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# Post Graduation Diploma in Advertising – 2 Years

## Year 1 – Semester I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	28101	1PGDA1	Fundamentals of Advertising
2	28102	1PGDA2	Creative Communication
3	28103	1PGDA3	Media Planning
4	28104	1PGDA4	Graphic Design Basics

### Course Details:

- Advertising types, principles, strategies.
- Copywriting, creative concept development.
- Media budgeting, media mix.
- Design basics, layouts, branding visuals.

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## Year 1 – Semester II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	28201	2PGDA1	Digital Advertising
2	28202	2PGDA2	Consumer Psychology
3	28203	2PGDA3	Advertising Production
4	28204	2PGDA4	Project – I

### Course Details:

- Google ads, social media ads, display ads.
- Buying behaviour, motivation, influence.

- Video production, voiceover, script writing.
- Campaign project.

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### **Year 2 – Semester III**

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	28301	3PGDA1	Brand Management
2	28302	3PGDA2	Marketing Communication
3	28303	3PGDA3	Ethics & Media Law
4	28304	3PGDA4	Agency Management

#### **Course Details:**

- Brand identity, brand equity.
- IMC strategies, campaign integration.
- Ethical issues, advertising laws.
- Client & agency coordination.

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### **Year 2 – Semester IV**

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	28401	4PGDA1	Internship / Ad Agency
2	28402	4PGDA2	Major Advertising Project
3	28403	4PGDA3	Viva
4	28404	4PGDA4	Portfolio Presentation

#### **Course Details:**

- Industry internship in agency.
- Major real-time ad campaign.
- Viva based on project.
- Portfolio and design showcase.

