

Course Code	Course Title	L	T	P	C
ACXC101N	Art of Advertising and Marketing	0	0	0	2
Pre-requisite	NIL	Syllabus version			
		1.0			
Course Objectives:					
<ol style="list-style-type: none"> 1. To create a platform for improving student's talent, upgradation of knowledge in respective fields 2. To conduct various events/symposium/workshops/conferences thereby improving their leadership, management and coordinating skills 3. To learn how teamwork, cooperation and collaboration can bring changes to society 					
Course Outcome:					
<ol style="list-style-type: none"> 1. To apply science, engineering, management and technology to understand real world problem 2. To gain practical knowledge about best practices in chosen domain 3. To master team building and leadership skills 					
General Guidelines					90 hours
<ol style="list-style-type: none"> 1. Regular activities: Participation in events like orientation session, training, guest lecture, workshop & internal competitions, organized by associated technical club/ chapter/ teams 2. Gaining of practical knowledge through participation in activities, field visits and relevant events 3. Participating / Organizing / Volunteering for events during GraVITas /TechnoVIT/ organized by associated technical club/ chapter/ teams thereby enhancing and exhibiting the team building and leadership skills 4. Representing the institute as a part of technical Club/ Chapter/ team in events or competitions conducted by other institutes 5. Report – report on all the activities for a duration of 90 hours needs to be submitted 					
Mode of Evaluation: (No FAT) Participation in activities for 90 hours and report					
Recommended by Board of Studies		23-11-2022			
Approved by Academic Council		No. 68	Date	19-12-2022	