## SERVING EXCELLENCE



**Campus Address:** 

**BSS** Foundation, University of Mumbai, Kolivery Village, Vidyanagari, Kalina, Santacruz-East, Mumbai-400098.

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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

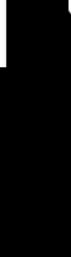
Advertising Pvt. Ltd.











#### 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