

TECNIA INSTITUTE OF ADVANCED STUDIES
GRADE "A" INSTITUTE

Approved by AICTE, Ministry of Education Govt. of India, Affiliated to GGSIP University
Recognized Under Sec. 2(f) of UGC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
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Department of Journalism and Mass Communication

Ref. No.: TIAS/2022-23 /J&MC/ACAD /VAC/03

Date: 02/09/2022

(Session: 2022-23)

NOTICE

Subject: Certificate Course in Copywriting

With reference to the approval of Departmental Academic Committee (Ref N. TIAS/DoJMC/DAC/2022-2023/39, Agenda No.-10 dated on 25-08-2022) of Department of Journalism and Mass Communication for all the institute on the subject mentioned above, to enrich the curriculum as it was recommended to commence the Value-Added Course titled **Certificate Course in Copywriting** w.e.f. 16/09/2022 for all students of TIAS.

Introduction:


With the introduction of NEP 2020; the department augmented and enriched the curriculum with the Certificate Course in Copywriting; which explores the implication and understanding of Copywriting; which further comprehend technical and functional knowledge of Copywriting in Journalism. The training and placement cell of the Institute also pointed out to upgrade the journalism skills of the students for meaningful employment.
The detail scheduled of the same is as under:


Course Name	Name of the Resource Person	Beneficiary	Day & Time	Venue & Batch
Certificate Course in Copywriting	Batch-1 Ms. Aditya Agrawal	TIAS Students	Friday, 1:30 pm – 2:30 pm Saturday, 1:30 pm – 2:30 pm	Room no.- 2303
	Batch-2 Dr. Rajni Yadav		Friday, 1.30 pm – 2:30 pm Saturday 1.30pm – 2.30 pm	Room no.- 2502
	Batch-3 Dr. Jagriti Basera		Friday, 2.30pm- 3.30pm Saturday, 2:30pm- 3:30pm	Room no.- 2404
	Batch-4 Mr. Nitin Yadav		Friday, 1:30pm-2:30pm Saturday, 1:30pm-2:30pm	Room no.- 2407

Note:

- Interested students must fill in the registration form by 10 September 2022, by 5:00 pm.
- 75% percentage attendance is mandatory to get the certificates.
- Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.
- For any queries related to the course, kindly contact the undersigned


Ms. Jyoti Gupta
VAC Coordinator


Dr. Shivendu Kumar Rai
HOD, Dept. of J&MC
BA(JMC)-TIAS


Director, TIAS
Director
Tecnia Institute of Advanced Studie
(Affiliated to GGSIP University Del
Madhuban Chowk, Rohini, Delhi-

CC to:

HoD MBA/ BAJMC/ BCA

ITC Head for updation on the website- DoJ&MC

Student Notice Board- All Departments

Annexures are attached:

Annexure1: Brochure of the course

Annexure2: Details of the course (syllabi)