



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

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Department Of Journalism and Mass Communication

(Academic Session 2020-21)

Value Added Course Completion Certificate

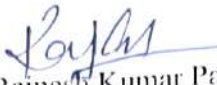
Certificate Course in Professional Learning of Public Relation & Advertising

Batch-1

This is to certify that the course module for the Value-Added Course for Certificate Course in Professional Learning of Public Relation & Advertising scheduled from from **19 April 2021 to 31 July 2021** comprising of 30 Hours deliverance has been completed by the resource person **Dr. Rajnesh Kumar Pandey**, Faculty in the Department of Journalism & Mass Communication with the module contents as under-



S. No.	Content Deliverance	Learning Outcomes
1.	Understanding Public Service Advertising (3hrs)	Learner would be able to understand the concept of Public Service Advertising
2.	Theories and Models in PR (2hrs)	Learners would learn the Theories and Models in PR.
3.	Visual Communication: Visual Literacy, Perception and Persuasion (3hrs)	Learners will understand the visual communication.
4.	Understanding Creativity (3hrs)	Learners would be able to understand the concept of creativity
5.	Major Creative Thinkers in Advertising (2hrs)	Learners will study the Major Creative Thinkers in Advertising.
6.	Appreciation and Presentation of Some of the Great and Failed Campaigns (4hrs)	Learners will appreciate and present some of the Great and Failed Campaigns
7.	The Indian Consumer: Psychology and Buying Behaviour (3hrs)	Learners will understand the Indian Consumer: Psychology and Buying Behaviour.
8.	Models and Applications (3hrs)	Learner will study the Models and Applications
9.	Consumer Behaviour research: How to choose the most responsive segment (3hrs)	Learners would be able to learn the Consumer behaviour research

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 Rajnesh Kumar Pandey
 Date: 31 July 2021
 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 Professional Learning of Public Relation & Advertising from from 19 April 2021 to 31 July 2021 comprising 30 Hours of deliverance has been completed by the resource person Dr. Rajnesh Kumar Pandey, Faculty in the Department of Journalism & Mass Communication to our satisfaction and is able to help in developing our professional skills and knowledge.

S.No.	EnrollmentNo	Name	Signature
1	00117002419	SUBHRADEEP GUHA	
2	00217002419	PULKIT SHARMA	
3	00317002419	SAKSHI SINGHAL	
4	00417002419	DHRITI KHANNA	
5	00517002419	NIHARIKA MAKHIJA	
6	00617002419	SURBHI DWIVEDI	
7	00717002419	TEJASWITA UPADHYAY	
8	00817002419	ISHITA	
9	00917002419	SHIVAM VERMA	
10	01017002419	KRITIKA SABHARWAL	
11	00117001720	AASTHA	
12	00217001720	ABHAY	
13	00317001720	ABHIJEET SINGH BALI	
14	00417001720	ABHISHEK KAUSHIK	
15	00517001720	ADITYA	
16	00617001720	AFZAL KHAN	
17	00117002020	ABHISHEK	
18	00217002020	ABHISHEK ROY	
19	00317002020	AKSHIT	
20	00417002020	AKSHIT	
21	01117002419	RITIK GUPTA	
22	01217002419	EASH TREHAN	
23	01317002419	KHUSHI SONDHI	
24	01417002419	YASH SHARMA	
25	01517002419	PARUL ARORA	
26	01617002419	SANIDHYA MALHOTRA	
27	01717002419	AAYUSH PANDEY	

28	01817002419	ROHAN BASOYA	Rohan
29	01917002419	JHANVI KALRA	Jhanvi
30	02017002419	SEJAL PANDEY	Sejal
31	00717001720	AMAN	Aman
32	00817001720	ANANT	Anant
33	00917001720	ANANYA	Ananya
34	01017001720	ANIKET HOODA	Aniket
35	01117001720	ANIRUDH MAHAWAR	Anirudh
36	02117002419	UMESH JAIN	Umesh
37	02217002419	RAJAT KUMAR SHARMA	Rajat
38	02317002419	AASHITA GULATI	Aashita
39	02417002419	SURBHIT SHARMA	Surbhita
40	02517002419	LAKSHAY SAJWAN	Lakshay
41	00517002020	ANANT RAGHAV	Anant
42	00617002020	ANKUR	ANKUR
43	00717002020	ANSHUL RAWAT	Anshul
44	00817002020	ANURAG BHARDWAJ	Anurag
45	02617002419	SHRUTI KANDWAL	Shruti
46	02717002419	MANAN TALREJA	Manan
47	02817002419	PRINCE KUMAR	Prince
48	02917002419	VINAYAK GODRA	Vinayak
49	03017002419	BHANU VALECHA	Bhanu
50	03217002419	SANYAM JAIN	Sanyam
51	01117001720	ANIRUDH MAHAWAR	Anirudh
52	01217001720	ANJALI	Anjali
53	01317001720	ANKIT	Ankit
54	01417001720	ANMOL TRIPATHI	Anmol
55	01517001720	ANSH	Ansh
56	03317002419	RIYA BHASIN	Riya
57	03417002419	DRISHTI SRIDHAR IYER	Drishiti
58	03517002419	AVNEET SINGH ISSAR	Avneet
59	03617002419	RUCHIKA RAWAN	Ruchika Rawan
60	03717002419	VIVEK MANOCHA	Vivek



Department Of Journalism and Mass Communication
 (Academic Session 2020-21)

Value Added Course Completion Certificate
Certificate Course in Professional Learning of Public Relation & Advertising
Batch-2

This is to certify that the course module for the Value-Added Course for Certificate Course in Professional Learning of Public Relation & Advertising scheduled from from 19 April 2021 to 31 July 2021 comprising of 30 Hours deliverance has been completed by the resource person **Mr. Bal Krishna Mishra**, Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Content Deliverance	Learning Outcomes
1.	Understanding Public Service Advertising (3hrs)	Learner would be able to understand the concept of Public Service Advertising
2.	Theories and Models in PR (2hrs)	Learners would learn the Theories and Models in PR.
3.	Visual Communication: Visual Literacy, Perception and Persuasion (3hrs)	Learners will understand the visual communication.
4.	Understanding Creativity (3hrs)	Learners would be able to understand the concept of creativity
5.	Major Creative Thinkers in Advertising (2hrs)	Learners will study the Major Creative Thinkers in Advertising
6.	Appreciation and Presentation of Some of the Great and Failed Campaigns (4hrs)	Learners will appreciate and present some of the Great and Failed Campaigns
7.	The Indian Consumer: Psychology and Buying Behavior (3hrs)	Learners will understand the Indian Consumer: Psychology and Buying Behaviour.
8.	Models and Applications (3hrs)	Learner will study the Models and Applications

9.	Consumer behavior research: How to choose the most responsive segment (3hrs)	Learners would be able to learn the Consumer behaviour research
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All the above contents are delivered to the best of my knowledge and belief and nothing is withheld.

Signature of Resource Person



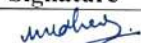

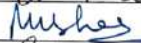
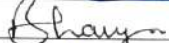
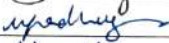





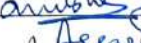

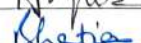


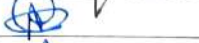









Name of Resource Person: Mr. Bal Krishna Mishra

Date: 31 July 2021

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 Professional Learning of Public Relation & Advertising from from 19 April 2021 to 31 July 2021 comprising 30 Hours of deliverance has been completed by the resource person **Mr. Bal Krishna Mishra**, Faculty in the Department of Journalism & Mass Communication to our satisfaction and is able to help in developing our professional skills and knowledge.

S.No	Enrollment no.	Name	Signature
1	06417002419	MEDHA JOSHI	
2	06517002419	SANSKRITI ARORA	
3	06617002419	MUSKAN KUMAR	
4	06817002419	BHAVAY GULATI	
5	06917002419	MANVI UPADHYAYA	
6	07017002419	AKANKSHA	
7	07117002419	SHIVAM KHERA	
8	07217002419	GARV KATYAL	
9	07317002419	TUSHAR SAINI	
10	07417002419	JAHANVI SHARMA	
11	01617001720	ANUSHKA GOEL	
12	01717001720	ARCHI AGGARWAL	
13	01817001720	ARPIT	
14	01917001720	AYUSH BHATIA	
15	02017001720	CHAHAT	
16	02117001720	DEEPAK	
17	00917002020	ARCHIT	
18	01017002020	AVI	
19	01117002020	AYUSHI	
20	01217002020	CHIRAG	
21	07517002419	ARUSHI KAUSHIK	
22	07717002419	TANISHA	
23	07817002419	RUSHALI KAUL	
24	07917002419	ANSHUL PANTHRI	
25	08017002419	TRIPTI PIPIL	

26	08117002419	NITYAM CHHABRA	Nityam
27	08217002419	AAKASH GULATI	Aakash
28	08317002419	ISHA PRASAD	Isha
29	08417002419	VARDA GARG	Varda
30	08517002419	SHRISTI	Shristi
31	02217001720	DEEPAK	Deepak
32	02317001720	DEEPAK SERAI	Deepak
33	02417001720	DEEPANSHU	Deepanshu
34	02517001720	DEEPANSHU	Deepanshu
35	02617001720	DESHIK	Deshik
36	01317002020	DEEPANSHI BANSAL	Deepanshi
37	01417002020	DEV	Dev
38	01517002020	DHRUV	Dhruv
39	01617002020	DISHANK JAIN	Dishank
40	08617002419	RASHISH PANDEY	Rashish
41	08717002419	GEETIKA BISHT	Geetika
42	08817002419	KANISHK CHAUDHARY	Kanishk
43	08917002419	DAKSH SHARMA	Daksh
44	09017002419	SHOAIB RAHMAN	Shoaib
45	09117002419	ROHAN JHA	Rohan
46	09217002419	PRAYANK DHAWAN	Prayank
47	09317002419	MAITRAIYA DURGAPAL	Maitriya
48	09417002419	SHIYA RANA	Shiya
49	09517002419	KHUSHI AGGARWAL	Khushi
50	02717001720	DEVEN RAWAT	Deven
51	02817001720	DHRUV	Dhruv
52	02917001720	DINESH KUMAR ABROL	Dinesh
53	03017001720	DIVANSHU	Divanshu
54	03117001720	DIVYA	Divya
55	01817002020	HARSH	Harsh
56	01917002020	HARSH	Harsh
57	02017002020	HARSHIT	Harshit
58	02117002020	HARSHIT	Harshit
59	02217002020	ISHIKA	Ishika
60	00917002020	ARCHIT	Archit



Department Of Journalism and Mass Communication
 (Academic Session 2020-21)

Value Added Course Completion Certificate


Certificate Course in Professional Learning of Public Relation & Advertising
Batch-3

This is to certify that the course module for the Value-Added Course for Certificate Course in Professional Learning of Public Relation & Advertising scheduled from from 19 April 2021 to 31 July 2021 comprising of 30 Hours deliverance has been completed by the resource person **Dr. Shaheen Bano**, Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Content Deliverance	Learning Outcomes
1.	Understanding Public Service Advertising (3hrs)	Learner would be able to understand the concept of Public Service Advertising
2.	Theories and Models in PR (2hrs)	Learners would learn the Theories and Models in PR.
3.	Visual Communication: Visual Literacy, Perception and Persuasion (3hrs)	Learners will understand the visual communication.
4.	Understanding Creativity (3hrs)	Learners would be able to understand the concept of creativity
5.	Major Creative Thinkers in Advertising (2hrs)	Learners will study the Major Creative Thinkers in Advertising
6.	Appreciation and Presentation of Some of the Great and Failed Campaigns (4hrs)	Learners will appreciate and present some of the Great and Failed Campaigns
7.	The Indian Consumer: Psychology and Buying Behavior (3hrs)	Learners will understand the Indian Consumer: Psychology and Buying Behaviour.
8.	Models and Applications (3hrs)	Learner will study the Models and Applications
9.	Consumer behavior research: How to choose the most responsive segment	Learners would be able to learn the Consumer behaviour research

(3hrs)

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

Signature of Resource Person 

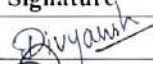
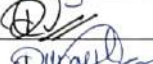
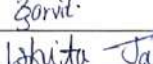
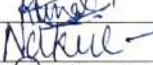
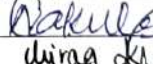
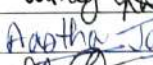
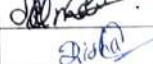

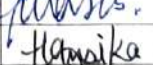
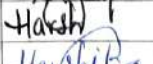
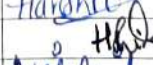



Name of Resource Person Dr. Shaheen Bano

Date: 31 July 2021

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 Professional Learning of Public Relation & Advertising from from 19 April 2021 to 31 July 2021 comprising 30 Hours of deliverance has been completed by the resource person **Dr. Shaheen Bano**, Faculty in the Department of Journalism & Mass Communication to our satisfaction and is able to help in developing our professional skills and knowledge.

S.No.	Enrollment No.	Name of the student	Signature
1	03217001720	DIVYANSH	
2	03317001720	DIVYANSHU	
3	03417001720	DURGESH	
4	03517001720	GAGANDEEP	
5	03617001720	GARVIT	
6	02317002020	ISHTI JAIN	
7	02417002020	JETHIN	
8	02517002020	KUNAL	
9	02617002020	NAKUL	
10	02717002020	NAKUL	
11	00121302419	CHIRAG KHANNA	
12	00221302419	AASTHA JAIN	
13	00321302419	SHEIKH SALMAN	
14	00421302419	DISHA CHATURVEDI	
15	00521302419	NAMAN SHARMA	
16	00621302419	KUMAR SHUBHAM	
17	00721302419	NIKHIL SINGH	
18	00921302419	SHREY KUMAR ARYA	
19	01021302419	MUSKAN GUPTA	
20	01121302419	AKRTI FARTIYAL	
21	03817001720	GURASIS	
22	03917001720	HANSIKA MADAN	
23	04017001720	HARSH BANSAL	
24	04117001720	HARSHIT	
25	04217001720	HARSHIT	
26	02817002020	NIKHIL	
27	02917002020	PRANAV	

28	03017002020	PRATEEK	Prateek
29	03117002020	PRIYANSHI JAIN	Priyanshi
30	03217002020	PRIYANSHU	Priyanshu
31	01221302419	ANKUR SAHNI	Ankur Sahni
32	01321302419	SHIVAM CHOPRA	Shivam Chopra
33	01421302419	SWATI TIWARI	Swati Tiwari
34	01521302419	SHIVAM GUPTA	Shivam Gupta
35	01621302419	MUSKAN SURI	Muskan Suri
36	01721302419	VIPIN	Vipin
37	01821302419	HARSH ROHATGI	Harsh Rohatgi
38	01921302419	SARTHAK MAINI	Sarthak Maini
39	02021302419	RISHABH AGRAWAL	Rishabh
40	02121302419	AVI SEHRAWAT	Avi
41	04317001720	HARSHITA	Harshita
42	04417001720	HARSHITA MAHESHWARI	Harshita Maheshwari
43	04517001720	HARSHITA	Harshita
44	04617001720	HARSHRI	Harshri
45	04717001720	HIMANSHI MESSON	Himanshi
46	03317002020	RISHABH Jain	Rishabh Jain
47	03417002020	RIYA	Riya
48	03517002020	SANYA	Sanya
49	03617002020	SANYAM	Sanyam
50	03717002020	SHIVANI	Shivani
51	02221302419	MOHAK AHUJA	Mohak
52	02321302419	ABHAY RUSTAGI	Abhay
53	02421302419	TUSHAR CHAUHAN	T. Chauhan
54	02521302419	ARIHANT JAIN	Arihant
55	02621302419	KAJAL NANKANI	Kajal
56	02721302419	YASIR AREEB SHAHAB	Yasir Areeb Shahab
57	02821302419	AKANSHA JAIN	Akansha Jain
58	02921302419	JATIN VERMA	Jatin
59	03021302419	YOGESH KUMAR SINGH	Yogesh
60	03121302419	MANAV SACHDEVA	Manav

**Department Of Journalism and Mass Communication**

Academic Session 2020-21

Value Added Course Completion Certificate**Certificate Course in Professional Learning of Public Relation & Advertising****Batch-4**

This is to certify that the course module for the Value-Added Course for Certificate Course in Professional Learning of Public Relation & Advertising scheduled from from **19 April 2021 to 31 July 2021** comprising of 30 Hours deliverance has been completed by the resource person **Mr. Karan Singh**, Faculty in the Department of Journalism & Mass Communication with the module contents as under-

Sr No.	Content Deliverance	Learning Outcomes
1.	Understanding Public Service Advertising (3hrs)	Learner would be able to understand the concept of Public Service Advertising
2.	Theories and Models in PR (2hrs)	Learners would learn the Theories and Models in PR.
3.	Visual Communication: Visual Literacy, Perception and Persuasion (3hrs)	Learners will understand the visual communication.
4.	Understanding Creativity (3hrs)	Learners would be able to understand the concept of creativity
5.	Major Creative Thinkers in Advertising (2hrs)	Learners will study the Major Creative Thinkers in Advertising
6.	Appreciation and Presentation of Some of the Great and Failed Campaigns (4hrs)	Learners will appreciate and present some of the Great and Failed Campaigns
7.	The Indian Consumer: Psychology and Buying Behavior (3hrs)	Learners will understand the Indian Consumer: Psychology and Buying Behaviour.
8.	Models and Applications (3hrs)	Learner will study the Models and Applications

9.	Consumer behavior research: How to choose the most responsive segment (3hrs)	Learners would be able to learn the Consumer behaviour research
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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. Karan Singh

Date: 31 July 2021

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 Professional Learning of Public Relation & Advertising from from 19 April 2021 to 31 July 2021 comprising 30 Hours of deliverance has been completed by the resource person **Mr. Karan Singh**, Faculty in the Department of Journalism & Mass Communication to our satisfaction and is able to help in developing our professional skills and knowledge.

Sr No.	Enrol. No.	Name	Signature
1	04817001720	HIMANSHI VERMA	
2	04917001720	HIRAL POPTANI	
3	05017001720	ISHIKA	
4	05117001720	JAGRIT	
5	05217001720	JAHANVI GARG	
6	03817002020	SHRISH	
7	03917002020	SHUBHAM	
8	04017002020	SMARTH RAHEJA	
9	04117002020	SUDIPTO BHUKTA	
10	04217002020	SUKRITI KALRA	
11	06221302419	VANSHIKA SAXENA	
12	06321302419	PRACHI	
13	06421302419	MUSKAAN SETHI	
14	06521302419	ANKIT SHRESTHA	
15	06621302419	ARPIT KUMAR THAKUR	
16	06721302419	ADITYA PRATAB SINGH	
17	06921302419	RIYA SHARMA	
18	07021302419	KRISH SHARMA	
19	07121302419	PARAM KHURANA	
20	05317001720	JAI	
21	05417001720	JATIN	
22	05517001720	JAYANT	

23	05617001720	KALASH	Handwritten signature
24	05717001720	KANAK	Kanak
25	04317002020	UJJWAL	<u>UJJWAL</u>
26	04417002020	VASU	Vasu
27	04517002020	VIPIN	Vipin
28	04617002020	YASH SHARMA	Yash
29	35117002020	ABHINAV JAIN	<u>Abhinav</u>
30	35217002020	AVINASH KUMAR	Avinash
31	07221302419	ARNAB BANERJEE	Arnab
32	07321302419	PRERNA SINGH	Prerna
33	07421302419	HIMANSHI TULI	Himanshi
34	07521302419	SRISHTI	<u>Srishti</u>
35	07621302419	UJVAL DUTTA ROY	Ujval
36	07721302419	MANSI KAPRI	Mansi
37	07821302419	PRACHI WASON	Prachi
38	07921302419	PRERNA MEHRA	Prerna
39	08021302419	HIMANSHU KUMAR SINGH	Himanshu
40	08121302419	FALGUNI BHURANI	Falguni Bhurani