

Department of Journalism & Mass Communication

Report Value Added Course Certificate Course in Copywriting Session 2022-23

ACTIVITY: Value Added Course

TITLE: Certificate Course in Copywriting

VALUES: Accuracy, Ethics, writing, Integrity, Privacy and Confidentiality, Accountability, Independence, Audience Engagement, Civic Responsibility, Digital Literacy, and Continuous Learning.

LEARNING OUTCOMES:

- Students learnt the research which is very important to understand the industry trends and the competition in the market to create an effective ad copy.
- Students exposed to the characteristics of good copywriting. They will also be taught the difference between good copywriting and good writing.
- 3. Students learnt the techniques, attributes and nuances that are important in the writing field.
- Students understood the best copywriting practices that will help them recognize' social trends and stay
 relevant

Organized by : Department of Journalism & Mass Communication

Name of Resource person	Batch
Ms. Adity Agrawal	Batch 1
Dr. Rajni Yadav	Batch 2
Dr. Jagriti Basera	Batch 3
Mr. Nitin Yadav	Batch 4

Date : From 16/09/2022 to 24/12/2022

Time

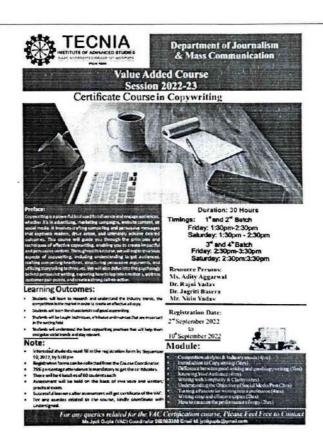
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Batch	Time
Batch 1	Friday and Saturday 1:30 pm – 2:30 pm
Batch 2	Friday and Saturday 1.30 pm – 2:30 pm
Batch 3	Friday and Saturday 2.30pm- 3.30pm
Batch 4	Friday and Saturday 1:30pm-2:30pm

Venue

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Batch	Room No.
Batch 1	Room no 2303
Batch 2	Room no 2403
Batch 3	Room no 2404
Batch 4	Room no 2407



Poster/Flyer

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)		http://www.facebook.com/tecniaofficial http://instagram.com/tecniaofficial		
No. of Students* (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	235	Batch	No. of Students	
	ei	Batch 1	60	
	< /	Batch 2	60	
		Batch 3 Batch 4	55	
No. of Resource Persons* (only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)	04			
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This course provides a comprehensive learning experience for individuals aspiring to excel in the field of persuasive writing. With its well-rounded curriculum, flexible delivery format, and emphasis on practical application, the course equips participants with the skills and knowledge needed to thrive in today's competitive landscape. Graduates emerged with the confidence and competence to craft compelling copy that captivates audiences and drives desired actions. Completing the certificate course in copywriting can have a significant impact on participants' careers.

By acquiring practical skills and industry-relevant knowledge, graduates are better positioned to pursue opportunities in advertising agencies, marketing departments, content creation firms, freelance writing, and more. Additionally, the certification serves as a credible validation of expertise, enhancing employability and career advancement prospects.

Batch 1 Resource Person Profile

Ms. Adity Agrawal, Assistant Professor in Tecnia Institute of Advanced studies, done her master's from Central University of Rajasthan, Jaipur. She has taken great interest in writing and speaking and well proof her excellence while working as an anchor in Doordarshan kendra, where she put all her creativity in doing scriptwriting and editing programs and make it more presentable.

Batch 2 Resource Person Profile

Dr. Rajni Yadav is an enthusiastic Media Educator, writer, and researcher. She is currently working as an Assistant Professor in Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University, Delhi. With over 10 years of experience, her expertise lies in media industry participation, research, and teaching.

She has completed her Ph.D. in Journalism and Mass Communication from Indira Gandhi National Open University, New Delhi in full time regular mode.

Resource Person Profile

	Batch 3 Resource Person Profile
	Dr. Jagriti Basera , Assistant Professor in Tecnia Institute of Advanced studies, has more than 7 years of experience as an Assistant professor in Journalism and Mass communication. She has completed her PHD in journalism and mass communication. In addition to academics, She had also worked with different media organization.
	Batch 4 Resource Person Profile
	Mr. Nitin Yadav, Assistant Professor in the Tecnia Institute of Advanced studies. He did his maters from Guru Jambheshwar University of Science and Technology, Hisar. He has blended experience of 2 years in teaching as well as industry.
Report Submitted by VAC Coordinator (write faculty coordinator name)	Ms. Jyoti Gupta
Jaotic Signature of VAC Coordinator	Name and Signature of Department Bands