



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED 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
Tel: 91-11-27555121-24, E-Mail : directortia@tecnia.in, Website: www.tiaspg.tecnia.in



Department Of Journalism and Mass Communication

(Academic Session 2022-23)


Value Added Course Completion Certificate Certificate Course in Copywriting

Batch-1

This is to certify that the course module for the Value-Added Course for Certificate Course in Copywriting scheduled from **16th Sep 2022 to 24th Dec 2022** comprising of 30 Hours deliverance has been completed by the resource person Ms Adity Agrawal, Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Contents Deliverance	Learning Outcomes
1	Introduction to Copywriting (3hrs)	Learners would be able to understand the concept of Copywriting
2	Competition analysis and Industry trends (4hrs)	Learners would be able to learn about competition and industry trends
3	Difference between good writing and good copywriting (3hrs)	Learners would be able to differentiate between good writing and good copywriting
4	Knowing Your Audience (4hrs)	Learners would be able to know the audience
5	Writing with Simplicity and Clarity (6hrs)	Learners would be able to write the content with simplicity and clarity
6	Understanding the Objective of Social Media Post (2hrs)	Learners would be able to understand the objectives of social media post
7	Turning a Passion for writing into a profession (4hrs)	Learners would be able to turn a passion for writing into a profession
8	Writing crisp and effective copies (2hrs)	Learners would be able to write crisp and effective copies
9	How to measure the performance of copy (2hrs)	Learners would be able to measure the performance of copy




















All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person 
Name of Resource Person: Ms Adity Agrawal
Date: 24th December 2022

Submitted to the HOD: Department of Journalism & Mass Communication, TIAS

STUDENT'S DECLARATION

We would like to declare that the course module for the Value Added Course for Certificate Course in Copywriting scheduled from 16th Sep 2022 to 24th Dec 2022 comprising 30 Hours of deliverance has been completed by the resource person Ms Adity Agrawal, Faculty in the Department of Journalism & Mass Communication to our satisfaction and has helped in developing our professional skills and knowledge.

S.N.	ENROLL NO.	NAME	SIGNATURE
1	00117002420	Aadhya Juneja	
2	00217002420	Aadvik Singh	
3	00317002420	Aakash Kumar	
4	00417002420	Aastha Singhal	
5	00517002420	Abhijeet Pun	
6	00617002420	Abhishek Sajwan	
7	00717002420	Aditi Bhardwaj	
8	00817002420	Aditi Shukla	
9	00917002420	Aditya Chaudhary	
10	01017002420	Anamika Pandey	
11	06117001720	Kesari Sharma	
12	06217001720	Khushi Sharma	
13	06317001720	Kirti Singh	
14	06417001720	Komal Singh	
15	06517001720	Krishna Mishra	
16	000117002420	Ananya Mishra	
17	00217002020	Anshika Singh	
18	00417002020	Ashish Bhatia	
19	00517002020	Anshu Sharma	

S.N.	ENROLL NO.	NAME	SIGNATURE
20	00617002020	Ankur Bansal	Ankur
21	02117002420	Ayush Kansal	Ayush
22	02217002420	Ayush Mehrotra	Ayush
23	02317002420	Ayushi Garg	Ayushi
24	02417002420	Chaitanya Sehgal	Chaitanya
25	02517002420	Chirag Chauhan	Chirag
26	02617002420	Deepanshi Kulasri	Deepanshi
27	02717002420	Deepti Goel	Deepti
28	02817002420	Dev Gogia	Dev
29	02917002420	Dev Manchanda	Dev
30	07017001720	Lakshit Arora	Lakshit
31	07117001720	Latika Saini	Latika
32	07217001720	Lokesh Bansal	Lokesh
33	07317001720	Lovisha Saluja	Lovisha
34	07417001720	M K Gagnesh Raj	M K Gagnesh Raj
35	07517001720	Madhur Madnani	Madhur
36	00717002020	Anshul Rawat	Anshul
37	00817002020	Anurag Bhardwaj	Anurag
38	00917002020	Archit Chawla	Archit
39	01017002020	Avi Mittal	Avi
40	01117002020	Ayushi Panwar	Ayushi
41	04117002420	Kajal Sharma	Kajal
42	04217002420	Kavya Swaroop	Kavya
43	04317002420	Keshav Sharma	Keshav
44	04417002420	Kohinoor Dhawan	Kohinoor
45	04517002420	Komal Rawat	Komal
46	04617002420	Kritika Bhoj	Kritika
47	04717002420	Kshitiz Yadav	Kshitiz
48	04817002420	Manas Malhotra	Manas
49	04917002420	Manav Sawhney	Manav
50	05017002420	Manvi Bansal	Manvi
51	08217001720	Mayur Gupta	Mayur
52	08317001720	Md Parvez	Md Parvez
53	08417001720	Muskan Sharma	Muskan
54	08517001720	Naman Wasson	Naman
55	08617001720	Navya Chakravarti	Navya
56	01117002020	Aayushi Panwar	Aayushi
57	01217002020	Chirag Aggarwal	Chirag
58	01317002020	Deepanshi Bansal	Deepanshi
59	01417002020	Dev Arya	Dev Arya
60	01517002020	Dhruv Rawat	Dhruv



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Department Of Journalism and Mass Communication

(Academic Session 2022-23)

Value Added Course Completion Certificate

Certificate Course in Copywriting

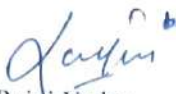
Batch-2

This is to certify that the course module for the Value Added Course for Certificate Course in Copywriting scheduled from 16th Sep 2022 to 24th Dec 2022 comprising of 30 Hours deliverance has been completed by the resource person Dr. Rajni Yadav, Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Contents Deliverance	Learning Outcomes
1	Introduction to Copywriting (3hrs)	Learners would be able to understand the concept of Copywriting
2	Competition analysis and Industry trends (4hrs)	Learners would be able to learn about competition and industry trends
3	Difference between good writing and good copywriting (3hrs)	Learners would be able to differentiate between good writing and good copywriting
4	Knowing Your Audience (4hrs)	Learners would be able to know the audience
5	Writing with Simplicity and Clarity (6hrs)	Learners would be able to write the content with simplicity and clarity
6	Understanding the Objective of Social Media Post (2hrs)	Learners would be able to understand the objectives of social media post
7	Turning a Passion for writing into a profession (4hrs)	Learners would be able to turn a passion for writing into a profession
8	Writing crisp and effective copies (2hrs)	Learners would be able to write crisp and effective copies
9	How to measure the performance of copy (2hrs)	Learners would be able to measure the performance of copy

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person



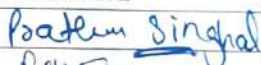



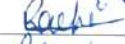








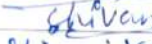








Name of Resource Person: Dr. Rajni Yadav

Date: 24th December 2022

Submitted to the HOD: Department of Journalism & Mass Communication, TIAS

STUDENT'S DECLARATION

We would like to declare that the course module for the Value Added Course for Certificate Course in Copywriting scheduled from 16th Sep 2022 to 24th Dec 2022 comprising 30 Hours of deliverance has been completed by the resource person Dr. Rajni Yadav, Faculty in the Department of Journalism & Mass Communication to our satisfaction and has helped in developing our professional skills and knowledge.

S.N.	ENROLL NO.	NAME	SIGNATURE
1	06117002420	Pratham Singhal	
2	06217002420	Priyal Sharma	
3	06317002420	Priyanshu Singhal	
4	06417002420	Puneet Jain	
5	06517002420	Rachit Singh	
6	06617002420	Rahul Alex R Dass	
7	06717002420	Ranveer Singh Ahluwalia	
8	06817002420	Renu Sharma	
9	06917002420	Rishabh Diwan	
10	07017002420	Riteshna	
11	11017001720	Sanya Gupta	
12	11117001720	Shashank Juyal	
13	11217001720	Shekhar Singh	
14	11317001720	Shivam Yadav	
15	11417001720	Shivani Kaushik	
16	02117002020	Harshit Saini	
17	02217002020	Ishika Gulati	
18	02317002020	Ishti Jain	
19	02417002020	Jethin Thomas	
20	02517002020	Kunal Kumar	
21	08117002420	Sarthak Kothari	
22	011517001720	Shivansh Goyal	

S.N.	ENROLL NO.	NAME	SIGNATURE
23	011617001720	Shreyanshi Negi	Shreyanshi
24	011717001720	Siddharth Jain	Siddharth
25	011817001720	Siddharth Jakhar	Siddharth
26	011917001720	Sushmit Vats	Sushmit
27	012017001720	Swati Roy	Swati
28	09717001720	Priyanshu Gupta	Priyanshu
29	08017001720	Manmeet Singh	Manmeet
30	07817001720	Manika Jain	Manika
31	09417001720	Prashant Rai	Prashant
32	03017002020	Prateek Bansal	Prateek
33	03117002020	Priyanshi Jain	Priyanshi
34	03217002020	Priyanshu Kumar	Priyanshu
35	03317002020	Rishabh Jain	Rishabh
36	03417002020	Riya Gupta	Riya
37	03517002020	Sanya Verma	Sanya
38	9917002420	Venudhar Sangra	Venudhar
39	10017002420	Vipasha Motwani	Vipasha
40	10117002420	Wasam Zaffar	Wasam
41	10217002420	Yash Saini	Yash
42	35117002420	Anshu Yadav	Anshu
43	35217002420	Ansh Arora	Ansh
44	35317002420	Khushboo Sabharwal	Khushboo
45	35417002420	Prerna Goel	Prerna
46	35517002420	Khushi Malhotra	Khushi
47	35617002420	Ashpreet Singh	Ashpreet
48	35717002420	Sanya Arora	Sanya
49	35817002420	Devang Sabharwal	Devang
50	35917002420	Mitali Arora	Mitali
51	35117001720	Abhay Gupta	Abhay
52	35217001720	Ankit Shadi	Ankit
53	35317001720	Arshpreet Kaur	Arshpreet
54	50417001720	Deepak Manchanda	Deepak
55	50817001720	Lagun Banga	Lagun
56	35417001720	Himanshi Jain	Himanshi
57	35517001720	K Gopal Rao	K Gopal Rao
58	50517001720	Karika Jain	Karika
59	35617001720	Karan D. Wadi	Karan
60	35717001720	Lakshay	Lakshay



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Department Of Journalism and Mass Communication

(Academic Session 2022-23)

Value Added Course Completion Certificate

Certificate Course in Copywriting

Batch-3

This is to certify that the course module for the Value Added Course for Certificate Course in Copywriting scheduled from **16th Sep 2022 to 24th Dec 2022** comprising of 30 Hours deliverance has been completed by the resource person, Dr. Jagriti Basera Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Contents Deliverance	Learning Outcomes
1	Introduction to Copywriting (3hrs)	Learners would be able to understand the concept of Copywriting
2	Competition analysis and Industry trends (4hrs)	Learners would be able to learn about competition and industry trends
3	Difference between good writing and good copywriting (3hrs)	Learners would be able to differentiate between good writing and good copywriting
4	Knowing Your Audience (4hrs)	Learners would be able to know the audience
5	Writing with Simplicity and Clarity (6hrs)	Learners would be able to write the content with simplicity and clarity
6	Understanding the Objective of Social Media Post (2hrs)	Learners would be able to understand the objectives of social media post
7	Turning a Passion for writing into a profession (4hrs)	Learners would be able to turn a passion for writing into a profession
8	Writing crisp and effective copies (2hrs)	Learners would be able to write crisp and effective copies
9	How to measure the performance of copy (2hrs)	Learners would be able to measure the performance of copy

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person *Jagrithi*

Name of Resource Person: Dr. Jagriti Basera

Date: 24th December 2022

Submitted to the HOD: Department of Journalism & Mass Communication, TIAS

STUDENT'S DECLARATION

We would like to declare that the course module for the Value Added Course for Certificate Course in Copywriting scheduled from 16th Sep 2022 to 24th Dec 2022 comprising 30 Hours of deliverance has been completed by the resource person Dr. Jagriti Basera, Faculty in the Department of Journalism & Mass Communication to our satisfaction and has helped in developing our professional skills and knowledge.

S.N.	ENROLL NO.	NAME	SIGNATURE
1	00321302420	Ajay Bhardwaj	<i>Ajay Bhardwaj</i>
2	00521302420	Akshit Bansal	<i>Akshit Bansal</i>
3	00621302420	Alaksa Assis	<i>Alaksa Assis</i>
4	00721302420	Amit Kumar	<i>Amit Kumar</i>
5	00821302420	Ananya Jain	<i>Ananya Jain</i>
6	00921302420	Ananya Karan Srivastava	<i>Ananya Karan Srivastava</i>
7	01021302420	Anchal Gahlot	<i>Anchal Gahlot</i>
8	01121302420	Anshika Mutreja	<i>Anshika Mutreja</i>
9	01321302420	Anubhav Syal	<i>Anubhav Syal</i>
10	01421302420	Arpan Saha	<i>Arpan Saha</i>
11	11017001720	Sanya Gupta	<i>Sanya Gupta</i>
12	11117001720	Shashank Juyal	<i>Shashank Juyal</i>
13	11217001720	Shekhar Singh	<i>Shekhar Singh</i>
14	11317001720	Shivam Yadav	<i>Shivam Yadav</i>
15	11417001720	Shivani Kaushik	<i>Shivani Kaushik</i>
16	11517001720	Shivansh Goyal	<i>Shivansh Goyal</i>
17	11617001720	Shreyanshi Negi	<i>Shreyanshi Negi</i>
18	11717001720	Siddharth Jain	<i>Siddharth Jain</i>
19	11017001720	Sanya Gupta	<i>Sanya Gupta</i>
20	03617002020	Sanyam	<i>Sanyam</i>
21	03717002020	Shivani	<i>Shivani</i>
22	03817002020	Shrish Kashyap	<i>Shrish Kashyap</i>

S.N.	ENROLL NO.	NAME	SIGNATURE
23	03917002020	Shubham	Shubham
24	04017002020	Raheja	Raheja
25	04117002020	Sudipto Bhukta	Sudipto Bhukta
26	04217002020	Sukriti Kalra	Sukriti Kalra
27	04317002020	Ujjwal	Ujjwal
28	11817001720	Siddharth Jakhar	Siddharth Jakhar
29	11917001720	Sushmit Vats	Sushmit Vats
30	12017001720	Swati Roy	Swati Roy
31	09717001720	Priyanshu Gupta	Priyanshu Gupta
32	08017001720	Manmeet Singh	Manmeet Singh
33	07817001720	Manika Jain	Manika Jain
34	09417001720	Prashant Rai	Prashant Rai
35	35117001720	Abhay Gupta	Abhay Gupta
36	35217001720	Ankit Shah	Ankit Shah
37	35317001720	Arshpreet Kaur	Arshpreet Kaur
38	50417001720	Deepak Manchanda	Deepak
39	50817001720	Faguni Banga	Faguni Banga
40	35417001720	Himanshi Jain	Himanshi Jain
41	35517001720	K Gopal Rao	K. Gopal Rao
42	04417002020	Vasu Jain	Vasu Jain
43	04517002020	Vipin	Vipin
44	04617002020	Yash Sharma	Yash Sharma
45	35117002020	Abhinav Jain	Abhinav Jain
46	35217002020	Avinash Kumar	Avinash Kumar
47	35317002020	Bhavy Sharma	Bhavy Sharma
48	35417002020	Karan Malhotra	Karan Malhotra
49	35517002020	Mayank Ganotra	Mayank Ganotra
50	05511302420	Vasu Jain	Vasu Jain
51	05521302420	Muskaan Mehfooz	Muskaan Mehfooz
52	05621302420	Muskan Chawla	Muskan Chawla
53	05721302420	Namita Yadava	Namita Yadava
54	05821302420	Namya Kapoor	Namya Kapoor
55	05921302420	Nancy Sharma	Nancy Sharma
56	06021302420	Nandini Sharma	Nandini Sharma
57	06121302420	Nandita Mishra	Nandita Mishra
58	06221302420	Navya Singh	Navya Singh
59	06321302420	Nimisha Chawla	Nimisha Chawla
60	06421302420	Prachi Chaudhary	Prachi Chaudhary



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Department Of Journalism and Mass Communication

(Academic Session 2022-23)

Value Added Course Completion Certificate
Certificate Course in Copywriting

Batch-4

This is to certify that the course module for the Value Added Course for Certificate Course in Copywriting scheduled from **16th Sep 2022 to 24th Dec 2022** comprising of 30 Hours deliverance has been completed by the resource person Mr. Nitin Yadav, Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Contents Deliverance	Learning Outcomes
1	Introduction to Copywriting (3hrs)	Learners would be able to understand the concept of Copywriting
2	Competition analysis and Industry trends (4hrs)	Learners would be able to learn about competition and industry trends
3	Difference between good writing and good copywriting (3hrs)	Learners would be able to differentiate between good writing and good copywriting
4	Knowing Your Audience (4hrs)	Learners would be able to know the audience
5	Writing with Simplicity and Clarity (6hrs)	Learners would be able to write the content with simplicity and clarity
6	Understanding the Objective of Social Media Post (2hrs)	Learners would be able to understand the objectives of social media post
7	Turning a Passion for writing into a profession (4hrs)	Learners would be able to turn a passion for writing into a profession
8	Writing crisp and effective copies (2hrs)	Learners would be able to write crisp and effective copies
9	How to measure the performance of copy (2hrs)	Learners would be able to measure the performance of copy

All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person



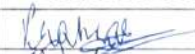
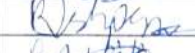




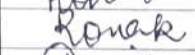
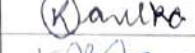

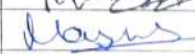
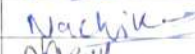

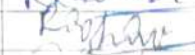







Name of Resource Person: Mr. Nitin Yadav

Date: 24th December 2022

Submitted to the HOD: Department of Journalism & Mass Communication, TIAS

STUDENT'S DECLARATION

We would like to declare that the course module for the Value -Added Course for Certificate Course in Copywriting scheduled from **16th Sep 2022 to 24th Dec 2022** comprising 30 Hours of deliverance has been completed by the resource person Mr. Nitin Yadav, Faculty in the Department of Journalism & Mass Communication to our satisfaction and has helped in developing our professional skills and knowledge.

S.N.	ENROLL NO.	NAME	SIGNATURE
1	06521302420	Prakhar Maheshwari	
2	06621302420	Rahul Sharma	
3	06721302420	Rakshita Bansal	
4	06821302420	Rishabh Chandel	
5	6921302420	Ritika Barua	
6	7021302420	Riya Bhaskar	
7	7121302420	Riya Singh	
8	7221302420	Rohan Kharbanda	
9	7321302420	Ronak Batra	
10	50517001720	Kanika Jain	
11	35617001720	Karan Dwivedi	
12	35717001720	Lakshay	
13	35817001720	Manpreet Kaur	
14	35917001720	Nachiket Hans	
15	36017001720	Nakul Goyal	
16	07921301720	Namrata Rana	
17	36117001720	Raghav Gupta	
18	36217001720	Rajat Mehilla	
19	02417002020	Jethin Thomas	
20	02517002020	Kunal Kumar	
21	02617002020	Nakul Bajaj	

S.N.	ENROLL. NO.	NAMES	SIGNATURE
22	02717002020	Nakul Gupta	Nakul
23	36317001720	Sakshi Verma	Sakshi
24	50117001720	Samarth Rawat	Samarth
25	36417001720	Samarth Sharma	Samarth
26	36517001720	Samyak Jain	Samyak
27	50917001720	Shubham Bhalla	Shubham
28	36617001720	Shubham Kumar	Shubham
29	50617001720	Shubham Gupta	Shubham
30	50717001720	Suryansh Chouhan	Suryansh
31	12117001720	Tanish Khurana	Tanish
32	9721302420	Vansh Paul	Vansh
33	9821302420	Vanshika Kaushik	Vanshika
34	9921302420	Vanshita Sharma	Vanshita
35	10021302420	Vedica Singh	Vedica
36	10121302420	Vertika Shukla	Vertika
37	10221302420	Yajur Kandhari	Yajur
38	10321302420	Yash Sah	Yash
39	10421302420	Yashika Goel	Yashika
40	10521302420	Yashika Sharma	Yashika Sharma
41	10621302420	Yuvraj Bhola	Yuvraj
42	35121302420	Somya Talwar	Somya
43	35221302420	Aashi Verma	Aashi
44	35321302420	Khushboo Joshi	Khushboo
45	35421302420	Nisha Punia	Nisha
46	35521302420	Tushar Aggarwal	Tushar
47	35621302420	Honey Singh	Honey
48	35721302420	Vaibhav Singh	Vaibhav
49	35821302420	Rachel Bindra	Rachel
50	35921302420	Ishpreet	Ishpreet
51	36021302420	Sachmeyer Kaur Kalra	Sachmeyer
52	36121302420	Aruman Nanda	Aruman Nanda
53	36221302420	Amrita Kaur	Amrita
54	50121302420	Aditya Sindhiwal	Aditya
55	50221302420	Vidhi Khandelwal	Vidhi