
	2.3	LETTERING (TYPOGRAPHY AND CALIIGRAPHY)	100	--	100	--	120	120	4	
	2.4	BASIC PROJECT (CORPORATE IDENTITY PROGRAMME TO POSTER)	100	--	100	--	120	120	4	
	2.5	STUDY FROM LIFE -2	100	--	100	--	120	120	4	
		<b>TOTAL</b>		<b>420</b>	<b>80</b>	<b>500</b>	<b>120</b>	<b>360</b>	<b>480</b>	<b>20</b>

Syllabus Details:  
2nd Year Semester 3 and Semester 4

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			Total Credits
		Topics	Internal Marks 60	External Marks 40	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	
<b>Semester - 3</b>	3.1	IMPORTANCE OF COMMUNICATION & SKILLS	60	40	100	60	--	60	4
	3.2	THE LEGAL ASPECTS OF ADVERTISING	60	40	100	60	--	60	4
	3.3	MARKETING AND MARKET RESEARCH	60	40	100	60	--	60	4
	3.4	INDOOR MEDIA (PRESS AND MAGAZINE)	100	--	100	--	120	120	4
	3.5	STUDY FROM LIFE- 3	100	--	100	--	120	120	4
		<b>TOTAL</b>	<b>380</b>	<b>120</b>	<b>500</b>	<b>180</b>	<b>240</b>	<b>420</b>	<b>20</b>
<b>Semester - 4</b>	4.1	MEDIA SELECTION - PRODUCT, SERVICE & PUBLIC WELFARE	60	40	100	60	--	60	4
	4.2	CAMPAIGN PLANNING	60	40	100	60	--	60	4
	4.3	ENTREPRENEURSHIP	60	40	100	60	--	60	4
	4.4	OUTDOOR MEDIA	100	--	100	--	120	120	4
	4.5	STUDY FROM LIFE- 4	100	--	100	--	120	120	4
		<b>TOTAL</b>	<b>380</b>	<b>120</b>	<b>500</b>	<b>180</b>	<b>240</b>	<b>420</b>	<b>20</b>

**EXIT ONE**  
**DIPLOMA AWARDED**

Syllabus Details:  
3rd Year Semester 5 and Semester 6

	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			Total Credits
			Internal Marks 60	External Marks 40	Total Marks (CA) 100	Theory Hours	Practical hours	Total Hours	
Semester - 5		Topics							
	5.1	CREATIVE ADVERTISING	60	40	100	60	--	60	4
	5.2	TESTING EFFECTIVENESS OF ADVERTISING	60	40	100	60	--	60	4
	5.3	PRODUCT PLANNING	100	--	100	--	120	120	4
	5.4	SERVICE PLANNING	100	--	100	--	120	120	4
	5.5	PUBLIC WELFARE	100	--	100	--	120	120	4
		<b>TOTAL</b>	<b>420</b>	<b>80</b>	<b>500</b>	<b>120</b>	<b>360</b>	<b>480</b>	<b>20</b>
Semester - 6	6.1	PRODUCT PROJECT	100	--	100	--	150	150	5
	6.2	SERVICE PROJECT	100	--	100	--	150	150	5
	6.3	PUBLIC WELFARE PROJECT	100	--	100	--	150	150	5
	6.4	THESIS DISSERTATION	100	--	100	--	150	150	5
		<b>TOTAL</b>	<b>400</b>	<b>--</b>	<b>400</b>	<b>--</b>	<b>600</b>	<b>600</b>	<b>20</b>

**EXIT TWO**  
**DEGREE AWARDED**



**PASSING STANDARD AND PERFORMANCE GRADING:**

MARKS	GRADE POINTS	GRADE
90 TO 100	9.0 TO 10.0	O
75 TO 89	76.5 TO 8.9	A
60 TO 74	6.0 TO 7.4	B
40 TO 59	4.0 TO 5.9	C
0 TO 39	0.0 TO 3.9	F (FAILS)

**REFERENCES**

AUTHOR	NAME OF THE BOOK	PUBLISHER
DR. RAJ K. DHAR	INTRODUCTION TO MEDIA STUDIES	VIPUL PUBLI '
STANLEY BARAN	MASS COMMUNICATION ( 4 TH ED. )	MC- GRAWHILL PUBLI '
DR. G. M. REGE	ADVERTISING ART AND IDEAS	HIMALAYA PUBLICATION
GEORGE E. BLECH & MICHAEL A. BLECH	ADVERTISING & PROMOTION ( 6 TH ED. )	MC - GRAWHILL PUBLI '
WELLS / MORIARTY / BURNETT	ADVERTISING PRINCIPLES& PRACTICE (7TH ED.)	PRENTICE HALL OF INDIA
WIMMER , DOMINICK	MASS MEDIA RESEARCH - PROCESSES , APPROACHES & APPLICATIONS	CENTAGE LEARNING INDIA PVT. LTD.
C. R. KOTHARI	RESEARCH METHODOLOGY- METHODS& TECHNIQUES - ( 2 ND RESERVED ED. )	NEW AGE INTERNATIONAL
NARESH K. MALHOTRA	MARKETING RESEARCH - AN APPLIED ORIENTATION - ( 5 TH ED. )	PHI LEARNING ( P ) LTD.

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 semesters taken together.

#### **R.9480    PASSING STANDARD FOR ALL COURSES :**

Passing 40% in each subject /Course combined Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination taken together. i.e. (Internal plus External Examination)

#### **R.9481 - A**

- 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

#### **R. 9481-B    ALLOWED TO KEEP TERMS (ATKT)**

- A. A learner shall be allowed to keep term for Semester II irrespective of 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 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**

- E. 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
- F. A learner shall be allowed to keep term for Semester V wherever applicable if he/she passes each of Semester I, Semester II, Semester III and Semester IV.

**OR**

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

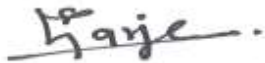
H. The result of Semester VI wherever applicable OR final semester shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV , Semester V wherever applicable.

**OR**

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

**New ordinances 6737 & 6738 relating to the  
B.A. (Advertising Communication Design)**

- i) **Necessity of starting these courses:** - The University of Mumbai's Garware Institute of Career Education & Development plans to introduce three years Full time Bachelor Degree Course BA (Advertising Communication Design). The advertising sector has been important in market. There is need of qualified trained designer personnel to build and operate the advertising agency & companies.
- ii) **Whether UGC has recommended to start the said courses:** - UGC encourages the incorporation of skill oriented and value added courses to develop skilled manpower.
- iii) **Whether all the courses have commenced from the academic year 2018-19:** - No. Students are not admitted in the academic year 2018-19.
- iv) **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 come to teach of this course.
- v) **To give details regarding duration of the course and is it possible to compress the course? :-** The duration of the course in Three years (Six Semester). It cannot be further compressed.
- vi) **The intake capacity of each course and no. of admissions given in the current academic year (2018-19):** - The intake capacity of this course 60 students each batch.
- vii) **Opportunities of Employability / Employment available after undertaking these courses:** - The students can work as freelance artists, graphic designer, illustrator also start own advertising agency.



I/c. DIRECTOR