

Vishnu Waman Thakur Charitable Trust's
Bhaskar Waman Thakur College of Science,
Yashvant Keshav Patil College of Commerce,
Vidhya Dayanand Patil College of Arts,
(VIVA College)



Advertising and
Marketing
Communication
(CC-AMC)



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(VIVA College)
(Affiliated to University of Mumbai)

Certificate Course in Advertising & Marketing Communication

Code - CC-AMC

This course offers a promising scope in today's competitive business environment. This course will give you an understanding of the industry and its core concepts.

Who can enroll: Interested in the field of sales and Marketing, Advertising and Market Research.

Duration: 30 hours

Date of Commencement:- February 2024

Registration login from student portal
(www.vivacollege.org)

Deadline :15th February 2024

for more Inquires:- contact to
Ms. Shahin Mahida Head Department BAMMC
&
Ms. Neetu Sharma
9860153693



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CERTIFICATE COURSE FORMAT

Sr. No	Particulars	
1.	Department	Multimedia and Mass Communication
2.	Name of the Course and Course Code	Advertising and Marketing Communication.
3.	Code	CC- AMC
4.	Duration	30 Hours
5.	Date of Commencement	February 2024
6.	Curriculum / Syllabus copy of the course	Detailed syllabus mentioned below
7.	Committee (BoS) for framing of syllabus	1. Chairman : Ms. Shahin Mahida 2. Coordinator : Ms. Neetu Sharma (9860153693) 3. Member : Mr. Balkrishna Aeer
8.	Mode of Delivery of the curriculum	Offline
9.	Assessment procedure	Test, Assignments etc.
10.	Outcomes of the program	1. This course offers a promising scope in today's competitive business environment. 2. Learners will be able to understanding the industry and its core concepts. 3. Learners will be able to analyse companies marketing strategy, understand the best channels they should use to reach and connect their target audience. 4. Critically evaluate the marketing and ad campaign effectiveness.

N. Sharma

Waman

Name & Signature of Course Coordinator Name & Signature of HOD/ Coordinator



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Course Content and Schedule:

Module	Duration	Topics
01	02 hours	Introduction to Advertising <ul style="list-style-type: none"> ● Overview of Advertising Industry ● Understanding Consumer Psychology.
02	07 hours	Introduction to Marketing <ul style="list-style-type: none"> ● Introduction and Basic Concepts ● Segmenting Targeting and Positioning ● Integrated Marketing Communication ● Product Life Cycle. ● Case Studies
03	02 hours	Competitor Analysis PESTLE Framework and SWOT Analysis
04	05 hours	Strategy and Planning in Advertising <ul style="list-style-type: none"> ● Advertising objectives and Target Audience ● AD Agencies- Structure, Function of each department.
05	10 hours	Creativity in Advertisement <ul style="list-style-type: none"> ● Introduction to creativity- Creative Process- Creative strategy development- Introduction to USP- Types of Advertising appeals- Role of Different elements of Ads. (TV,Print, Radio). ● Advertising Campaign and its evaluation.
06	04 hours	Media laws and Ethics <ul style="list-style-type: none"> ● Ethics & laws in advertising: - Puffery, Shock Ads, Subliminal Ads, Weasel Claims, Surrogate Ads, Comparative Ads, Code of Ethics, Regulation bodies ● Ads & Women ● Ads & Senior Citizen ● Ads &Children



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