

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/428

Date : 24th March, 2025.

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : B.A (Advertising Communication, Design) (Three year) (Sem I & II)

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023 vide** Item No. **9.2** have been accepted by the **Academic Council** at its meeting held on **1st November, 2023 vide** Item no. **9.3 (C) 4 (N)** and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024 vide** Item No. **6** 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 following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **B.A (Advertising Communication, Design) (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No.	Name of the Program	Ordinance no. for Title	Ordinance no. for Eligibility	Duration
A	U.G. Certificate in Advertising Communication Design	O.GUA – 521A	O.GUA – 522 A	One year
B	U.G. Diploma in Advertising Communication Design	O.GUA – 521 B	O.GUA – 522 B	Two year
C	B.A (Advertising Communication, Design)	O.GUA – 521 C	O.GUA – 522 C	Three year
D	B.A (Hons) (Advertising Communication Design)	O.GUA – 521 D	O.GUA – 522 D	Four year

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Date: 24th March, 2025

: 2 :

Regulation No	
Duration	R.GUA – 551
Intake Capacity	R.GUA – 552
Scheme of examination	R.GUA – 553
Standard of Passing	R.GUA – 554
Credit Structure	R.GUA – 555 A
	R.GUA – 555 B
	R.GUA – 555 C
	R.GUA – 555 D
	R.GUA – 555 E
	R.GUA – 555 F
	R.GUA – 555 G
	R.GUA – 555 H


(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(C)4(N)/01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies.
- 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.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Title of the program

- A- U.G. Certificate in Advertising and Communication, Design
- B- U.G. Diploma in Advertising and Communication, Design
- C- B.A. (Advertising and Communication, Design)
- D- B.A.(Hons.) (Advertising and Communication, 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 2023-24 Progressively)

UNIVERSITY OF MUMBAI



(AS PER NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: <u>GUA – 521 A</u>	A	U.G. Certificate in Advertising and Communication, Design
	O: <u>GUA – 521 B</u>	B	U.G. Diploma in Advertising and Communication, Design
	O: <u>GUA – 521 C</u>	C	B.A. (Advertising and Communication, Design)
	O: <u>GUA – 521 D</u>	D	B.A.(Hons.) (Advertising and Communication, Design)
2	Eligibility O: <u>GUA – 522 A</u>	A	1. HSC (In any faculty) OR Passed Equivalent Academic Level 4.0 Admissions on the basis of Written Test & Interview. 50% passing marks in the Entrance assessment.
	O: <u>GUA – 522 B</u>	B	1. The candidate who has successfully completed U.G. Certificate in Advertising and Communication, 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 Communication, Design & he/she earns minimum 8 Credits from U.G. Advertising and Communication, 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 Communication, Design.
	O: <u>GUA – 522 C</u>	C	1.The candidate who has successfully

			<p>completed U.G. Diploma in Advertising and Communication, Design OR Passed Equivalent Academic Level 5.0</p> <p>2. The candidate who's Under Graduate Diploma credits are 60% equivalent to B.A. Advertising and Communication, Design & he/she earns minimum 8 Credits from U.G. Diploma in Advertising and Communication, Design.</p> <p>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 Communication, Design.</p>
	O: <u>GUA – 522 D</u>	D	1. The candidate who has successfully completed B.A. Advertising and Communication, Design with minimum CGPA of 7.5 OR Passed Equivalent Academic Level 5.5
3	Duration of Program R: <u>GUA – 551</u>	A	1 Year
		B	2 Years
		C	3 Years
		D	4 Years
4	R: <u>GUA – 552</u> Intake Capacity	30	
5	R: <u>GUA – 553</u> Scheme of Examination	NEP 50% Internal – Continuous Evaluation 50% External- Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: <u>GUA – 554</u>	50% in each component	

7	Credit Structure R: <u>GUA – 555 A</u> R: <u>GUA – 555 B</u> R: <u>GUA – 555 C</u> R: <u>GUA – 555 D</u> R: <u>GUA – 555 E</u> R: <u>GUA – 555 F</u> R: <u>GUA – 555 G</u> R: <u>GUA – 555 H</u>	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 2023-24	

Km Nayak

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



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

Preamble:

Introduction

- 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 skilled 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
- Visualizer
- Copywriter
- Illustrator
- Art Director
- Member of Creative Team
- Creative Director
- Brand Manager
- Client service Officer
- Graphic Designer
- Freelance designer

5) Credit Structure of the program – Parishisth- 2

R: _____ A											
BA in Advertising and Communication Design											
FIRST YEAR											
Level	Semester	Major		Minor	OE	VC, SEC	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Cumulative	
		Mandatory	Electives								
L e v e l 4 . 5	1	1.Introduction to Advertising (T) (4 Credits) 2.Introduction to Media and Communication (T) (2 Credits)			1.Study from Life -I (T) (2 Credits) 1.Introduction to advertising – 2 (2 Credits) OR 1.Integrated Marketing Communication (4 Credits) T	1.Content Writing – I VC: (T) (2 Credits) 2.Social Media Marketing SEC: (P) (2 Credits)	AEC: Modern Language (T) (2 Credits) VEC: Ethics of Media (T) (2 Credits) IKS: : Fundamentals of Indian Arts (T) (2 Credits)	CC: Dance and Music (P) (2 Credits)			UG Certificate 44
	Credits	6	0	0	4	4	6	2			
	2	History of Advertising (T) (4 Credits) Media and Cultural Studies (T) (2 Credits)		Social and Economic Aspects of Advertising (T) (2 Credits)	Study from Life – II (2 Credits) Media and Cultural Studies -2 (2 Credits) Or Strategic Brand Management (T) (4 Credits)	VC: Content Writing -II (T) (2 Credits) Journalism Writing SEC: (T) (2 Credits)	AEC: Spoken English (T) (2 Credits) VEC: Value of Advertising (T) (2 Credits)	CC: Music (P) (2 Credits)	22	44	
	Credits	6	0	2	4	4	4	2			
	Cum. Cr.	12	0	2	8	8	10	4			
Exit Option: Award of UG Certificate in Major with 44 credits and an additional 4 credit core NSQF course / Internship OR Continue with Major and Minor											44

R: _____ B

SECOND YEAR

Level	Semester	Major Mandatory	Electives	Minor	OE	VC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Cumulative	
Level 5.0	3	The legal aspects of Advertising (T) (4 Credits) Marketing and Market Research (T) (4 Credits)		Indoor Media (T) (4 Credits)	Study from LIFE -3 (T) (2 Credits) OR Digital Marketing (T) (2 Credits)	Content Writing – 3 VC: (P) (2 Credits)	Presentation Enhancement AEC: A (T) (2 Credits)	Industrial Visit FP: Field Project –I (P) (2 Credits) Sports Activities CC: Fine Applied Arts-I (P) (2 Credits)	22	88	UG Diplo ma 88
	Credits	8	0	4	2	2	2	4			
	4	Media Selection – Product service and Public Welfare (T) (4 Credits) Study from Life – 4 (T) (4 Credits)		Ad Campaign Planning (T) (4 Credits)	Outdoor Media (T) (2 Credits) OR Marketing Management (T) (2 Credits)	Content Writing SEC: (T) (2 Credits)	Entrepreneurship AEC: (T) (2 Credits)	Event Management -1 CEP: (P) (2 Credits) Foundation Day -2 CC: (P) (2 Credits)	22		
	Credits	8	0	4	2	2	2	4			
	Total Credits in 2nd Year	16	0	8	4	4	4	8			44
	Cum. Cr.	28	0	10	12	12	14	12	88		

**Exit Option: Award of UG Diploma in Major and Minor with 88 credits and an additional 4 credit core NSQF course / Internship
OR Continue with Major and Minor**

R: _____ C

THIRD YEAR

Level	Semester	Major		Minor	OE	VC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./Sem.	Cumulative	
Level 5.5	5	Creative and Campaign Planning (T) (4 Credits)	Digital Brand Management (T) (4 Credits)			Media Law VC: (T) (4 Credits)		Local Industrial Visit FP: (P) (2 Credits)	22		
		Advertisement Management (T) (4 Credits)	OR Principles of Management (4 Credits)	Public Relation (T) (4 Credits)							
	Credits	8	4	4	0	4	0	2		132	UG Degree
	6	Project Management (T) (4 Credits)	Graphic Designing (T) (4 Credits)	VFX (T) (4 Credits)				Internship and Industrial Training (P) (4 Credits)	22		
		Animation (T) (4 Credits)	OR Strategic Management (4 Credits)								
		Digital Growth of Media (2 Credits)									
	Credits	10	4	4	0	0	0	4			
	Total Credits in 3rd Year	18	8	8	0	4	0	6			44
	Cum. Cr.	46	8	18	12	16	14	18	132		

Exit Option: Award of UG Degree in Major with 132 credits OR Continue with Major and Minor

R: _____ D											
FOURTH YEAR											
Level	Semester	Major		Minor	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr./ Sem.	Cumulative	
Level 6.0	7	Creative Advertising (T) (4 Credits)	Effectiveness of Advertising and Branding (T) (4 Credits)	Research Methodology (T) (4 Credits)					22	176	4 Year Bachelor (Honors) degree in Main faculty
		Product Planning (T) (4 Credits)	OR								
		Service Planning (T) (4 Credits)	Economics (T) (4 Credits)								
		Public Services (T) (2 Credits)									
	Credits	14	4	4	0	0	0	0			
	8	Product Project (T) (4 Credits)	Thesis Dissertation (T) (4 Credits)					Internship and Research Paper OJT: (4 Credits)	22		
		Service Project (T) (4 credits)	OR								
		Public Welfare Project (T) (4 Credits)	Case study (T) (4 Credits)								
		Business Communication (2 Credits)									
	Credits	14	4	0	0	0	0	4			
	Total Credits in 4th Year	28	8	4	0	0	0	4			44
	Cum. Credit	74	16	22	12	16	14	22			176
Four Year UG Honors Degree in Major and Minor with 176 credits											

Keyurkumar M. Nayak

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



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

1st Year	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical Hours	Total Hours	Total Credits
		MANDATORY							
SEM ESTER I	B.A.(ACD)S1MJ P1	Introduction to Advertising	50	50	100	60	--	60	4
	B.A.(ACD)S1MJ P2	Introduction to Media and Communication	25	25	50	30	--	30	2
		Open Electives							
	B.A.(ACD)S1P3 A	Study from Life 1	25	25	50	30	--	30	2
	B.A.(ACD)S1P3B	Introduction to Advertising 2	25	25	50	30	--	30	2
	B.A.(ACD)S1P3C	OR Integrated Marketing Communication	50	50	100	60	--	60	4
		VSC, SEC							
	B.A.(ACD)S1P4	Content Writing-I(VC)	25	25	50	30	--	30	2
	B.A.(ACD)S1P5	Social Media Marketing 2(SEC)	25	25	50	30	--	30	2
		AEC, VEC, IKS							
	B.A.(ACD)S1P6	Modern Language(AEC)	25	25	50	30	--	30	2
	B.A.(ACD)S1P7	Ethics of Media(VEC)	25	25	50	30	--	30	2
	B.A.(ACD)S1P8	Fundamental of Indian Art(IKS)	25	25	50	30	--	30	2
		OJT, FP, CEP, CC, RP							
	B.A.(ACD)S1P9	Dance and Music (CC)	50	–	50	30	--	30	2
		Total	300	250	550	330	--	330	22

		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical Hours	Total Hours	Total Credits
SEMESTER II	B.A.(ACD)S2 MJP10	History of Advertising	50	50	100	60	--	60	4
	B.A.(ACD)S2 MJP11	Media and Cultural studies	25	25	50	30	--	30	2
		Minor							
	B.A.(ACD)S2M RP12	Social and Economical Aspects of Advertising	25	25	50	30	--	30	2
		Open Electives							
	B.A.(ACD)S2P 13A	Study From Life II	25	25	50	30	--	30	2
	B.A.(ACD) S2P13B	Media and Cultural Studies 2	25	25	50	30	--	30	2
	B.A.(ACD)S2P 13C	OR Strategic Brand Management	50	50	100	60	--	60	4
		VSC, SEC							
	B.A.(ACD)S2P 14	Content Writing II (VC)	25	25	50	30	--	30	2
	B.A.(ACD)S2P 15	Journalism Writing(SEC)	25	25	50	30	--	30	2
		AEC, VEC, IKS							
	B.A.(ACD)S2P 16	Spoken English (AEC)	25	25	50	30	--	30	2
	B.A.(ACD)S2P 17	Value of Advertising(VEC)	25	25	50	30	--	30	2
		OJT, FP, CEP, CC, RP							
	B.A.(ACD)S2P 18	Music (CC)	50		50	--	30	30	2
		Total	300	250	550	300	30	330	22

2nd Year	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical Hours	Total Hours	Total Credits
		MANDATORY							
SE M E S T E R III	B.A.(ACD)S3 MJP19	The Legal Aspects of Advertising	50	50	100	60	--	60	4
	B.A.(ACD)S3 MJP20	Marketing and Market research	50	50	100	60	--	60	4
		Minor							
	B.A.(ACD)S3 MRP21	Indoor Media	50	50	100	60	--	60	4
		Open Electives							
	B.A.(ACD)S3P 22A	Study From Life 3 OR	25	25	50	30	--	30	2
	B.A.(ACD)S3P 22B	Digital Marketing	25	25	50	30	--	30	2
		VSC,SEC							
	B.A.(ACD)S3P 23	Content Writing 3 (VC)	25	25	50	30	--	30	2
		AEC, VEC, IKS							
	B.A.(ACD)S3P 24	Presentation Enhancement (AEC)	25	25	50	30	--	30	2
		OJT, FP,CEP,CC,RP							
	B.A.(ACD)S3P 25	Industrial Visit (Field Project-1(FP)	50	–	50	–	60	60	2
	B.A.(ACD)S3P 26	Sports Activities(Fine Applied Arts-1)(CC)	50	–	50	–	60	60	2
		Total	325	225	550	270	120	390	22

		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical Hours	Total Hours	Total Credits
		MANDATORY							
SE M ES TE R IV	B.A.(ACD)S4 MJP27	Media Selection – Product service and Public Welfare	50	50	100	60	--	60	4
	B.A.(ACD)S4 MJP28	Study from Life – 4	50	50	100	60	--	60	4
		Minor							
	B.A.(ACD)S4 MRP29	Ad Campaign Planning	50	50	100	60	--	60	4
		Open Electives							
	B.A.(ACD)S4P 30A	Outdoor Media OR	25	25	50	30	--	30	2
	B.A.(ACD)S4P 30B	Marketing Management	25	25	50	30	--	30	2
		VSC, SEC							
	B.A.(ACD)S4P 31	Content Writing(SEC)	25	25	50	30	--	30	2
		AEC, VEC, IKS							
	B.A.(ACD)S4P 32	Entrepreneurship(AEC)	25	25	50	30	--	30	2
	B.A.(ACD)S4P 33	Event Management - 1(CEP)	50		50		60	60	2
	B.A.(ACD)S4P 34	Event Management - 2(CC)	50		50		60	60	2
		Total	325	225	550	270	--	390	22

3rd Year	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical Hours	Total Hours	Total Credits
		MANDATORY							
SEMESTER V	B.A.(ACD) S5MJP35	Creative and Campaign Planning	50	50	100	60	--	60	4
	B.A.(ACD) S5MJP36	Advertisement Management	50	50	100	60	--	60	4
		Electives							
	B.A.(ACD) S5P37A	Digital Brand Management OR	50	50	100	60	--	60	4
	B.A.(ACD) S5P37B	Principles of Management	50	50	100	60	--	60	4
		Minor							
	B.A.(ACD) S5P38	Public Relation	50	50	100	60	--	60	4
		VSC,SEC							
	B.A.(ACD) S5P39	Media Law	50	50	100	60	--	60	4
		OJT, FP,CEP,CC,RP							
	B.A.(ACD) S5P40	Local Industrial Visit	50		50		60	60	2
		Total	300	250	550	300	60	360	22

		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theory Hours	Practical Hours	Total Hours	Total Credits
		MANDATORY							
SEMESTER VI	B.A.(ACD) S6MJP41	Project Management	50	50	100	60	--	60	4
	B.A.(ACD) S6MJP42	Animations	50	50	100	60	--	60	4
	B.A.(ACD) S6MJP43	Digital Growth of Media	25	25	50	30	--	30	2
		Electives							
	B.A.(ACD) S6MJP44A	Graphic Designing OR	50	50	100	60	--	60	4
	B.A.(ACD) S6MJP44B	Strategic Management	50	50	100	60	--	60	4
		Minor							

	B.A.(ACD) S6MRP45	VFX	50	50	100	60	--	60	4
		OJT, FP,CEP,CC,RP							
	B.A.(ACD) S6P46	Internship and Industrial Training	100		100		120	120	4
		Total	325	225	550	270	120	390	22

4th Year	Subject Code	Core Subject	Assessment Pattern			Teaching Hours			
		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theor y Hours	Practic al Hours	Total Hours	Total Cred its
		MANDATORY							
S E M E S T E R V I I	B.A.(ACD) S7MJP47	Creative Advertising	50	50	100	60	--	60	4
	B.A.(ACD) S7MJP48	Product Planning	50	50	100	60	--	60	4
	B.A.(ACD) S7MJP49	Service Planning	50	50	100	60	--	60	4
	B.A.(ACD) S7MJP50	Public Services	25	25	50	30	--	30	2
		Electives							
	B.A.(ACD) 0S7MJP51 A	Effectiveness of Advertising and Branding	50	50	100	60	--	60	4
	B.A.(ACD) S7MJP51B	OR Economics	50	50	100	60	--	60	4
		Minor							
	B.A.(ACD) S7MRP52	Research Methodology	50	50	100	60	--	60	4
		Total	275	275	550	330	--	330	22

		Paper	Internal Marks	External Marks	Total Marks (CA) 100	Theor y Hours	Practical Hours	Total Hours	Total Credi ts
		MANDATORY							
S E M E S T E R V I	B.A.(ACD) S8MJP53	Product Project	50	50	100	60	--	60	4
	B.A.(ACD) S8MJP54	Service Project	50	50	100	60	--	60	4
	B.A.(ACD) S8MJP55	Public Welfare Project	50	50	100	60	--	60	4
	B.A.(ACD) S8MJP56	Business Communication	25	25	50	30	--	30	2
		Electives							
	B.A.(ACD) S8P57A	Thesis Dissertation OR	50	50	100	60	--	60	4
	B.A.(ACD) S8P57B	Case Study	50	50	100	60	--	60	4
		OJT, FP,CEP,CC,RP							
	B.A.(ACD) S8P58	Internship and Research Paper(OJT)	100	—	100	—	120	120	4
		Total	325	225	550	270	120	390	22

Sem.-I

Paper No.	Subject	Hours
Paper No. 1	<p><u>Introduction to Advertising</u></p> <p><u>Course outcome:</u></p> <p>understand the place and contribution of marketing to the business enterprise</p> <p>understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions</p> <p>understand the role of marketing as a fundamental organizational policy process</p> <p>define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data</p> <p>describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing</p> <p><u>Course Objectives:</u></p> <p>analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces</p> <p>evaluate results of marketing activities using criteria related to budgeted sales, costs and profits</p> <p>prepare and deliver a sales presentation</p> <p>communicate marketing information persuasively and accurately in oral, written and graphic formats</p> <p>identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications</p> <p>learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising</p> <p><u>Course Content:</u></p> <p>UNIT 1 Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertiser in primary and secondary demand. How</p>	60

	<p>advertising works" Hierarchy of effects model advertising objectives, routes to persuasion.</p> <p>UNIT – II Customer behavior and advertising: segmentation, motivation analyses, and value proposition. Advertising message: message objectives, recall, attitude, emotions and feelings. Message tact creative approaches. Copywriting Creative aspects of advertising: copywriting, advertising artwork, copy in conventional media and Cyberspace.</p> <p>UNIT – III Advertising, Objectives: goals and objectives, DAGMAR, Media strategy: budgeting, approach and allocation. Media planning types, class, vehicle, scheduling and new media forms.</p> <p>UNIT – IV Advertising effectiveness; pro and post launch research. Advertising in the evolving marketing environment.</p> <p>UNIT – V Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal</p> <p><u>Reference Book:</u></p> <ol style="list-style-type: none"> 1. Introduction to Advertising: Understanding and Managing the Advertising Process - Emmanuel Mogaji 2. Introduction to Advertising Agencies: Richard Kapman 	
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Course Outcomes:

Apply fundamental elements of the communication process. Generate quality responses that summarize significant events in the development of each form of media surveyed. Develop and apply skills in media literacy and critical media analysis. Analyze the media's role in shaping society, along with our role in shaping the media.

Course Objective:

1. Describe the importance of media communication now and in the future.

Predict the issues facing the future of media.

Appraise the ethical and philosophical issues that arise within the media landscape and the various viewpoints this includes.

Course Content:

1. Introduction to communication -Course Topics

Unit 1: Introduction to Communication

Unit 2: Perception and Self

Unit 3: Intercultural Communication

Unit 4: Verbal Communication

Unit 5: Non-Verbal Communication

Unit 6: Listening

Unit 7: Relationships

Unit 8: Public Speaking

2. Introduction to media-

- [Introduction to Media](#)
- [Media in the 21st Century](#)

- The Media and Ethics
- Code of Conduct in Journalism
- Media and Social Movements
- Changing Media & its Impact on Society
- The Corporatization of the Media
- Media as an Instrument of Control
- Introduction to Corporate Communication
- Role of Event Management
- Corporate Philanthropy & Direct Marketing
- Relevance of Mass Media to Society
- Corporate Crisis Management
- Long Term Transformation of Print Media
- Organizing Press Conferences
- Newsletters and Press Releases
- External Engagement by Companies
- Journalism and Paid Public Relations
- Why the Newspaper Industry is Booming in India ?

- How Different Generations Navigate the New World of Digital Media 24/7 News Cycles
- Breaking News: A Case Study of the Indian Media Industry

Reference Book:

1. Media and Communication Research Method - Berger Arthura
2. Introduction to Mass Communication Media - Buike Oparaguo

Paper no 3A	<u>Study from Life 1</u>	30
Paper No 3B	<p><u>Introduction to Advertising 2</u></p> <p><u>Course outcome:</u></p> <p>understand the place and contribution of marketing to the business enterprise</p> <p>understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions</p> <p>understand the role of marketing as a fundamental organizational policy process</p> <p>define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data</p> <p>describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing</p> <p><u>Course Objectives:</u></p> <p>analyze the interaction of marketing and environmental forces through an understanding of marketing decisions and practices with social, technological, economic, and political forces</p> <p>evaluate results of marketing activities using criteria related to budgeted sales, costs and profits</p> <p>prepare and deliver a sales presentation</p> <p>communicate marketing information persuasively and accurately in oral, written and graphic formats</p> <p>identify and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications</p> <p>learn to distinguish misleading and deceptive advertisements from truthful, ethical and responsible advertising</p> <p><u>Course Content:</u></p>	30

UNIT 1 Advertising industry: advertisers, agencies, media companies and other organizations. The communication model: communication process, stages and challenges. Economic, social, ethical and regulatory aspects of advertising. Demand creation role of advertiser in primary and secondary demand. How advertising works" Hierarchy of effects model advertising objectives, routes to persuasion.

UNIT – II Customer behavior and advertising: segmentation, motivation analyses, and value proposition. Advertising message: message objectives, recall, attitude, emotions and feelings. Message tact creative approaches. Copywriting Creative aspects of advertising: copywriting, advertising artwork, copy in conventional media and Cyberspace.

UNIT – III Advertising, Objectives: goals and objectives, DAGMAR, Media strategy: budgeting, approach and allocation. Media planning types, class, vehicle, scheduling and new media forms.

UNIT – IV Branding context: assets and the asset, concept of value, brand and marketing metrics; Brand meaning: brand image and personality, brand and product; Brand planning; brand vision and visioning process, business of brand: Brand audit brand reality check and brand appraisal

Reference Book:

1. Introduction to Advertising: Understanding and Managing the Advertising Process - Emmanuel Mogaji
2. Introduction to Advertising Agencies: Richard Kapman

Integrated Marketing Communication

Course Objective:

The objective of the course is to acquaint the students with essential concepts and techniques for the development and designing of an effective Integrated Marketing Communication programme. It provides the learning about various communication tools and its effectiveness, in such a way that fosters the creative ideas from the learners for development of effective marketing communication programme.

Course Content:

1. Meaning and role of IMC in Marketing process, one voice communication V/s IMC. Introduction to IMC tools – Advertising, sales promotion, publicity, public relations, and event sponsorship; The role of advertising agencies and other marketing organizations providing marketing services and perspective on consumer behaviour
2. Source, Message and channel factors, Communication response hierarchy- AIDA model, Hierarchy of effect model, Innovation adoption model, information processing model, The standard learning Hierarchy, Attribution Hierarchy, and low involvement hierarchy Consumer involvement- The Elaboration Likelihood (ELM) model, The Foote, Cone and Belding (FCB) Model

3. Establishing marcom Objectives and Budgeting for Promotional Programmes- Setting communication objectives, Sales as marcom objective, DAGMAR approach for setting ad objectives. Budgeting for marcom-Factors influencing budget, Theoretical approach to budgeting viz. Marginal analysis and Sales response curve, Method to determine marcom budget.

4. Planning and development of creative marcom. Creative strategies in advertising, sales promotion, publicity, event sponsorships etc. Creative strategy in implementation and evaluation of marcom- Types of appeals and execution styles. Media planning and selection decisions- steps involved and information needed for media planning. Measuring the effectiveness of all Promotional tools and IMC

5. Digital Media, Evolution of Technology, Convergence of Digital Media, E-Commerce and Digital Media, Advertising on Digital Media, Social Media, Mobile Adverting, E-PR Advertising Laws & Ethics: Adverting & Law, Advertising & Ethics, Pester Power, Intellectual Property Rights, ASCI

Paper No 4	<u>Content Writing - 1</u>	30
Paper No 5	<p><u>Social Media Marketing</u></p> <p><u>Course Objectives:</u></p> <p>The Social Media revolution is sweeping the world with Social Media Optimization (SMO) as the new strategy for drawing new and unique visitors to a website. Facebook has 1712 Million active users, Instagram has 500 Million active and Twitter has 313 Million active. Likes, tweets, snaps and follows are a way of life of millennials. Brands hoping to engage their consumers cannot afford to ignore social media channels. This course will teach learners how to create your brand on social networking sites and how to monitor and manage the online reputation of your brand.</p> <p><u>Course Outcomes:</u></p> <ol style="list-style-type: none"> 1. To understand Get the basics in Social Media Marketing (SMM) and Blogging 2. To apply Analytics in Social Media 3. To build social media strategy and create advertisements <p><u>Course Content:</u></p> <ol style="list-style-type: none"> 1. Introduction to Social Media Marketing and its terminologies 2. SMM On Facebook 3. SMM On Twitter 4. SMM On Linked In 5. SMM On Instagram 6. Marketing On YouTube 7. Marketing On Pinterest, Snap-chat, Whats App 8. Creating ads and SMM Tools <p><u>Reference Book:</u></p> <ol style="list-style-type: none"> 1. The End of Marketing: Humanizing Your Brand in the Age of Social Media and AI - Carlos Gil 2. The Digital Marketing Handbook: A Step-By-Step Guide to Creating Websites That Sell - By Robert W. Bly 	30

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|--|--|
| 3. Digital Marketing: Strategies for Online Success - By Godfrey Parkin | |
| 4. Social Media Marketing Workbook: How to Use Social Media for Business (2020 Updated Edition) - Jason McDonald | |

Course Objective:

1. To introduce students to the importance and growth of language.
2. To introduce students to the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. To introduce students to the changes taking place in Media Language.
5. To develop an understanding about translation and paraphrase.

Course Outcome:

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the Media Language, its structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through Media friendly paraphrasing.
5. Development of writing skills for print, electronic and New Media.

Course Content:

1. Concept of Audio-Visual Language, Basic difference between Written and Spoken Language
2. Basic Characteristics of Writing for Radio
3. Basic Characteristics of Writing for TV
4. Use of Other Language Words and its Limitations in Hindi Media
5. Creative Writing for Photo Feature, Caption Writing, Cartoon and its Language

Paper No 7	<p><u>Ethics of Media</u></p> <p><u>Course Outcomes:</u></p> <p>1. Develop an understanding of how the First Amendment is interpreted through U.S. legal decisions 2. Develop an understanding of the ethical considerations reporters face and how they make decisions in those areas. 3. Identify the significance of key court decisions in the history of American journalism that have shaped modern-day media law. 4. Distinguish between ethical and non-ethical conduct by journalists. 5. Demonstrate an ability to think critically and make fair and reasoned judgment about news, issues and events. 6. Employ journalistic standards and practices in a variety of newsgathering settings.</p> <p><u>Course Content:</u></p> <p>Introduction to Media Law and Ethics</p> <p>Media as Government Watchdog</p> <p>Speech and Press Freedoms in Theory and Reality</p> <p>The Ethics of Media in Theory</p> <p>Libel and Defamation</p> <p>Protecting Privacy</p> <p>Electronic Media</p> <p>Battling fake news and media manipulation</p>	30
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Course Objective:

In this course students will study the emergence of the major civilizations of the ancient world and describe how it plays a major role in the development of the Western Art.

This course is designed to introduce students to the diverse variety of ancient materials, culture around the world.

Course Outcome:

Students will learn the importance and achievements of the artifacts, architecture and art of prehistoric times, ancient Mesopotamia, Egypt, India, China, Japan, Greece and Roman civilizations.

An understanding of the historical development of western civilization and in its formative stages.

The main goal of the course is to leave the students with basic knowledge of ancient and non-Western civilizations, as well as the ability to compare the ancient's use of visual expression to our modern concept of art and architecture.

Course Content:

1. Introduction to world art
2. History of visual world art
3. Knowledge of culture
4. Knowledge of mixed culture
5. Theme based art

Reference Books:

1. History of Arts - Bernard S Myers, Trawin Copplestone
2. Framing Film - Cinema and the Visual Arts - Steven Allen Laura Hubner
3. The Golden History of Art - Gina Pischel, Paul Hamlyn

Paper No 9	<u>Dance and Music</u>	30
	<u>Total</u>	330

Sem.-II

	<u>Semester 2</u>	
Paper No 10	<p><u>History of Advertising</u></p> <p><u>Course Outcome:</u></p> <p>To develop critical and analytical abilities through case studies focused on cultural sites and practices;</p> <p>To engage with question of documentation, archiving, curating and conserving folk and indigenous cultures;</p> <p>To train students in research methods to produce a research dissertation;</p> <p>To train students in conceptual and/or practical aspects of radio, photography and documentary from script writing to post-production.</p> <p><u>Course Objectives:</u></p> <p>evaluate results of marketing activities using criteria related to budgeted sales, costs and profits</p> <p>prepare and deliver a sales presentation</p> <p>communicate marketing information persuasively and accurately in oral, written and graphic formats</p> <p><u>Course Content:</u></p> <ol style="list-style-type: none"> 1. History of Advertising in India 2. Advertising in the early 20th century 3. The Inter-War Years 4. Post-Independence Advertising <p>Unit I The Origin of Press: Invention of Printing Press – Gutenberg Press – Role of Printing in evolution of modern newspapers; Growth of newspapers in India: Hickey's Gazette, Early journalism in Bengal, Bombay and Madras presidencies.</p> <p>Unit II Growth of Press and Indian Independence Movement; Role of Newspapers in Indian Freedom struggle; Contribution of Anglo-Indian and Nationalist Press to the field of Journalism in India; Role and responsibility of press in Modern India.</p> <p>Unit III Contribution of Eminent Personalities to Indian Journalism: Bala Gangadhar Tilak – Gandhi – Jawaharlal Nehru – S. S. Sanyal; Contributions of</p>	60

Eminent personalities to Telugu Journalism: Kandukuri Veeresalingam Pantulu – Kasinadhuni Nageswara Rao – Kotagiri Rama Rao – Narla Venkateswara Rao.

5. Unit IV Contribution of Important News Papers: Amrit Baazar Patrika, The Times of India – The Hindu; Contemporary News Papers in Telugu – Eenadu, Saakshi, Andhra Jyothy, Andhra Bhoomi, Surya, Vaartha, Prajashakthi, Visalandhra. Unit V History of Broadcasting in India: Origin and Growth of Radio and Television in India – Growth of Cable and Satellite Television in India; Growth of Internet based New Media: Online Journalism – E- paper – Social Networking.

Reference Book:

1. History of Advertising - Henry Sampson
2. A History of Advertising: The First 300000 Years - Jef I Richards

Media and Cultural Studies

Course outcome:

understand the place and contribution of marketing to the business enterprise

understand fundamental marketing concepts, theories and principles in areas of marketing policy; of market and consumer behaviour; of product, distribution, promotion and pricing decisions

understand the role of marketing as a fundamental organizational policy process

define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data

describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing

Course Objective:

2. Describe the importance of media communication now and in the future.

Predict the issues facing the future of media.

Appraise the ethical and philosophical issues that arise within the media landscape and the various viewpoints this includes.

Course Content:

1. Media and cultural study
2. Introduction to media studies
3. Introduction to cultural studies
4. Gender culture and space
5. Image making
6. Media and cultural research
7. Visual design

Reference Book:

1. Media Education For a Digital Generation: Julie Frechette, Rob Williams
2. Cultural Technologies: Goran Bolin

Paper No 13A	<u>Study From Life - 2</u>	30
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Course Objectives:

To develop a clear grasp of the key concepts of cultural studies and media studies;

To help understand the cultural dynamics of society with the help of contemporary theory and to equip with students the analytical tools to study diverse media and cultural practices;

To provide an exposure to various forms of cultural expression, and a hands on experience of media production;

To familiarize the student with the rich and complex cultures

Course Outcomes:

To develop critical and analytical abilities through case studies focused on cultural sites and practices;

To engage with question of documentation, archiving, curating and conserving folk and indigenous cultures;

To train students in research methods to produce a research dissertation;

To train students in conceptual and/or practical aspects of radio, photography and documentary from script writing to post-production.

Course Content:

1. Media and cultural study
2. Introduction to media studies
3. Introduction to cultural studies
4. Gender culture and space
5. Image making
6. Media and cultural research
7. Visual design

Reference Book:

1. Media Education For a Digital Generation: Julie Frechette, Rob Williams

Paper No 13C	<p>(or) <u>Strategic Brand Management</u></p> <p><u>Course Objectives:</u></p> <p>Students must be able to,</p> <p>This module is focusing on key parameters of social media landscape like social presence, branding and customer interaction. The Social Media Marketing Courses will focus on the key aspects of social media like branding, remarketing, generating leads, campaigns management and frequency.</p> <p><u>Course Outcomes:</u></p> <p>Student should be able to,</p> <ol style="list-style-type: none"> 1. Create and/or improve a strategy for measuring and improving digital media effectiveness 2. Review current approaches and identify areas for improving performance <p><u>Course Content:</u></p> <ol style="list-style-type: none"> 1. Branding fundamentals 2. Brand Experience 3. Digital Consumer behaviour 4. The customer journey 5. Digital communications mix 6. Influences and branding 7. Content marketing for brand curiosity 8. Omnichannel marketing for brand commitment 9. Online reputation management 	60
Paper No 14	<u>Content Writing - 2</u>	30

Journalism Writing

Course Outcomes:

Examine and implement reporting strategies for print, broadcast and online news

Write a hard news story in inverted pyramid style and modified inverted pyramid style.

Write a compelling feature story.

Cover a geographic or community beat, developing and producing a story in text, audio, and video.

Course Objectives:

Apply rules for copy editing, headline writing, photo selection and page layout (digital and print).

Articulate the news cycle and develop skill in handling breaking news.

Consider ethical implications and apply ethical decision making in the field of journalism.

Critically reflect on professional practice.

Course Content:

News – Soft and Hard news; News Writing – Spot news/Live news, in depth, investigative, interpretative. Structure/Format – Inverted, Hour glass, Stacked; Elements – Objectivity, Fairness, Balance, Attribution, Quotations, partial quotations, full quotations, direct and indirect quotes; basics of writing for news websites, portals. Unit 2 Subjectivity in writing – features-types (interviews, profiles, historical features, travelogues, how to do features, middles), articles, edit page articles, editorials, reviews, criticism, columns, blogs

Reference Book: 1. Fundamentals of Writing - Paul Lima

2. Writing to Learn - William Zinsser

Spoken English

Course Objective:

6. To introduce students to the importance and growth of language.
7. To introduce students to the structure and style of language.
8. To develop an understanding about the difference between the languages for writing, audio and visuals.
9. To introduce students to the changes taking place in Media Language.
10. To develop an understanding about translation and paraphrase.

Course Outcome:

6. Enhancement in understanding about the growth and changes taking place in language.
7. Students get practical knowledge and understanding about the Media Language, its structure and style
8. Students get knowledge about the words and phrases used for specialized news.
9. Efficiency enhancement through Media friendly paraphrasing.
10. Development of writing skills for print, electronic and New Media.

Course Content:

1. Importance of Language in Communication, Growth and Development of Language
2. Growth of Media Language: From Print to Online, Changes taking place in Structure and Style of Language, New trends in Media Language
3. Basics of Grammar in English and Hindi, Selection and Use of Phrases and Words
4. Characteristics of Writing for Newspaper and Magazines, Language for Writing: Word and Sentence framing, Headline Writing
5. The language of Journalism- Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive, Variable, Common Language

Paper No 17	<p><u>Value of Advertising</u></p> <p><u>Course Objective:</u></p> <ol style="list-style-type: none"> 1. To make students aware of the rich and diverse history of Indian Press, Television and Radio. 2. To highlight the role of government in the press. 3. To educate students about role of newspapers in Indian freedom struggle. 4. To make students aware of growth of one Hindi and English newspapers particularly. 5. To give an introduction of different forms of traditional media. <p><u>Course Outcomes:</u></p> <ol style="list-style-type: none"> 1. Students will be able to explain birth and growth of India Press. 2. They will develop thorough understanding of contribution of Indian Media in the freedom struggle and be able to share it. 3. Students will have knowledge about growth of National and Vernacular Press, Television and Radio. 4. They will understand different forms of Traditional media. 5. Understand the problems faced by various Media business <p><u>Course Content:</u></p> <ol style="list-style-type: none"> 1. A Short History of Political Propaganda, Nazi Propaganda, Radio and International Communication, Media during World War-II 2. The Cold War, Diplomacy and Media, Media Hegemony and Homogenization 3. Radio Liberty, Voice of America, Television Origin and Technological Evolution; BBC and CNN 4. Role of UNESCO, New World Information and Communication Order; The Mac Bride Round Table 5. Role of News Agencies in Global Media, Reuters, AP, AFP, TAAS, DPA, Xinhua 	30
Paper No 18	<u>Music</u>	30
	<u>Total</u>	330

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 semesters taken together.

R. PASSING STANDARD FOR ALL COURSES:

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

R. _____

- 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 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.




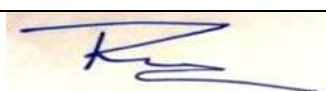
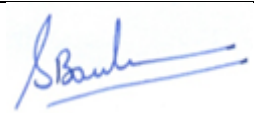
- H. The result of Semester VI wherever applicable OR final semester shall be kept in

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.

**University of Mumbai's
Garware Institute of Career Education and Development
Board of Studies – Committee members
B.A (Advertising and Communication, Design)
Held on 24th June, 2023 at 11.30 a.m.**

Sr. No.	Name	Signature
1	Dr. Keyurkumar M. Nayak, Director, UM-GICED Chairman – BOS	
2	Mr. Babul Saha Course Coordinator Member Secretary	
3	H Ganapati Industry Experts	
4	Vidula Deo Industry Experts	Present
5	Dr. Sunder Rajdeep, Head, Department of Communication & Journalism, University of Mumbai. Subject Experts	AB
6	Ms. Nirmita Gupta, Subject Experts	Present
7	Prof. Dr. Dharmesh Dhawankar Dept. of Mass Communication, Amravati Road Campus, Rashtrasant Tukdoji Maharaj University, Nagpur.	Present
8	Prof. Dr. Sudhir Bhatkar Dept. of Journalism & Mass Communication, Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon,	Present
9	Rubina Mohammad Subject Experts	
10	Saurabh Deshpande Subject Experts	Present
11	Smt. Shilpa Borkar, Placement Officer, UM-GICED	



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



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

Justification for B. A. (Advertising Communication Design)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce four years Full Time B. A. Advertising Communication Design. This course will help to bring to the surface dormant Creative and Visual Skills and produce skilled professionals to the advertising and branding industry
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 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course was launched in the year 2022.
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 Semesters). 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 is 30 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	Career opportunities are as advertising professionals, in art department of companies, as freelance artists & Illustrator, Visualiser, CopyWriter, Creative Director, Brand Manager, Client service Officer, Graphic Designer

Keyurkumar M. Nayak

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



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