

TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC)252

COURSE NAME: Advertising Lab

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Design, plan and produce advertisements for different mediums
2. Utilize skills acquired to conceptualise, plan and implement an ad campaign

PRE-REQUISITES: None

COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would be able to construct different objectives for an advertising campaign.	BTL-6	PO1, PO2
CO2	Learners would be able to build strategies for an ad campaign.	BTL-6	PO3, PO4
CO3	Learners would be able to produce and design advertisement messages for different media.	BTL-6	PO5, PO6
CO4	Learners would be able to construct audience feedback and analysis of an Ad Campaign.	BTL-4	PO7, PO8

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	3	2	3	2	2	2	2	3	3
CO2	3	3	3	3	1	2	2	2	2	-	3	3
CO3	3	3	3	3	-	2	2	-	2	-	2	2
CO4	3	3	3	3	-	2	2	2	2	-	3	2
AVERAGE	3	3	3	3	1.5	2.2	2	2	2	2	2.7	2.5


HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC