

**SERVING EXCELLENCE
IN EDUCATION SINCE 1984**



Campus Address:

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UNIVERSITY OF MUMBAI'S

**Garware Institute of Career Education and Development
(Est.1984)**

**BACHELOR IN ADVERTISING
COMMUNICATION & DESIGN**

A Complete 4 year Programme with 8 Semesters

CURRICULUM HIGHLIGHTS

Semester 1

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

Semester 2

Sr. no	Subjects
1.	History Of Advertising
2.	Media & Cultural Studies
3.	Social & Economical Aspects Of Advertising
4.	Strategic Brand Management
5.	Value Of Advertising
6.	Content Writing -2
7.	Journalism Writing
8.	Spoken English
9.	Study From Life -2

Semester 3

Sr. no	Subjects
1.	The Legal Aspects Of Advertising
2.	Marketing & Market Research
3.	Indoor Media
4.	Content Writing
5.	Study From Life 3
6.	Presentation Enhancement

Semester 4

Sr. no	Subjects
1.	Media Selection- Product Service & Public Welfare
2.	Ad Campaign Planning
3.	Entrepreneurship
4.	Outdoor Media
5.	Content Writing
6.	Study From Life Iv

Semester 5

Sr. no	Subjects
1.	Creative & Campaign Planning
2.	Advertisement Management
3.	Digital Brand Management
4.	Public Relation
5.	Media Law
6.	Local Industrial Visit

Semester 6

Sr. no	Subjects
1.	Animation
2.	Digital Growth Of Media
3.	Vfx
4.	Graphic Designing Or Strateic Management
5.	Internship & Industrial Visit
6.	Project Management

Semester 7

Sr. no	Subjects
1.	Creative Advertising
2.	Product Planning
3.	Service Planning
4.	Public Services
5.	Effectiveness Of Adverstising & Branding /or Economics
6.	Research Methodology

Semester 8

Sr. no	Subjects
1.	Product Project
2.	Service Project
3.	Public Welfare Project
4.	Business Communication
5.	Thesis Dissertation /or Case Study
6.	Internship & Research Paper

COURSE FEES PACKAGE- RS.5,60,000/-

OUR CORPORATE PARTNERS



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.