



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



ADVISORY BOARD

Mr. H.Ganapathi

Ganapathi has an experience of over 27 years transcending functional areas of sales, marketing, product management, strategy, and then entrepreneurship, HR consulting, teaching, training, and coaching. His forte lie in developing and conducting Assessment Centers, Competency mapping, Psychometric Testing and Organisational Optimization. He is an alumnus of IIT Bombay and management postgraduate from JBIMS. His other certifications include certified NLP trainer from NFNLP, Basic ISABs, Train the trainer at Dale, Certified professional behavioural analyst, Certified in many pH psychometric tests, Certified in global leadership.



Mr. Ajiitabh Dutta

Ajiitabh Dutta is a business coach and the CEO of Simplicity Communications, a strategic branding and digital marketing company. He is also the founder of Jigyasa, a technology start-up. An MBA in Marketing from NMIMS and a graduate in Mathematics, he held leadership positions in sales and product management before shifting to Advertising, digital marketing, analytics and business consulting. In a career spanning 23 years, he has helped companies across domains with strategic growth solutions. Ajiitabh has played an active role in promoting startups through mentoring and guidance.



Dr. Rupa Shah

Dr. Rupa Shah is an Assistant Professor and has more than 10 years of Teaching experience. She is an M.Phil, MBA, PGDHE and SET Qualified. She has a P.Hd in Business Policy and Administration from Mumbai University. She has more than 10 years of Corporate Experience specializing in HR and Administration. She has worked with companies like Spectra, Global Digico and Hiranandani as HR Manager. She was appointed as a Moderator and Paper setter for various courses. She was a Gold Medalist at Avishkar Research Convention at Zonal level Level and State Level. She was invited as Resource person at various colleges and was invited as a Panelist for Syllabus framing at Colleges. She is a recognised PG Lecturer from Mumbai University and has written books for IDOL. She is also an M.PHIL guide and has played an active role in guiding students with their research and dissertation.



Mr. Sunil Mishra

MD & CEO- Growth Businesses + Chief Strategy Officer at Anarock group He has overall 28+ years of experience in building businesses across Telecom, BFSI, Online Startups and now tech-driven Real Estate. His experience spans various fields like Sales & Marketing, Private Equity, Management Consulting and Business Analysis



OUR LEGACY

The University of Mumbai is one of the oldest and premier Universities in India. It was established in 1857 consequent upon "Wood's Education Dispatch", and it is one amongst the first three Universities in India. The University was accorded 5 star status in 2001 & 'A++' grade status in April 2017 by the National Assessment and Accreditation Council (NAAC). Mumbai university work with a vision to remain always inclusive and quality conscious, and with deep conviction that knowledge not only improves the quality of life, but leads to good character, to capitalize on our inherent advantages to generate skilled manpower for nation building through excellent teaching, attracting talent, fostering creativity, research and innovation.

BUILD INSPIRED LEADERS WITH CHARACTER, COMPETENCE AND ENTHUSIASM

We provides holistic education to serve the purpose of creating the wellbeing of all. BSS Foundation has established strategic tie-ups and collaborations with renowned institutions, industry bodies, and academic partners to enhance the quality and relevance of our programs. Our advisory board comprises seasoned professionals and experts from diverse fields who provide guidance and insights that inform our curriculum pedagogy, and strategic direction, ensuring that our offerings remain cutting-edge and industry relevant program.

REASONS TO CHOOSE

BACHELOR IN ADVERTISING & COMMUNICATION DESIGN

- ▶ Industry relevant Syllabus and designed by professionals
- ▶ Market professionals to teach the course
- ▶ Course conducted at the main MU campus at Kalina, Santacruz East
- ▶ Compulsory Internships
- ▶ Compulsory Industry Visits - Domestic/ International
- ▶ Education loan and EMI available

100% INTERNATIONAL INTERNSHIP



**TRANSFORMING EDUCATION
EMPOWERING FUTURES**



PROGRAM HIGHLIGHTS

BACHELOR IN ADVERTISING COMMUNICATION & DESIGN

4 YEAR PROGRAMME WITH 8 SEMESTERS

- Our comprehensive curriculum is designed to equip you with the skills, knowledge, and artistic flair needed to thrive in the dynamic world of advertising and design.
- With blend of theory and hands-on practice Student will explore the fundamentals of advertising strategy, market research, branding, copywriting, graphic design, digital media, and more.
- Our courses are designed to nurture your creativity, sharpen your technical skills, and prepare you for success in a variety of creative fields.
- Our Program will empower you to turn your passion into a rewarding career.
- Our Program offer extensive corporate interaction with industry driven tailor made curriculum.

JOB OPPORTUNITIES

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

PROVEN LEADERSHIP

A TRULY GLOBAL EXPERIENCE

WELCOME TO MUMBAI UNIVERSITY

with 100% guaranteed 03-06 months Internship in
Top Companies

COMPREHENSIVE UNDERSTANDING

Provide students with a comprehensive understanding of advertising, communication, and design principles, theories, and practices, enabling them to develop effective strategies and campaigns.

CREATIVE DEVELOPMENT

Foster students creativity and innovation through hands-on projects, workshops, and real-world experiences, allowing them to conceptualise and execute compelling advertising and communication materials

TECHNICAL PROFICIENCY

Equip students with technical proficiency in graphic design, digital media, multimedia production, copywriting, and other relevant tools and technologies essential for the industry.

CRITICAL THINKING AND ANALYSIS

Cultivate critical thinking and analytical skills to evaluate the effectiveness of advertising and communication campaigns, identify market trends, and adapt strategies accordingly.

INTERDISCIPLINARY APPROACH

Encourage interdisciplinary collaboration by integrating elements of advertising, communication, and design, preparing students to work across diverse sectors and industries.

ETHICAL AND SOCIAL RESPONSIBILITY

Instil a sense of ethical and social responsibility in students, emphasising the importance of honesty, integrity, and cultural sensitivity in advertising and communication practices.

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-I
7.	Fundamentals Of Indian Arts
8.	Study From Life I

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-II
7.	Journalism Writing
8.	Spoken English
9.	Study From Life II

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 III
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 Strategic 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 Advertising & Branding
	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

**TOTAL COURSE FEES- RS.6,60,000/-
(FOR 4 YEARS)**

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 leaving/ transference certificate before paying fees.

INTERNATIONAL INDUSTRY VISIT

Industrial visits are now an integral part of the curriculum of many graduates and post-graduate courses. This gives an improved exposure to the real-world working of the companies and allows students to expand their horizons of understanding. Industrial visits allow students to interact and meet with industry experts like leaders, entrepreneurs, policymakers, professionals, corporates, etc. and learn from them while forming valuable networks. These experiences help students learn and develop important skills and qualities that help them advance in their careers.



OUR CORPORATE PARTNERS



SERVING EXCELLENCE IN EDUCATION SINCE 1984



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