SERVING EXCELLENCE



Campus Address:

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(Est.1984)

BAGHELOR NADVERTSNG COMMUNICATION & DESIGN





UNVERSITY OF MUMBA'S

Garware Institute of Career Education and Development

A Complete 4 year Programme with 8 Semesters

CURRICULUM HIGHLIGHTS

Semester 1

| Sr. no | Subjects | Sr. no | |
|--------|---------------------------------------|--------|---|
| 1. | Introduction To Advertising | 1. | |
| 2. | Introduction To Media & Communication | 2. | |
| З. | Integrated Marketing Communication | 3. | S |
| 4. | Ethics Of Media | 4. | |
| 5. | Social Media Marketing | 5. | |
| 6. | Content Writing -1 | 6. | |
| 7. | Fundamentals Of Indian Arts | 7. | |
| 8. | Study From Life 1 | 8. | |
| | | | |

Semester 5

| Sr. no | Subjects | Sr. no | Subjects |
|--------|------------------------------|--------|------------------------------------------|
| 1. | Creative & Campaign Planning | 1. | Animation |
| 2. | Advertisement Management | 2. | Digital Growth Of Media |
| 3. | Digital Brand Management | 3. | Vfx |
| 4. | Public Relation | 4. | Graphic Designing Or Strateic Management |
| 5. | Media Law | 5. | Internship & Industrial Visit |
| 6. | Local Industrial Visit | 6. | Project Management |

9.

COURSE FEES PACKAGE- RS.5,60,000/-**OUR CORPORATE PARTNERS**



Wallop

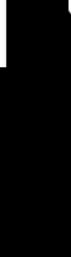
Advertising Pvt. Ltd.











Semester 2

| Subjects |
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History Of Advertising

Media & Cultural Studies

Social & Economical Aspects Of Advertising

Strategic Brand Management

Value Of Advertising

Content Writing -2

Journalism Writing

Spoken English

Study From Life -2

Semester 6

Semester 3

| Sr. no | Subjects | Sr. no | Subjects |
|--------|----------------------------------|--------|------------------------------------|
| 1. | The Legal Aspects Of Advertising | 1. | Media Selection- Product Service & |
| 2. | Marketing & Market Research | | Public Welfare |
| 3. | Indoor Media | 2. | Ad Campaign Planning |
| 4. | Content Writing | 3. | Entrepreneurship |
| 5. | Study From Life 3 | 4. | Outdoor Media |
| 6. | Presentation Enhancement | 5. | Content Writing |
| | | 6. | Study From Life Iv |

| Semester 7 | | Semester 8 | |
|------------|----------------------------------------------|------------|------------------------------------|
| Sr. no | Subjects | Sr. no | Subjects |
| 1. | Creative Advertising | 1. | Product Project |
| 2. | Product Planning | 2. | Service Project |
| 3. | Service Planning | 3. | Public Welfare Project |
| 4. | Public Services | 4. | Business Communication |
| 5. | Effectiveness Of Adverstising & Branding /or | 5. | Thesis Dissertation /or Case Study |
| | Economics | 6. | Internship & Research Paper |
| 6. | Research Methodology | | |







ADMISSION PROCESS

ELIGIBILITY

H.S.C. or Equivalent Examination (Any Faculty) With Minimum 45% Marks

Admissions On The Basis Of Entrance Test & Interview.

The objective of admission tests and personal interview is to assess the candidate's aptitude & suitability for the profession.

Selected candidates have to produce original copies of HSC/graduate degree certificates along with the certificates of birth date, school eaving/ transference certificate before paying fees.

Semester 4