

FROM

Muhammed Anzeer K K

ASST.PROFESSOR &HOD

DEPARTMENT OF MANAGEMENT STUDIES

NAM COLLEGE KALLIKKANDY

TO

THE PRINCIPAL

NAM COLLEGE KALLIKKANDY

Sir ,

Subject: Request for starting certificate course

As per the directions and recommendations from the academic monitoring committee and IQAC , the department of management studies has decided to commence one certificate course ,namely "certificate course in Advertising and Advertisement Media ". I request you to do sanction to start the course in 2024-25 academic year .The detailed course syllabus including the objective and evaluation pattern of the course is attached herewith.

Recommended for Approval

[Handwritten Signature]

A.M.G
Musthafa KS

Assistant Professor of Commerce
N.A.M College, Kallikkandy
Kannur, Kerala - 670693

[Handwritten Signature]

Yours faithfully

Muhammed Anzeer K K

Muhammad Anzeer K K
Assistant Professor and Head
Department of Management Studies
NAM College, Kallikkandy
Kannur, Kerala - 670693

Approved

[Handwritten Signature]

NAM COLLEGE KALLIKKANDY
DEPARTMENT OF MANAGEMENT STUDIES
CERTIFICATE COURSE ON ADVERTISING AND ADVERTISEMENT MEDIA

OBJECTIVES OF THE COURSE


- To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising & allied fields, public relations & corporate communication.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of concepts.
- To provide hands-on training on planning and production of brand and social issue campaign.
- To provide skills on various relevant software especially in media planning and production of campaigns.

SYLLUBUS

Module 1: Introduction to Advertising and Advertisement Media, the similarities and the differences, Professional Communication theories, Communication strategy and communication crisis management (10 HRS)

Module 2: Types of Media: Its Merits and Demerits, Media Planning- Media strategies, Factors influencing Media choice and Media selection Media scheduling Strategies , Models, Factors Affecting Media Scheduling (10 HRS)


Module 3: Advertising Campaigns- design, creation, advertisement, and tools Agency - Structure & Functions (Advertising and PR) ,Holistic approach- marketing via advertising, Promotional communication and media planning (10 HRS)


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EVALUATION PATTERN

TYPE OF QUESTIONS AND MARK IN THE EXAMINATION

PARTICULARS	TOTAL QUESTIONS	NO.OF QUESTIONS TO BE ANSWERED	MARK OF EACH QUESTION	TOTAL MARKS
Very short answer	7	7	1	7
Short answer	9	7	2	14
Short essay or problems	5	3	3	9
essay	4	2	5	10
Internal mark				10
total				50


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**DEPARTMENT OF
MANAGEMENT STUDIES
NAM COLLEGE KALLIKKANDY
KANNUR, KERALA
PH:0490 2463067**




Certificate course in ADVERTISING AND ADVERTISEMENT MEDIA 2024-2025

FOR MORE DETAILS:

 8129796807
 dms.nam@gmail.com

APPLY




Muhammad Anzeer K K
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Kannur, Kerala - 670693


REGISTERED STUDENTS LIST FOR CERTIFICATE COURSE
Certificate course in ADVERTISING AND ADVERTISING MEDIA

2024-25

DEPARTMENT OF MANAGEMENT STUDIES

SL NO	ADMISSION NO	NAME OF THE STUDENT	PROGRAMME CODE
1.	645	FATHIMA HANNA P P	CCAMBBA12
2.	646	FATHIMATH RANA V P	CCAMBBA12
3.	647	FAIHA FATHIMA.T.K	CCAMBBA12
4.	648	FATHIMA ZENHA	CCAMBBA12
5.	649	MUJEERA NK	CCAMBBA12
6.	650	FATHIMATH NAJIYA TK	CCAMBBA12
7.	651	FATHIMA SHEZA M.V	CCAMBBA12
8.	652	RISLA MARIYAM V P	CCAMBBA12
9.	653	SAMAH ABDU REHMAN UMER MUSSA	CCAMBBA12
10.	654	AMINA NOORA K K	CCAMBBA12
11.	655	FATIMA FOUMIA	CCAMBBA12
12.	656	RASHA FATHIMA	CCAMBBA12
13.	657	RAZINA K P	CCAMBBA12
14.	658	MUHAMMED N K	CCAMBBA12
15.	659	MUHAMMED ZAIN KK	CCAMBBA12
16.	660	FATHIMA P K	CCAMBBA12
17.	661	HABEEBA FATHIMA T	CCAMBBA12
18.	662	NAJIYA NASREEN K T K	CCAMBBA12
19.	663	NAJA FATHIMA.V	CCAMBBA12
20.	664	FIDHA FATHIMA P.K	CCAMBBA12
21.	665	NAJIYA SHERIN PK	CCAMBBA12
22.	666	FATHIMA.C	CCAMBBA12
23.	667	SHAMMAH P P	CCAMBBA12
24.	668	IRENE SAHIR	CCAMBBA12
25.	669	FATHIMATHUL NAFIYA	CCAMBBA12
26.	670	ASIF MUHAMMED A	CCAMBBA12
27.	671	HANNATH P	CCAMBBA12
28.	672	MUHAMMED SINAF CK	CCAMBBA12
29.	673	RAIFA FATHIMA ISMAIL	CCAMBBA12
30.	674	ZENHA FATHIMA AT	CCAMBBA12
31.	675	NADVA FATHIMA	CCAMBBA12
32.	676	MOHAMMED NIYAS T K	CCAMBBA12
33.	678	MUHAMMED DHANISH P K	CCAMBBA12
34.	679	MUHSIN M	CCAMBBA12
35.	680	AYSHA UMMER	CCAMBBA12
36.	681	FATHIMATHUL SHIFA A. K	CCAMBBA12
37.	682	ABDUL MUTHALIB T V	CCAMBBA12
38.	683	MUHAMMED FAHEEM	CCAMBBA12
39.	684	MUHAMMED RAZIN P M	CCAMBBA12
40.	685	MUHAMMED FINAN	CCAMBBA12
41.	686	MUHAMMED NAZAL	CCAMBBA12

42.	687	FATHIMA MAHAMOOD	CCAMBBA12
43.	688	MUHAMMED SHABIN MK	CCAMBBA12
44.	689	MOHAMMED RAYAN	CCAMBBA12
45.	690	NIZWA MAHAROOF	CCAMBBA12
46.	691	ANLIYA.S.N	CCAMBBA12
47.	692	NISHAN RAFEEKH K	CCAMBBA12
48.	693	P P HIBA HANAN	CCAMBBA12
49.	694	MUHAMMED AFNAN PM	CCAMBBA12
50.	695	MUHAMMED ADIL C H	CCAMBBA12
51.	696	MUHAMMED SALAHUDHEEN	CCAMBBA12
52.	697	ABDULLA VP	CCAMBBA12
53.	698	FATHIMATH RIYA SHERIN P.V	CCAMBBA12
54.	699	MOHAMMED AFLAD	CCAMBBA12
55.	700	MUHAMMED.U.V	CCAMBBA12
56.	701	MUHAMMED MISHAB.P.C	CCAMBBA12
57.	702	AYSHA PC	CCAMBBA12
58.	703	SAHAL M	CCAMBBA12
59.	704	MUHAMMED FAYAS ABDUL SALIM	CCAMBBA12


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DEPARTMENT OF MANAGEMENT STUDIES
NAM COLLEGE KALLIKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Amina Noora . K.K*
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
.....*D*..... grade during 2024-2025 Academic year.

Atheertha

COURSE CO-ORDINATOR

Amp

HEAD OF THE DEPARTMENT
Muhammad Anzeer K K
Assistant Professor and Head
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Nam, Kerala - 670693

[Signature]

PRINCIPAL

MUHAMMAD ANZEER K K

Folio No *CCAM/25/p1* Date of issue *28.03.2025*





DEPARTMENT OF MANAGEMENT STUDIES
NAM COLLEGE KALLIKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss **Aniya S.N**
 has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
A..... grade during 2024-2025 Academic year.

[Signature]

COURSE CO-ORDINATOR

[Signature]

HEAD OF THE DEPARTMENT
Muhammaad Anzeer K K
 Assistant Professor and Head
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MUHAMMAD ANZEER K K

File No. **CCAM/25/02** Date of issue **28.03.2025**







DEPARTMENT OF MANAGEMENT STUDIES
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CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Aysha. P. C*
 has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
 MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
 *A.....* grade during 2024-2025 Academic year.


 COURSE CO-ORDINATOR


 HEAD OF THE DEPARTMENT
Muhammad Anzeer K K
 Assistant Professor and Head
 Department of Management Studies
 NAM College, Kallikkandy
 2023-2024


 PRINCIPAL
M. S. M. MULLANA
 M. S. M. MULLANA

Folio No *CCAM/25/03* Date of issue *28.03.2025*

DEPARTMENT OF MANAGEMENT STUDIES
NAM COLLEGE KALLIKANDY



CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Fathima Mahamood*.....
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
.....*B*..... grade during 2024-2025 Academic year.

Haseetha

COURSE CO-ORDINATOR

Anzeer K K

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Folio No *CCAM/25/04* Date of issue *28.03.2025*



DEPARTMENT OF MANAGEMENT STUDIES
NAM COLLEGE KALLIKANDY



CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Fidha Fadhima . P . K*
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
..... *C* grade during 2024-2025 Academic year.


COURSE CO-ORDINATOR


HEAD OF THE DEPARTMENT

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Folio No *SCAM/25/06* Date of issue *28.03.2025*

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CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Irene Sahir*
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
..... *A* grade during 2024-2025 Academic year.

Asantha

COURSE CO-ORDINATOR

Anzeer K K

HEAD OF THE DEPARTMENT
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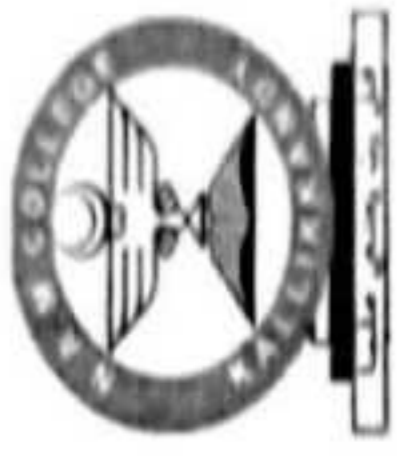
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Folio No. *CCAM/25/07* Date of issue *28.03.2025*





DEPARTMENT OF MANAGEMENT STUDIES
NAM COLLEGE KALLIKANDY

CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Mujeera . N. K*
 has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
 grade during 2024-2025 Academic year.

Hasarthe
 COURSE CO-ORDINATOR

Amr
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 PRINCIPAL

Folio No *CCAM/25/01* Date of issue *21.03.2025*

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NAM COLLEGE KALLIKANDY



CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *P.P. Hiba Hanan*
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
..... grade during 2024-2025 Academic year.


COURSE CO-ORDINATOR


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MUHAMMAD ANZEER K K
Principal
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Folio No *CCAM/25/10* Date of issue *28.03.2025*



DEPARTMENT OF MANAGEMENT STUDIES
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CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Mohammed Aflad*
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
..... grade during 2024-2025 Academic year.

[Signature]
COURSE CO-ORDINATOR

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PRINCIPAL

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PRINCIPAL


Folio No. *CCAM/25/11* Date of issue *28.03.2025*

DEPARTMENT OF MANAGEMENT STUDIES
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CERTIFICATE OF COMPLETION

This is to certify that Mr/Miss *Mohammed Faheen*
has successfully completed the certificate course in "ADVERTISING AND ADVERTISEMENT
MEDIA". He/She passed the said examination held on 20/03/2025 and has been awarded
..... *B*..... grade during 2024-2025 Academic year.


COURSE CO-ORDINATOR


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Folio No *C.C.A.M./25/12* Date of issue *28.03.2025*