Course – Creating Advertising Campaigns

Module 1 – Introduction and History to Advertising campaigns – 2 hours

Module 2 – Workshop on creating posters / ads – 2 hours

Module 3 – Group formation & Briefing Campaigns – 2 hours

Module 4 – Workshop on Brainstorming & Laundry list creation – 2 hours

Module 5 – Workshop on Graphics – 2 hours

Module 6 – Workshop on creative writing – 4 hours

Module 7 – Lecture on media innovation – 2 hours

Module 8 – Wokshops on campaign creation – 10 hours

Module 9 – Campaign submission and Digital media campaign – 2 hours

Module 10 – Assessment / Jury / Feedback