



RAMAKRISHNA SARADA MISSION  
VIVEKANANDA VIDYABHAVAN  
VALUE ADDED COURSE

On

*Print Advertisement in Making*

Offered by

Department of Journalism and Mass Communication



**Course Objectives:**

- It tends to orient learners towards the practical aspects and techniques of advertising.
- It is expected that this course will prepare learners to lay down a foundation on fundamentals of advertising.
- Learners will study the art and craft of creating advertisements for Print media.
- This course aims at imparting knowledge on Display Ad Making.
- This course will enhance the knowledge of understanding in Ad Copy content writing.
- The course aims to give the student an insight towards the various underlying

dimensions and challenges of the advertisement making.

### Course Structure:

- Duration: Total 30 Hours
- Who can join this course : Any student with a 10+2 pass certificate from a recognized board. The course is only for female students.
- Course fee: 200/-
- Mode: Offline
- Starting Date: 10<sup>th</sup> May, 2023



### Course Outcome:

- Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.
- Understanding the fundamentals of advertising: Participants would gain a strong understanding of the basic principles of advertising, including key terminology, advertising mediums, and target audience.
- Developing creative skills: Participants would learn how to develop creative ideas and concepts for advertising campaigns, and how to effectively communicate these ideas through various advertising mediums.
- Will be able to develop creative ideas for specific communication problems - develop specific ad copy for the creative idea using ad copy elements (slogan, headline, body copy, closing etc.) in the correct form.
- Seeks jobs in advertising, advertising agencies, newspaper and media houses; production houses and event management organizations.

## Faculty Details



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