



University of Mumbai's

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

BACHELOR IN ADVERTISING, COMMUNICATION & DESIGNING

A complete 4 years programme with 8 semester



LEARN FROM EXPERTS WHO SHAPE THE FUTURE

Mr. H.Ganapathi

Ganapathi has an experience of over 27 years transcending functional areas of sales, marketing, product management, strategy, and then entrepreneurship, HRconsulting, 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 sychometric 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. He believes in disruptive innovation & helps raise the bar.



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 form Mumbai University. She has more than 10 years of Corporate Experience specializing in HR and Administration. She has worked with companies like Spectra ,Gobal 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.



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.



EXPERT FACULTY PANNEL

DR. JAYA DUDANI



A seasoned academic leader with over 24 years of experience, including 19+ years in academia and 6 years in industry. Jaya Dudani has served as the Chief Coordinator at KES College, overseeing multiple undergraduate programs. A Postgraduate in MBA & M.Com and a Ph.D. scholar in Consumer Behaviour, she specializes in Management and Marketing. She has been associated with institutions like NMIMS, ICRI, and Mumbai University.

MS. SHUBHADA DAYAL



MBA, BE in (Computers) and Seed Spark, Entrepreneurship programme from Stanford Graduate School of Business, Miss Shubhada Dayal is a Senior professional with 24 years of experience in leadership roles in marketing and business development and more than a decade experience in financial services. She was even a part of the marketing team that launched Kotak Bank.

PROF. SABIRA FERNANDES



Postgraduate in English Literature and History, holds a Diploma in Marketing Management (JBIMS). Miss. Fernandes has two decades' corporate experience in management roles in the IT, Telecom and IT Security industries, with companies like Mobileum, Patni, GTL Limited.

PROF. RUBINA MOHAMMAD



A Distinction holder in MMS (Masters in Management Studies) Prof. Rubina Mohammad has 18 years of experience in teaching and coordinating courses in Management, Marketing and Mass Media and Research. She had spearheaded the Advertising and Communications department at DGMCC, which deals with courses and careers in Media and Management.

Legacy of Excellence in Advertising, Communication & Design

BSS Foundation – School of Media & Design has been a pioneer in nurturing creative leaders and strategic thinkers in the world of advertising, communication, and design.

Our Bachelor's program stands as a testament to our commitment to blending creativity, communication, and technology - empowering students to shape ideas that influence brands and inspire change.

With deep industry roots and collaborations with leading advertising agencies, media houses, and design studios, this program has produced professionals who now lead campaigns, design experiences, and drive innovations across global platforms.

Top Reasons to Choose This Program

- Blend of Creativity and Strategy
- Dynamic Career Opportunities
- Hands-on Industry Exposure
- Cutting-edge Curriculum
- Learn from Industry Experts
- Build a Strong Creative Portfolio
- Global Perspective
- Gateway to Top Creative Career



Programme Highlights

- Industry-Focused Curriculum
- Creative Learning Environment
- Digital-First Approach
- Practical Exposure
- Expert Mentorship
- Portfolio Development
- Career Readiness
- Collaborative Projects
- Workshops & Masterclasses
- Pathways to Global Careers



Career Paths Include

- Advertising Executive / Account Manager
- Brand Strategist
- Copywriter / Content Writer
- Graphic Designer / Visual Designer
- Art Director
- Digital Marketing Specialist
- Media Planner / Media Buyer
- Public Relations Executive
- Social Media Manager
- UI/UX Designer
- Event & Campaign Coordinator
- Creative Director (with experience)

Industry Sectors

- Advertising & Marketing Agencies
- Media & Entertainment
- Branding and Design Studios
- Corporate Communication
- Digital & Social Media Firms
- Film, Animation & Production Houses

PROGRAMME HIGHLIGHTS AND FLOW

SEMESTER – I

- Introduction To Advertising
- Introduction To Media & Communication
- Content Writing
- Integrated Marketing Communication
- Social Media Marketing
- SEO
- Graphics
- Modern Language
- Indian Knowledge System
- Study From Life

SEMESTER – III

- The Legal Aspect of Advertising
- Marketing & Market research
- Media Law or Legal Aspect of Media
- Indoor Media
- Study From Life or Digital Marketing
- Script Writing
- Presentation Enhancement
- Outdoor Media or Marketing Strategy

SEMESTER – II

- History of Advertising
- Strategy Brand Management
- Media & Cultural Studies
- Social & Economic Aspect of Advertising
- Graphics
- Journalism Writing
- Spoken English
- Ethics of Advertising
- Study From Life

SEMESTER – IV

- Media Selection,- Product service & Public welfare
- Ad Campaign Planning
- Event Management - 1
- Study From Life or Marketing Management
- Editorial Content Animation - 1
- Entrepreneurship



SEMESTER – V

- Creative & Campaign Planning
- Advertisement Management
- Project Management
- Animation – 2
or Swayam Course on
- Animation
- Ethics in Media
- VFX

SEMESTER – VII

- Creative Advertising
- Product Planning
- Service Planning
- Public services
- Effectiveness of Advertising & Branding or Economics
- Research Methodology



SEMESTER – VI

- Animation – 2
or Swayam Course on Animation
- Apprenticeship

SEMESTER – VIII

- Product Project
- Service Project
- Public welfare Project
- Business Communication
- Thesis Dissertation or Case Study
- Internship or Research Paper



Admission Process Eligibility

Applicants must have completed 10+2 (HSC or equivalent) from a recognized board in any stream (Arts / Commerce / Science).

- Minimum 45% aggregate marks (relaxation as per university norms).

Step 1: Personal Interview / Aptitude Assessment

- Shortlisted candidates will be invited for a Personal Interview or Creative Aptitude Test to evaluate their communication, design sense, and creative thinking skills.

Step 2: Offer of Admission

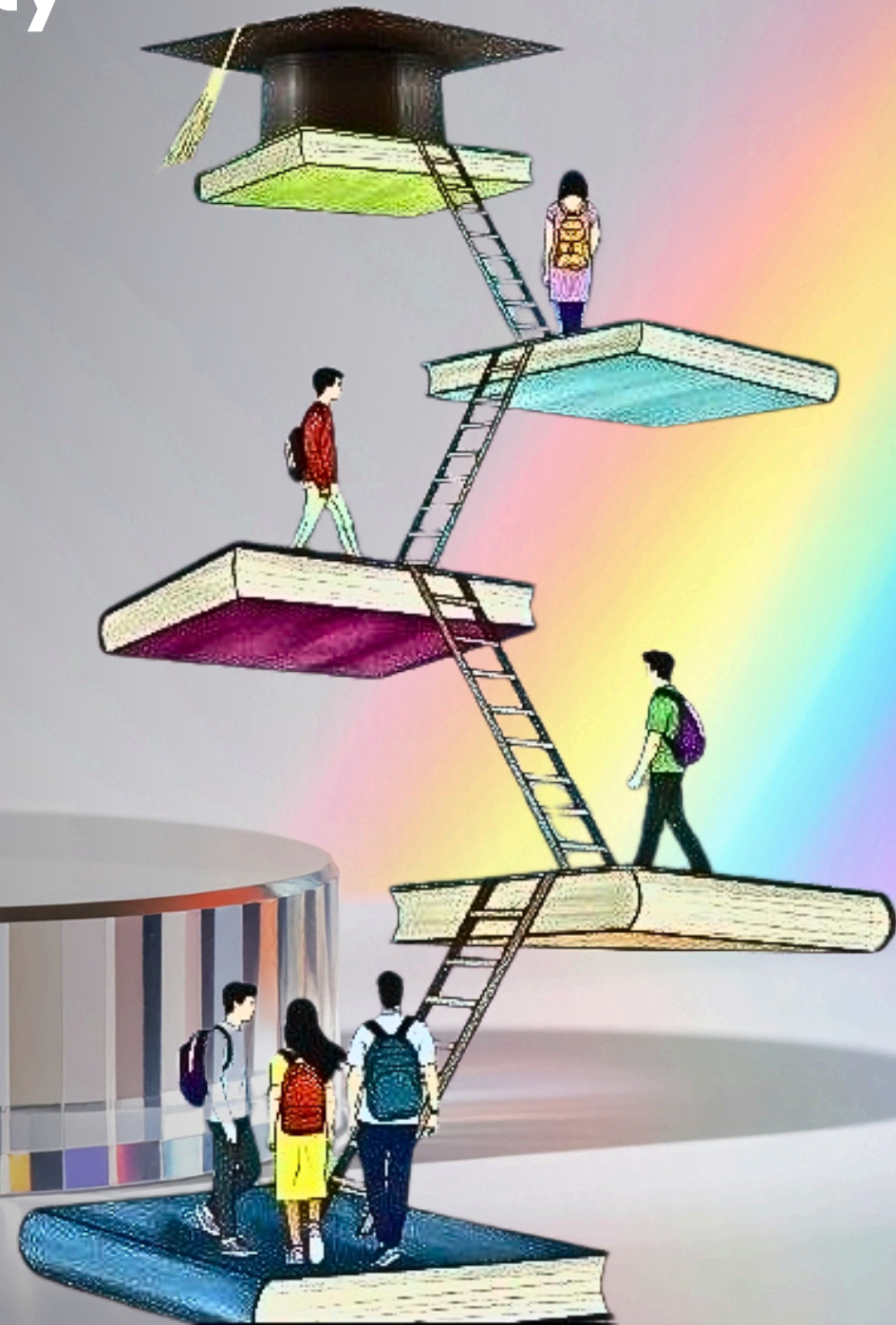
- Selected candidates will receive a Provisional Admission Letter via email or in person.
- They must confirm their seat by paying the Seat Retention / Admission Fee within the given deadline.

Step 3: Document Verification

- Submit all original documents for verification (Mark sheets, Transfer Certificate, Passport-size photos, etc.) at the campus.

Step 4: Final Admission Confirmation

- After successful verification and payment of the first semester fee, the admission will be confirmed.



DESIGNS AND CREATIVE TOOLS

GRAPHICS

- Photoshop
- Illustrator
- Indesign

VIDEO EDITING AND ANIMATION TOOLS

- Adobe Premiere Pro
- Maya / Blender

VFX

- Adobe After Effects
- Nuke



International Industrial Visit

To give students a global perspective on creativity, branding and communication, the Advertising, Communication & Design program offers exclusive International Industry Visits to leading creative hubs around the world.

These visits help students explore international trends in advertising, media production, digital marketing, and design innovation while interacting with industry professionals and creative agencies.

Dubai



Europe



Past & Potential Destinations

- Singapore – Digital media and branding agencies.
- Dubai – Global marketing hubs and design exhibitions.
- London / Paris – Advertising and fashion communication centers.
- Bangkok – Creative studios and visual design firms.

CREATIVE INDUSTRY NETWORK



Pursue a Career in Advertising Media Communication Industry with Multiple Opportunities

- 65 Lakh Jobs**
- Including direct, indirect and induced employment that the Media and entertainment industry offers**
- ₹2lakh crores projected growth of advertising media and entertainment industry by 2020**
- ₹11360 crores indian animation and vfx industry by 2020**



SERVING EXCELLENCE IN EDUCATION SINCE 1984

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