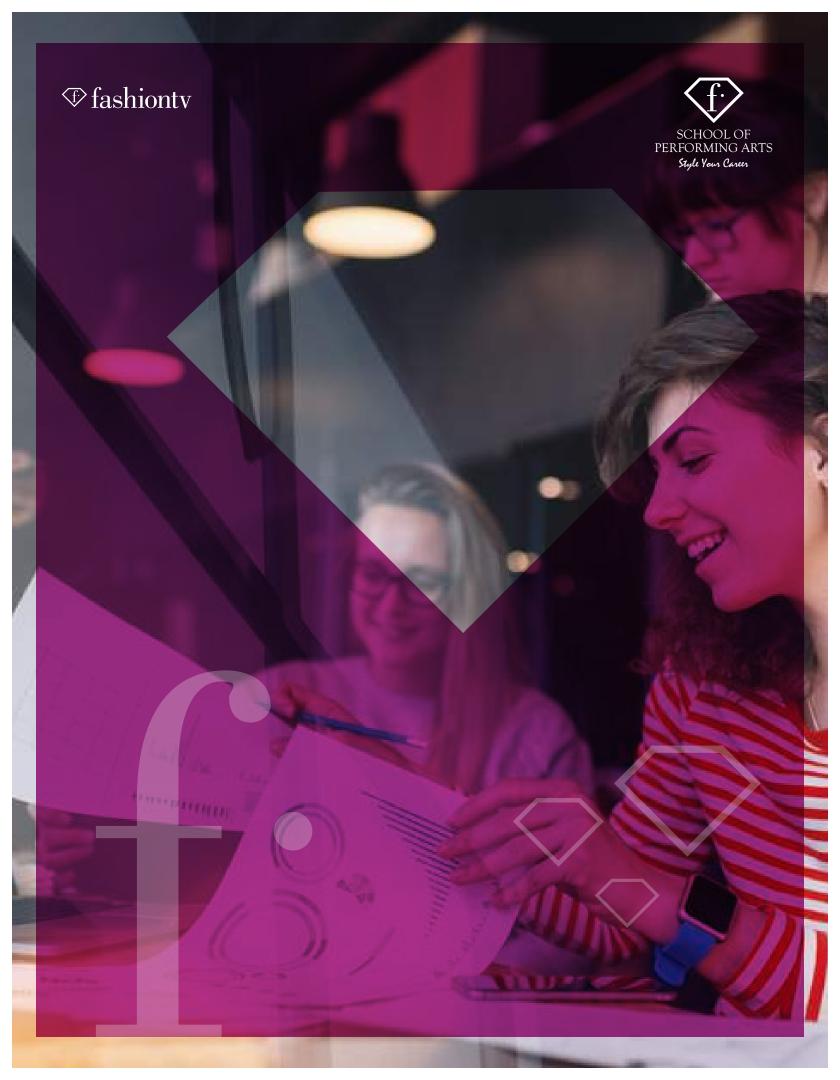


SCHOOL OF PERFORMING ARTS Style Your Career

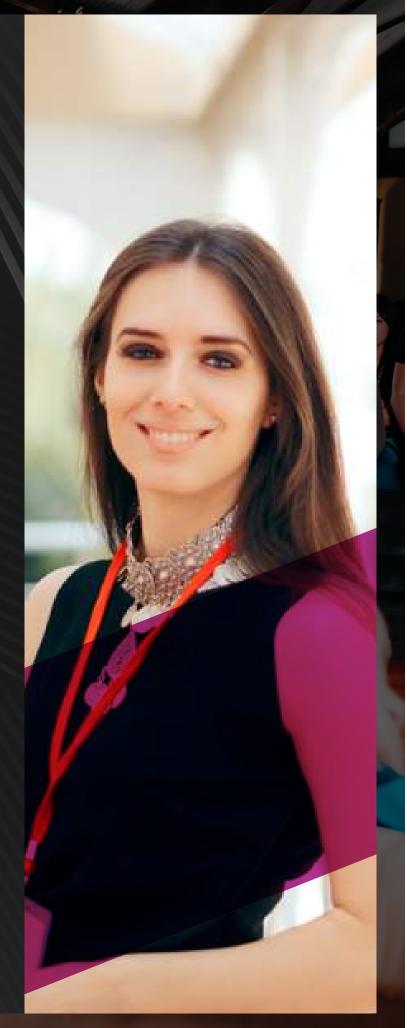






From the very start, FTV has become synonymous with the best in the world of fashion, beauty, trends, and lifestyle.

- Fashion TV is a 24/7 international broadcasting channel dedicated to showcasing the fashion and lifestyle of the world.
- Founded by Michel Adam Lisowski in 1997, in France, FTV offers the best of the fashion world and aims to connect the worldwide fashion and entertainment industry.
- FTV has a viewership of over 2 billion+ across 193+ countries all around the world.
- It broadcasts the latest news and information about the fashion, luxury, and lifestyle world over to 500 million+households and more than 10 million+public places across five continents.
- FashionTV is the fourth most distributed channel in the world with 250+ cable satellites, holding a presence in 500 million+ households, 7 million+ in public places, and 10 million+ public TV sets in public places.





FashionTV broadcasts exclusive premium content on the 12 Thematic Channels Worldwide.

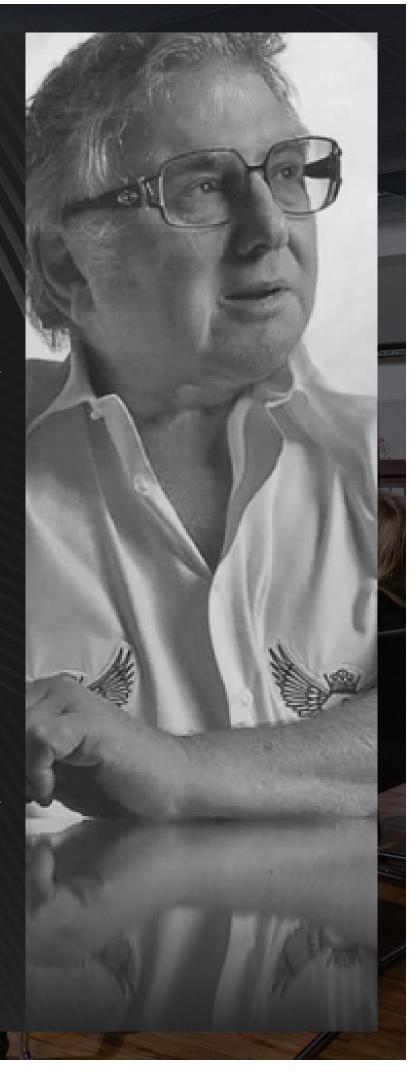
- FTV is the largest media through which the major fashion shows, designer events, latest trends, and highlights of fashion industry professionals are becoming known to fashion enthusiasts over the globe.
- FTV has the vision of making the fashion, beauty, and lifestyle industry truly global.
- With FTV Pageants and FTV School of Performing Arts, FTV is going forward with its vision.
- It is the center of knowledge and accessibility.
- It is the international platform for growth, exposure, and reach for fashion enthusiasts.
- On fashiontv.com, our official website, we receive 5 million+ page views.





Michel Adam Lisowski

- Michel Adam is the founder and sole owner of FTV.
- He envisioned the showcase of international fashion trends and brands under one platform, and FTV is fulfilling that vision every day throughout the globe.
- He is known as the 'Fashion Maestro' for his remarkable contribution in fashion, luxury, and lifestyle industry across the world.
- He is the founder of multiple FashionTV destinations that are spread across the world's leading cities like Tel Aviv, Cairo, Bangkok, Abu Dhabi, Kuwait, Shanghai, Prague, and Vienna.
- It hosts many fashion shows, after-parties, and other fashion events. Michel Adam's entrepreneurial mind makes him think ahead of time and he is always taking fashion to new heights. Keenly aware of the potential and reach of FTV in India, the brand is introducing various luxurious FTV businesses in the world's second most populated country.





An important part of FTV is the FTV School of Performing Arts. It is one of the best places for people aspiring to be a part of fashion and beauty industry. Carrying forward the vision of Michel Adam and FTV, FTV School of Performing Arts aims to train and nurture talent who will be renowned names of future in fashion, beauty, lifestyle and entertainment industry. The training and certificates which students will receive are going to be highly effective in their careers and making their dreams come true. The students will receive training which is going to be of international standards, along with hands on experience from the best in the fashion industry. The combination of best training with a futuristic strategy and practical experience is going to open doors for a worldwide reach. With all these aspects along with the exposure of FTV Franchise, FTV School of Performing Arts aims to provide enormous support in launching careers for fashion and entertainment Industry worldwide.

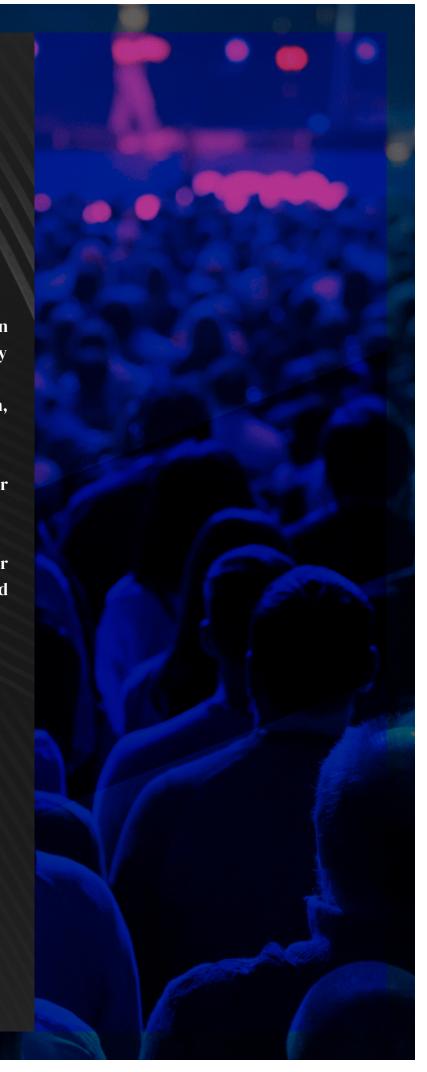


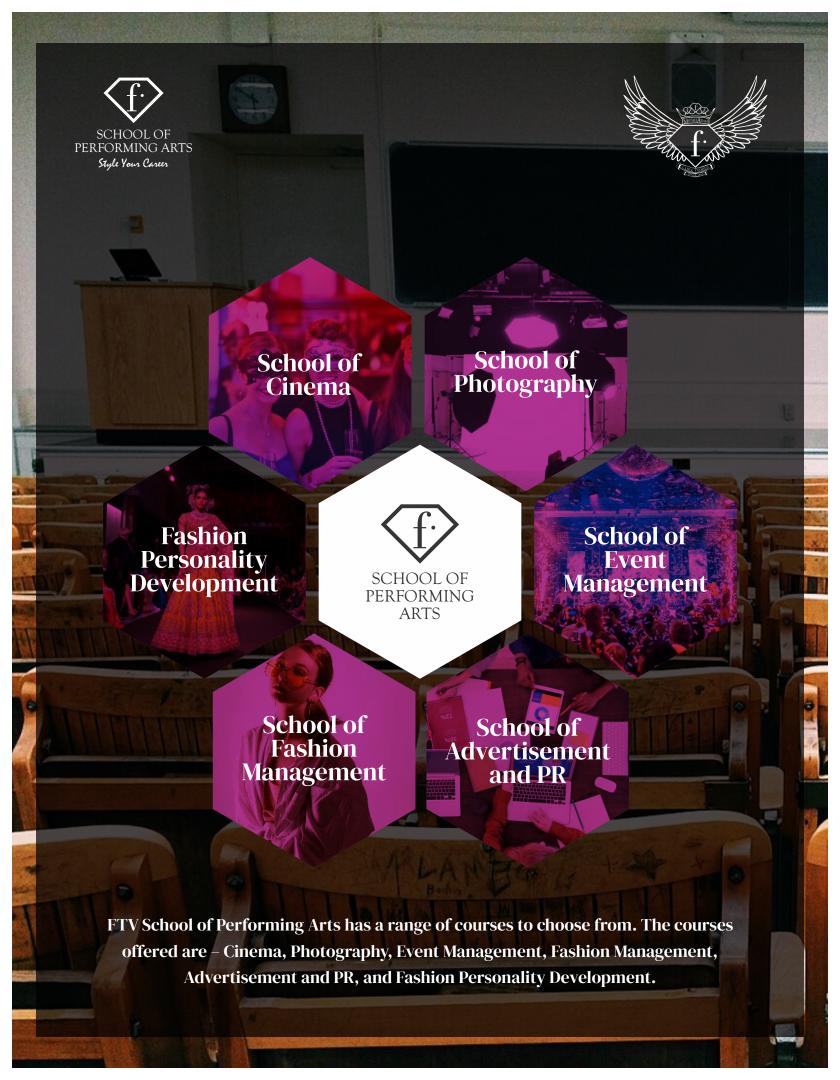


Targeted Audience

Students wanting to pursue their career in fashion, lifestyle, and entertainment industry

- Youth having a special interest in fashion, beauty, and entertainment sector.
- Professionals willing to change their career track.
- Continuing education (up-skilling) for professionals of fashion, beauty, and lifestyle industry.







FTV School of Advertisement and PR:

The need for training in the field of advertisement and PR is increasing. With FTV School of Advertisement and PR, you will get trained in the latest technologies and will be able to sharpen your skills on them. FTV offers the reach and exposure needed to kick start your career in Advertisement and PR.

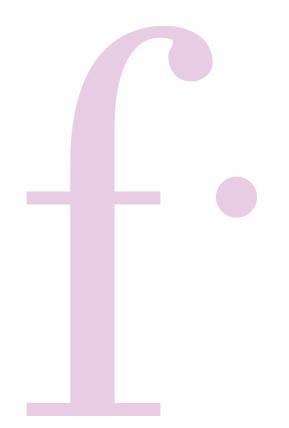
The courses that FTV School of Advertisement and PR offers -

- 1. Undergraduate: After your 10+2 or Diploma you can join FTV School of Advertisement and PR to get a degree in Advertisement and PR. Internationally acclaimed training and degree are waiting for you.
- 2. Postgraduate: After your Graduation you can join FTV School of Advertisement and PR to get a Master's Degree, in Advertisement and PR. Internationally acclaimed training and Degree will be provided to the students.
- 3. P. G. Diploma Course: After your graduation, you can join the FTV School of Advertisement & PR to g e t a P.G. Diploma in Advertisement & PR. Internationally acclaimed training and diploma will be provided to the students.
- 4. Advanced Diploma Courses: You can do International Advanced Diploma in Advertisement and PR after your 10+2, Diploma, or even after your Graduation.
- 5. Diploma courses: You will get International Diploma in Advertisement and PR.
- 6. Advanced certificate courses : Students will get Advanced certificate in Advertisement and PR.
- 7. Certificate courses: You will get certificate in Advertisement and PR.
- 8. Crash courses: Students will get crash courses in Advertisement and PR.
- 9. Workshops: Workshops will be held for Advertisement and PR.





FTV SCHOOL OF ADVERTISEMENT & PR REGULAR COURSE



PG DIPLOMA IN AD AND PR (11 Months)

ester	Subject	Topic
onths	Science of Human Communication	Critical Thinking Skills
Lst Semester)		Interpersonal Communication
		Cultural sensitivity
		Facilitate future marketability
	Mass Communication Process	Elements of Communication process
		Communicator
		Editor
		One- way Communication
	Origin and Growth of Indian Media	Role of Print Media
		India's involvement in publication
		Indian Press under British rule
		State of modern Mass Media
	Media Language Structure,	Semiotics
1/4	Style and Translation	Communication Development
P	A Acura A Da	Cultural Dimensions
	MICHELADAA	Terminologies
	Basics of Computer Applications	Uses of Computer Applications
		On-line application
	CG94	Real time application
	9// L	Business application
	Principles and Practices of	Origins and Pioneers of Public Relations
	Public Relations	Editing and Proofreading
	\$INCE 1950	Press Release
		Models of PR
	Principles and Practices	Centralization and Decentralization
	of Management	Simon's model of decision making
		Styles of management:
	AT BUILDING	(American, Japanese and Indian),
		McKinsey's 7-S Approach
	Advertising Management	Objectives of Advertising Management
	Mile of the second	Advertising management models (AIDA,
		DAGMAR, Five stage model)
		Process of Advertising Management
		Marketing Research
-	Development	Role of development Communicator
	Communication	Development Communication using various Media

Semester	Subject	Topics
~		Development campaigns
		Communication for Development (C4D)
	Multimedia and Desktop Publishing	Interactive Media Design and Usability
	1	Printing Technology
		Layout and Design
		Graphic Communications
	International Business Communication	German/French
Months	Advanced Advertising and	Marketing mix
2nd Semester)	Brand Management	Integrated Marketing Communication
		Types of Advertising
		DAGMAR approach of Advertising
	PR Tools and Techniques	Press Releases
		Newsletters
		Blogging
	Consumer Behaviour	Types of Consumer Behaviour
	William (State)	Factors affecting Consumer Behaviour
		Market Research
		Cultural and Environmental Influence on Consume
	Introduction to Marketing Management	Framework of Marketing
		Market
		Competitor Analysis
	OVE FASHIO	Segmentation
	Communication Research	Major Landmarks of Communication Research
		Content Analysis
		Research Process
		Ethics in Media Research
	Media Ethics and Laws	History of Indian Media Laws
		Press Laws and Communication
		AIR News Policy for Broadcast Media
		Introduction to Indian Penal Code
	Media Planning	Factors affecting Media planning
		5 Was (Which, what, when, where and why)
		Importance of Media Planning
		Steps involved in Media Planning Process
	Specialized Copyright	Ethical issues of Copyright
		Types of Copyright

Semester	Subject	Topics
		Scope of Copyright
		Effects of Copyright
	Corporate and Business	Media and Public Relations in Corporate
	Communication	Communication
		Customer Communication and Marketing
		Crisis Communication
		Internal Communication
	Web Advertising and E- PR	Digital PR VS Traditional PR
		Digital PR Strategy
		Types of Web Advertising
		Retargeting
	Portfolio Development	Stages of Portfolio Development
	(f)	Types of Portfolio Development
		Purpose of Portfolio
	Wicher	Structure of Portfolio
	Makeover	Basic of Skin
		Basic of Makeup
		Basic of Hair Styling
	Yoga, Fitness & Meditation	Fitness & Motivation
		Meal Planning
		Yoga
	SINCE 195	Diet Planning
		Healthy Living
		Meditation
1 Month	Internship/ Workshop	

ADVANCE DIPLOMA COURSE IN PR & ADVERTISING (11 Months)

Semester	Subject	Topics
5 Months	Introduction to PR	Theory of Public Relation
(1st Semester)		Public Behaviour
		Creative process in AD & PR
	Market Environment	Research & planning
	and Research	Consumer Behaviour
		Principles of Marketing
	Public Relations Writing	Effective Public Relations Writing
		Preparing PR Communications
		Writing Primers
		Conducting Research
\	Media Relation	Media Planning and Campaigns
////		Media Psychology
		Presenting yourself to the Media
		Maintaining Media Relationships
	Copywriting AlcHELADALA	Discover your Writing Skills - Right start to
	Michelyland	the complex Copywriting
	2	Techniques - Copywriting Skills in context to
		Marketing and other areas
	494	Modules designed by Industry Expert
	International Business Communication	German/French
5 Months	Advertising in	Contemporary Issues
(2nd Semester)	Contemporary Society	Contemporary theories about Visual Communications
	EINGE 193	Digital Media
		Institutions of Advertising
		Advertising and Mass Media
	Brand Building	Strategic Brand Management
		Branding Foundations
		Visual Branding
		Serving your Clients
		Organizing your Brand
	Direct Marketing	The scope of Direct Marketing
	11 11 12/	The Planning Process
		Planning for Direct Market
		Customer Concepts
		Setting Objectives and Developing strategies
		within Direct Marketing
	5 Months (1st Semester)	5 Months (1st Semester) Market Environment and Research Public Relations Writing Media Relation Copywriting International Business Communication 5 Months (2nd Semester) Brand Building

Course Name	Semester	Subject	Topics
< f			Databases for Direct Marketing
1			Direct Marketing Implementation and Control
		Effective Communication	Active Listening
			Barriers to Effective Communication
			Straight Talk on Bad Language
			Verbal Communication
			How to be a Great Conversationalist
			Putdown Offenders & Social Cues
			Interpersonal Communication for Managers
			Communicating with the C-Suite
	\		Media Training DISC
			Understanding DISC Styles
		Laws and Ethics	Understand the concepts of Integrity,
	11/1/1		Ethics and Law, including how they
		f f	overlap and how they are different
		Discourse of the same of the s	Understanding and analyzing a problem involving
		MICHELADAM	Integrity, Ethics and Law in the Public Domain,
			and Create and Evaluate solutions
			Anticipate, Identify and reflect on problems
		7/9	regarding Integrity, Ethics and Law in their
		$\mathcal{L}_{\mathcal{L}}$	own lives
			Recognizing the importance of Integrity, Ethics
		LOVE FASHION	and Law in resolving challenges they will face
		SINCE 1959	in the future
		TV and Radio	Introduction
			History of Radio in India
			Radio as a medium of Communication
5			Broadcast writing scripting for Radio
		JEGNAL STEET	Importance of Voice in Broadcast
	The Royal	L VIN HOLD	Radio News, Radio Features, Radio Interviews,
/ N 100 4			Radio Documentaries, Radio Drama,
Allermon a like			Music Programmes, Radio Discussion
200			Writing for Television, Growth and Development
-			of Television in India
			Shots, Camera movements and important set Designs
			Budget: Planning, Estimate, Resources and Expenditure

Course Name	Semester	Subject	Topics
$\langle f \cdot \rangle$		Makeover	Basic of Skin
1			Basic of Makeup
			Basic of Hair Styling
		Yoga, Fitness & Meditation	Fitness & Motivation
			Meal Planning
			Yoga
			Diet Planning
			Healthy Living
			Meditation
1 Month		Workshop/Seminar/Internship	



ADVANCE DIPLOMA IN MASS MEDIA AND JOURNALISM (11 Months)

Duration	Subject	Topic
5 Months	Principles of	Intro of Mass Media and Journalism.
	Communication	Fundamentals of Communication.
		Meaning of Communication, Features,
		Importance, Patterns,
		• Techniques of Communication: Formal/ Informal,
		Verbal/Written, Downward & Upward.
		Barriers of Communication
		Essentials of Communication
		• 7 C's of Communication
/ /		Factors affecting the process of Communication.
		History of Journalism
N////	Global Media-1	Media: Media, Types of Media, Concepts
	(f)	of Global Media
		Global market place: Global market place,
	MICHELADAM	Requirement of Global market place, types of
		Global markets, doing business abroad.
		Global campaign: Global Campaign,
	-/2 +·	Global Consumer research.
		Global media environment: Global Media
	The second second	Environment, Global electronic Media,
	110000000	Global print Media, New Media
	SINCE 1950	Ethical and legal considerations: Ethical and
		legal considerations in the Global Media Environment,
		the impact of Technology.
	Fundamentals of	Principles of Journalism.
	Journalism	Journalism : Definition Nature Scope and Significance.
		Major Theories of Press. Meaning of theories
		based on scientific study & analysis; four major
		theories of Press, According to Fred Siebert,
		Theodore Peterson & Wilbur, Schramm.
Asset Control		Authoritarian Theory, Libertarian Theory,
		Social Responsibility Theory, Soviet Communist/
		Workers Theory. Other Theories: Development
	The same of	Media & Democratic Participant Theory

Duration	Subject	Topics
		Journalism as Profession. Relationship between
		Press and Society -Press and Government.
		Code of Ethics of the press -Reader and his interests
		-understanding public taste -Press as a tool of
		Social Service. Newspaper Organization -
		The role of press as an agency of Communication –
		Relationship between Press and other Mass Media.
		Press and Democracy. Print Media in India:
		An overview
/ /	Photo Journalism	Introduction to Photography.
		Editing and Photojournalism.
11/1/4		 Photography-Brief History of Photography,
		early Photography techniques
		Photography as a medium of Communication.
		Role and Importance of Photography.
		Qualities, Role and Responsibilities of a
		Photojournalist.
		Professional Organizations, Legal and Ethical aspects
		On Photojournalism.
	Media Ethics And Laws	Press Laws, Society & Democracy
		Constitutional Safeguards to Freedom of Press
		Press Commissions & their recommendations
		• Press & Registration of Books Act, 1867
		Working Journalist Act
		Defamation
		Contempt of Court
		Press Council Act
THE COL		Official Secret Act
		Parliamentary Privileges
		Right to Information
All the second s		Copyright, Intellectual Property Right
	Public Relations	Public Relations –Definition and Concept.
900		Nature and Scope of Public Relations

Duration	Subject	Topic
		Evaluation and Growth Of PR, PR In India
		 PR In Marketing, Advertising, Publicity and Propaganda
		PR as a Management Function.
5 Months	Global Media-2	Global Media and Politics.
		Common Research and Methods.
		Reporting and Editing.
		• The Newspaper and News Rules.
		 Understanding Culture-mass, Popular and Folk.
		Media and Technology.
/ /		Social Media Tools.
		Youtube News and Blogging.
NI II		Critical News Media.
	(F)	Government Media and Interference.
		• Entrepreneurial Freedom and Challenges.
	Mass Communications, HELADAM	Mass Communication: Meaning & Definitions
	Concepts and Processes	Characteristics, Scope,
	59	Mass Communication and Mass Culture
		• Theories of Mass Communication: Cognitive Theory,
	7/2	Dissonance Theory, Agenda Setting Theory,
		Cultivation Theory, Authoritarian Theory, Libertarian
	LOVE TO HIS	Theory, Social Responsibility Theory, Soviet Communist
	SINCE 1950	Theory, Magic Bullet Theory, Two Step Flow Theory,
		Uses & Gratification Theory.
	News Analysis	Media, Censorship, and Propaganda
	Multimedia	Political, Social and Economic Context
	Data Journalism	Data Analytics and Information Design
	Cyber and Photojournalism	Cyber Space and Media.
THE PARTY		Cyber Editing and Reporting.
	Broadcast Media in India	Visual Language, Camera
		• Features and Their Effects.
201		• Role of Radio & TV in Social Change,
		Education & Entertainment

Duration	Subject	Topic
	Television Anchoring and	Anchoring Essentials and Radio Jockeying
	Radio Jockeying	
	International Business Communication	German/French
	Makeover	Basic of Skin
		Basic of Makeup
		Basic of Hair Styling
	Yoga, Fitness & Meditation	• Fitness & Motivation
		Meal Planning
		• Yoga
		Diet Planning
		Healthy Living
		Meditation
1 Month	Internship/ Research	Gandhiji and Ambedkar as Journalist
		and Communicator.
	MICHELADAM	Development Psychology.
		Major Newspapers and Magazines Organization.
		PR and Crisis Management
	-93 +0	Print Media Journalism



DIPLOMA COURSE IN PR & ADVERTISING (6 Months)

Course Name	Semester	Subject	Topics
Diploma in PR		Media Laws and Ethics	Indian Constitution
& Advertising (1st Semester)		History of Indian Media Laws	
			Sources of Law - Custom, Precedent, Statute
			Duties and Restrictions of Media Professionals
		Mass communication	Introduction to Journalism (Reporting,
		and journalism	Writing & Editing)
			History of Print & Broadcasting in India
			Radio Journalism & Production
	\		Introduction to Advertising
	/ /	Print Media and Web	Functions of Print Media
		Journalism	Tools of Communication & Journalism
	NIIII		Types of Web Journalism
		(f.)	Unlimited space and low cost in Web Journalism
		Computer Application for	Difference Between Conventional Media
	8	Print Journalist & Web ICHELA DAM	and New Media
			Growth of Online Newspapers
			Digital Media and Analog Media
		-99 + •	Desktop layout and Publishing
		Blogging and Vlogging	Difference between Vlog and Blog
		400 - A	Blogging Basics
			Content Creation
		SINCE 1950	YouTube Marketing
		International Business Communication	German/French
	3 Months	News writing for Print Media,	Inverted Pyramid Structure
	(2nd Semester)	Journalism and Online news	Five Wes and H1
			Focus on SEO
		M8/M2 1/45	Keywords
-0	and the	Citizen Journalism	Essential skills of Citizen Journalism
			The Ethics of News & Media
			A Brief Introduction to New Media
Stores Vigen			Entrepreneurial approaches to Creating and
			distributing Content
		Concept of Public Relation	Definition of Public Relations
			Functions of Public Relations
A			Growth and Development of Public Relations
			Target Audience and Publics of PR

Course Name	Semester	Subject	Topics
		Public Relations	Electronic Public Relations
			Communication Theory and Public Relations
			Applications
			Public Affairs and Lobbying
			Marketing Environment
		Advertising in Aspects	A Social Perspective on Advertising
			Challenges to Advertising
			Economic Aspect
	\ \		Instances of Advertising
	/ /	Makeover	Basic of Skin
			Basic of Makeup
	KILLA		Basic of Hair Styling
	1114	Yoga, Fitness & Meditation	Fitness & Motivation
			Meal Planning
		MICHELADAM	Yoga
			Diet Planning
			Healthy Living
	9	-53 +0	Meditation



DIPLOMA IN JOURNALISM AND MASS MEDIA (6 Months)

Year	Semester	Subject	Торіс
6 Months	3 Months	Introduction to Journalism	Definition, Importance and Types of Journalism
		and Mass Media	and Mass Media
			Fundamentals and History of Journalism
			Role of Radio & TV In Social Change, Education
			& Entertainment
		News Reporting and Writing	Writing Types and Techniques
			Basic Terminologies
			Language and Gestures
	\ \		Introduction to Business Communication
	// //	Television Anchoring and	Anchoring Essentials and Radio Jockeying
		Radio Jockeying	
	NI IIA	Photography	Photography Introduction, Light Camera
	111/4/1	f.	and Shadow, Editing and Photo Journalism.
		Cyber and Photo Journalism	Cyber Space and Media. Cyber Editing and
	8	MICHELADAM	Reporting. Crisis Management.
		Multimedia	Political, Social and Economic Context,
		78	Media and Technologies
	2nd Month	Global Research and Methods	Common Research and Methods.
		7/3	Development Psychology.
		Media Ethics and Laws	Media Laws and Indian Constitution.
		Script and Editing	Script/ Press Release, PR Management.
		SINCE 1959	Government Media and Interference
		Youtube Concept	Youtube News and Blogging
		News Analysis	Media, Censorship and Propaganda.
			Critical News Media.
	5 E ANT 1	Social Media and Tools	Social Media Tools
		Research	Gandhi and Ambedkar as Journalist
	Carlo I		and Communicators.
		International Business Communication	German/French
			Basic of Skin
		Makeover	Basic of Makeup
			Basic of Hair Styling

DIPLOMA IN JOURNALISM AND MASS MEDIA (6 Months)

Year	Semester	Subject	Topic
		Yoga, Fitness & Meditation	Fitness & Motivation
			Meal Planning
			Yoga
			Diet Planning
			Healthy Living
			Meditation
	1 Month	Internship	Internship Period and Submissions
			(Theory/Practical)





ADVANCE CERTIFICATE COURSE IN PR & ADVERTISING (3 Months)

Course Name	Semester	Subject	Topics
Storytelling and	1st Month		 Vocabulary
Advertising		Writing	Writing fluency
			• Jargons
			• Figurative Language
			Writing for Media
			Basics of Editing
		Editing	Objectives of Editing
			Principles of Editing
			• Introduction
	\	Copywriting	Advertising writing style
			 Copywriting for different purposes
	N/A		Tools for Copywriting
		(f.)	Television Copywriting
		TV Media	 Planning for TV Commercial
		MICHELADAM	Types of TV Advertisement
			Management
		7	Elements of Design
		Print layouts	Principles of Design
		79	Basics of graphic Designing
	2nd Month		Social Media
		Tools of Communication	E-mail Marketing
		and journalism	Blogging
			Public Relations
		Creative Writing	Figurative language
			Short story Character, Setting, Plot
		nemas e n	Descriptive Writing
	CAR SHE		News Story
		Literature	• Fiction, Poetry, Drama
			 Fiction and Non-fiction writing
		W 1/1/16/400	Media Characteristics
		Media Planning	 Understanding Media Objective
			Media Buying
			Understanding Communication
		Effective Communication	Models and Theories of Communication
1			Visual Communication
			- I Sudi Communication

Course Name	Semester	Subject	Topics
	3rd Month		Creating Content
		Multimedia Writing	Writing for multiple formats
			Different types of Multimedia
			• Ethics, Social responsibility and self regulations
		Laws and Ethics	• Legal requirements
			Privacy Laws
			Warranties and Promises
		Principles of Marketing	• 7 Ps of Marketing
			Understanding Customer cased Brand Equity
	\\	Brand Building	Building strong Brands
			Brand Design and Structure
	NIA		 Understanding the role of Emotions and
		f	affect in Brand Building
		Advertising in	Advertising and Gender issues
		Contemporary society	Ethical issues in Advertising
			Social criticism Laws in Advertising
		Makeover	Basic of Skin
	9	4 •	Basic of Makeup
		/	Basic of Hair Styling
		Yoga, Fitness & Meditation	• Fitness & Motivation
			Meal Planning
		SINCE 1950	• Yoga
			Diet Planning
			Healthy Living
			Meditation

ADVANCE CERTIFICATE COURSE IN DIGITAL MARKETING (3 Months)

Duration	Subject	Торіс
1st Month	What is Digital	What's the difference between Digital
	Marketing?	Marketing and Traditional
		Marketing, and why does it matter?
		Benefits of Traditional Marketing
		The Downside to Traditional Marketing.
		Benefits of Digital Marketing
		Why Digital Marketing Wins Over
		Traditional Marketing?
		Understanding Marketing Process
		Email Marketing
		Lead Generation
NI II		Affiliate Marketing
	of for	Content Marketing
	MY OUT	Paid and Organic Promotions
	MICHELADAM	Basic E-Mail Marketing
		Guest Posting
		Fundamental of Digital Marketing
		Social Media Marketing
	4/X L	Instagram Marketing
		Facebook Marketing
	LOVE FASHION	YouTube Marketing
	STACE 1950	● Influencer Marketing
		Meme Marketing
		● LinkedIn Marketing
		Mobile Promotions & Marketing
		● Inbound Marketing
	Engagement, Visibility	Visitors Engagement
- C.O.	and Writing	What is Engagement? Why it is important
		Examples of Engagement
Description of the second		Bringing Targeted Traffic
100		Increasing Visibility
		What is Visibility?
		Types of Visibility

Duration	Subject	Topic
		Examples of Visibility
		Basics of Web Development
		Beginner Graphic Designing
		Blog Writing
		Content Writing
		Copy Writing
		Video Script Writing
2nd Month	SEO (Search Engine	What is SEO?
	Optimization)	Introduction to SERP
		What are Search Engines?
		How Search Engines work
		Major functions of a Search Engine
	-(f.)	What are Keywords?
		Different types of Keywords
	MICHELADAM	What are Backlinks?
		Why Backlinks are Important?
		How to Get Backlinks?
		Difference Between Do-Follow and
	-472	No-Follow Backlinks
	400-1	What is Google Page Rank?
		How to Increase Page Rank?
	SINCE 1950	Consumer Acquisition Strategy
		Advanced Campaign Optimization
		Competitors Analysis
		Website Optimization Strategy
		Landing Page Optimization Strategy
3rd Month	Google Analytics	Introduction
	JA en A Tille	How it works
		Understanding Google Analytics account structure
		Understanding Google analytics Insights
	11/2 10	Basics of Google Ads
		Understanding Cookie tracking
		Types of Cookie tracking used by Google Analytics

Duration	Subject	Торіс
		Starting with Google Analytics
		How to set up Analytics account
		How to add Analytics code in Website
		Understanding goals and Conversions
		How to setup Goals
		Understanding different types of goals
		Understanding Bounce & Bounce rate
		Difference between Exit rate & Bounce rate
		How to reduce Bounce rate
/ /		How to set up Funnels in Goals
		• Importance of Funnels

CERTIFICATE COURSE (1 Month)

Course Name	Subject	Duration
Media and	Communication and Media	3
Communication	Integrated Marketing Communication	3
	Public Relations	3
-	Graphic Designing	3
	Introduction to Journalism	3
	Advertising	3
	Television Production	2
	Interpersonal Communication	3
	Public Speaking	2
/	Critical Thinking	2

CRASH COURSE (15 Days)

Course Name	Subject	Duration
Business Model	Communication Theory and Research	2
Innovation	Components of Campaign Planning	2
	Types of Campaigns	2
	Lateral Thinking & Brainstorming	2
	Creative Thinking Modes	2
	Strategies for Creative Campaign Planning	1
	Target Audience	1
	Social Media Monitoring Tools	1
	Brand Versus Social Campaign	1
	Digital Media for Communication	1

WORKSHOP (7 Days)

Workshop Name	Topics
Storytelling	Writing and Editing
and Media	Tools of Communication
Tracking	Media Studies
	Principles of Marketing
	Effective Communication
Positive Brand	Brand Management and Positioning
Exposure	Basics of Advertising in PR
	Consumer Behaviour
	Market Research
	Unique Selling Point
Influencer	Content Creation
Marketing	Social Media Marketing
	Influencer Engagement and Campaigns
	Effective Communications
Marketing Tools	Direct marketing -Marketing Research and Planning
	Consumer Behaviour
	Website Analytical Tools
	Social Media Engagement tool - SEO tools
	Funnel and Analytical Tones
	Marketing Automation Tools
	Email Marketing Tools
Advertising	Content Development
Designs	Basics of Digital Marketing
	Media Planning
	Internet Advertising
	Communication Design
Corporate	PR journalism
Publication	Writing and Editing
Production	Research and Planning
	Strategy and Corporate Invite
	PR and Ad Norms
	Promotional Communication
Analysis Skills	Market Research and Analysis
on PR Approach	Public Behaviour
	Society and Representation
	Analytical Approach and Decision

WORKSHOP (7 Days)

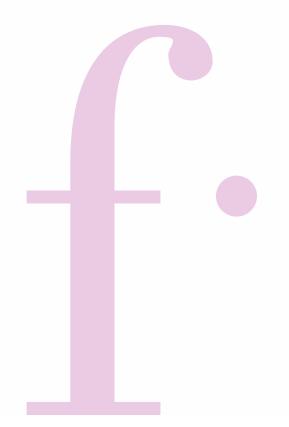
Workshop Name	Topics
	Market Forecasting and Problem Solving
	Story Telling
	Effective Communications
Social Advertising	Social Media Engagement
Techniques	PR and Ad Campaigns
	Media Planning for Consumer Behaviour
	Brand Building and Positioning
	Effective Communication







FTV SCHOOL OF ADVERTISEMENT & PR PART TIME COURSE



CERTIFICATE COURSE ADVERTISEMENT AND PR (3 Months)

Course Name	Subjects	Duration
Media and	Communication and Media	1st Month
Communication	Integrated Marketing Communication	
	Public Relations	
	Graphic Designing	
	Introduction to Journalism	2nd Month
	Advertising	
	Television Production	
	Interpersonal Communication	3rd Month
	Public Speaking	/
/	Critical Thinking	// //



ADVANCE CERTIFICATE COURSE AD AND PR (6 Months)

Course Name	Semester	Subject	Topic	
Storytelling and	1st Month	Writing	Vocabulary	
Advertising			Writing Fluency	
			Jargons	
			Figurative Language	
			Writing for Media	
	2nd Month	Editing	Basics of Editing	
			Objectives of Editing	
			Principles of Editing	
		Copywriting	Introduction	
	\\		Advertising writing style	
			Copywriting for different purposes	
	AL/A		Tools for Copywriting	
	3rd & 4th Month	TV media	Television Copywriting	
			Planning for TV Commercial	
		MICHELADAM	Types of TV Advertisement	
			Management	
		Tools of Communication	Social Media	
		and Journalism	E-mail Marketing	
			Blogging	
			Public Relations	
	5th & 6th Month	Creative Writing	Figurative Language	
			Short story Character, Setting, Plot	
			Descriptive writing	
		Multimedia Writing	Creating Content	
			Writing for multiple formats	
			Different types of Multimedia	
	MALL MAN	Laws and Ethics	Ethics, Social responsibility and Self- regulations	
			Legal requirements	

ADVANCE CERTIFICATE COURSE IN JOURNALISM AND MASS MEDIA (6 Months)

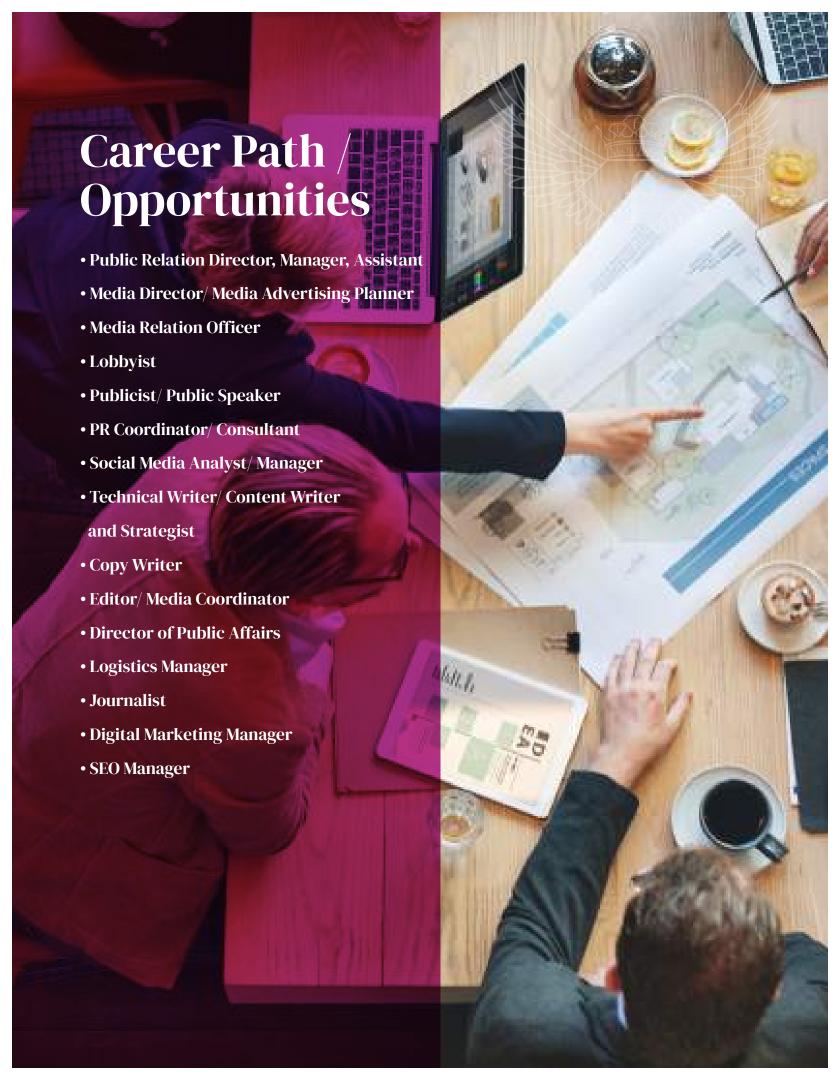
Year	Semester	Subject	Торіс	
6 Months	3 Months	Introduction to Journalism	Definition, Importance and Types of	
		and Mass Media	Journalism and Mass Media	
			Fundamentals and History of Journalism	
			Role of Radio & TV in Social Change,	
			Education & Entertainment	
		News Reporting and Writing	Writing Types and Techniques	
			Basic Terminologies	
			Language and Gestures	
			Introduction to Business Communication	
		Cyber and Photo Journalism	Cyber Space and Media. Cyber Editing	
			and Reporting.	
			Crisis Management.	
		Multimedia	Media and Technologies	
	2nd Month	Propaganda News	Propaganda News and Concept.	
		Script and Editing A DAM	Script/ Press Release, PR Management.	
		Government and Media Laws.	Government Media and Interference.	
		7	Ethics and Laws	
	4	Youtube Concept	Youtube News and Blogging	
	7	News Analysis	Media, Censorship and Propaganda.	
			Critical News Media.	
		Social Media and Tools	Social Media Tools	
		Research SINCE 1939	Gandhi and Ambedkar as Journalist	
			and Communicators.	
	1 Month	Internship	Internship Period and Submissions	
			(Theory/Practical)	

FEE STRUCTURE (REGULAR COURSES)

COURSES	DURATION	AMOUNT
Workshop	7 Days	10,000/-
Crash Course in Advertisement & PR	15 Days	22,000/-
Certificate Course in Advertisement & PR	1 Month	45,000/-
Advance Certificate Course Advertisement & PR	3 Month	1,20,000/-
Advance Certificate Course Digital Marketing	3 Month	1,20,000/-
Advance Certificate Course Mass Media & Journalism	3 Month	1,20,000/-
Diploma in Journalism & Mass Media	6 Month	2,15,000/-
Diploma in Advertisement & PR	6 Month	2,15,000/-
Advanced Diploma in Mass Media & Journalism	11 Month	3,80,000/-
Advanced Diploma in Advertisement & PR	11 Month	3,80,000/-
Post Graduation Diploma in Advertisement & PR	11 Month	4,65,000/-

FEE STRUCTURE (WEEKEND COURSES)

COURSES	DURATION	AMOUNT
Certificate Course in Advertisement & PR	3 Month	45,000/-
Advance Certificate Course Advertisement & PR	6 Month	1,20,000/-
Advance Certificate Course Journalism and PR	6 Month	1,20,000/-







It's time to buckle up and start your own business. 'Become the BOSS.' The fashion TV franchise of FTV School of performing arts & FTV Pageants is the right choice for having the best ROI in the industry. "I love Fashion TV"

Vishal Malhotra (Actor)



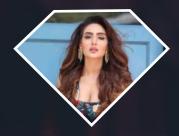
Fashion TV has finally arrived in India with FTV Pageants & FTV School of Performing Arts. Any aspiring person in the field of glamour should head to FTV School of Performing Arts for training in Modelling, Acting, Photography, event management, fashion Management, advertisement & PR with excellent grooming to be a successful artist. I love fashion TV

Sneha Ullal (Actress)



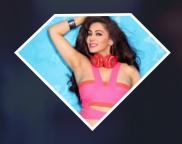
Are you looking to explore opportunities in Modelling, Photography, Acting or Theatre? But seeking the right platform? Stop worrying as Fashion TV comes to the rescue. Fashion TV is launching its first-ever "FTV School of Performing Arts" in India. Students in the School of Performing Arts will feel privileged with the kind of exposure they will get through the Fashion TV brand. I love Fashion TV

Shefali Bagga (News anchor, bigg boss participant)



Hello Folks, Let's jump in! Fashion TV "The God of Glamour" is finally in India with the biggest FTV Pageant Event. First time in India, Fashion TV is presenting to you with 8 Pageant titles to honour all age groups including Mr FTV and Miss FTV.So what are you waiting for? Go register yourself now"I love fashion TV"

Sudeepa singh (Model & Actress)



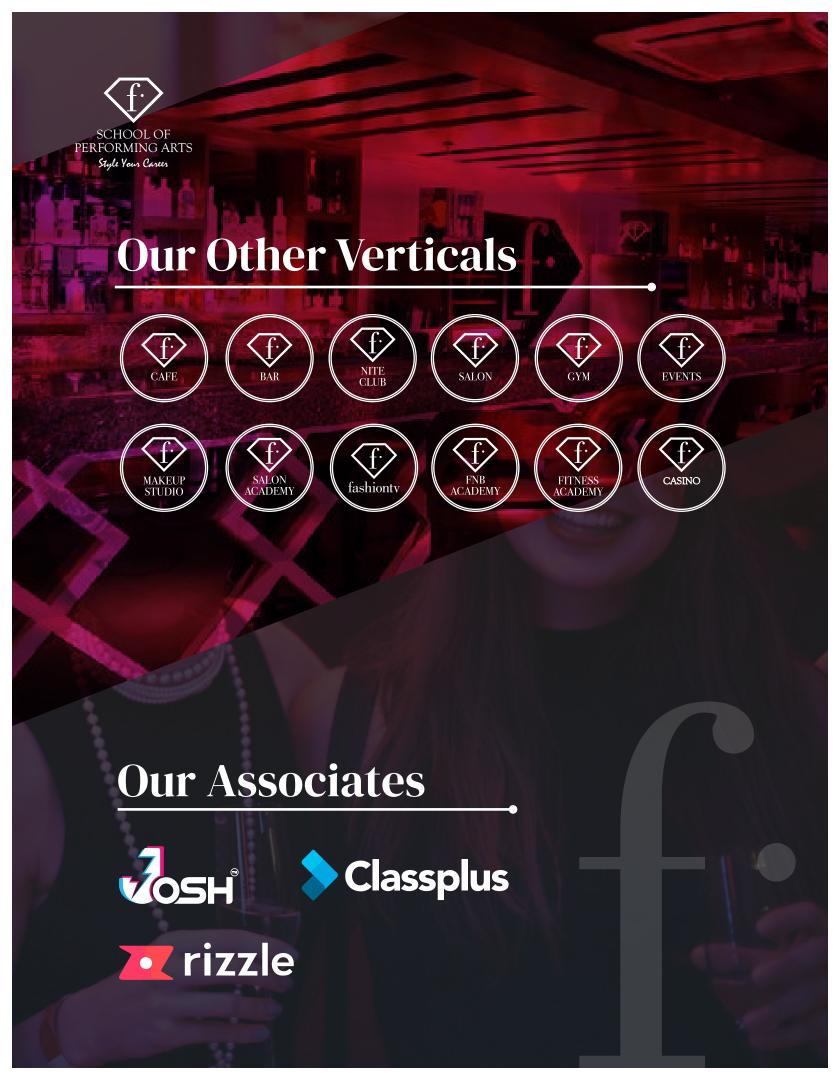
Fashion TV "The God of Glamour" is finally in India with the biggest FTV Pageant Event.So what are you waiting for? Go register yourself now and you might be the upcoming superstar of India."Ilove fashion TV"

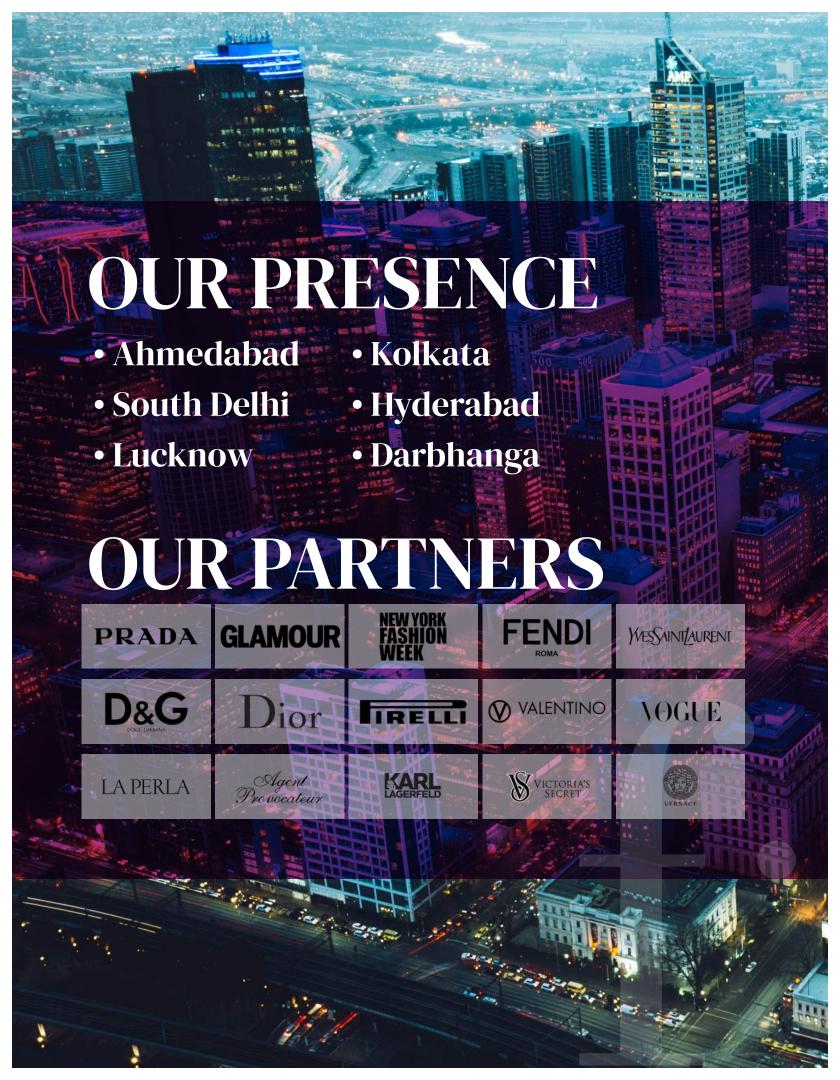
DJ Shilpi Sharma (Actress & Singer)

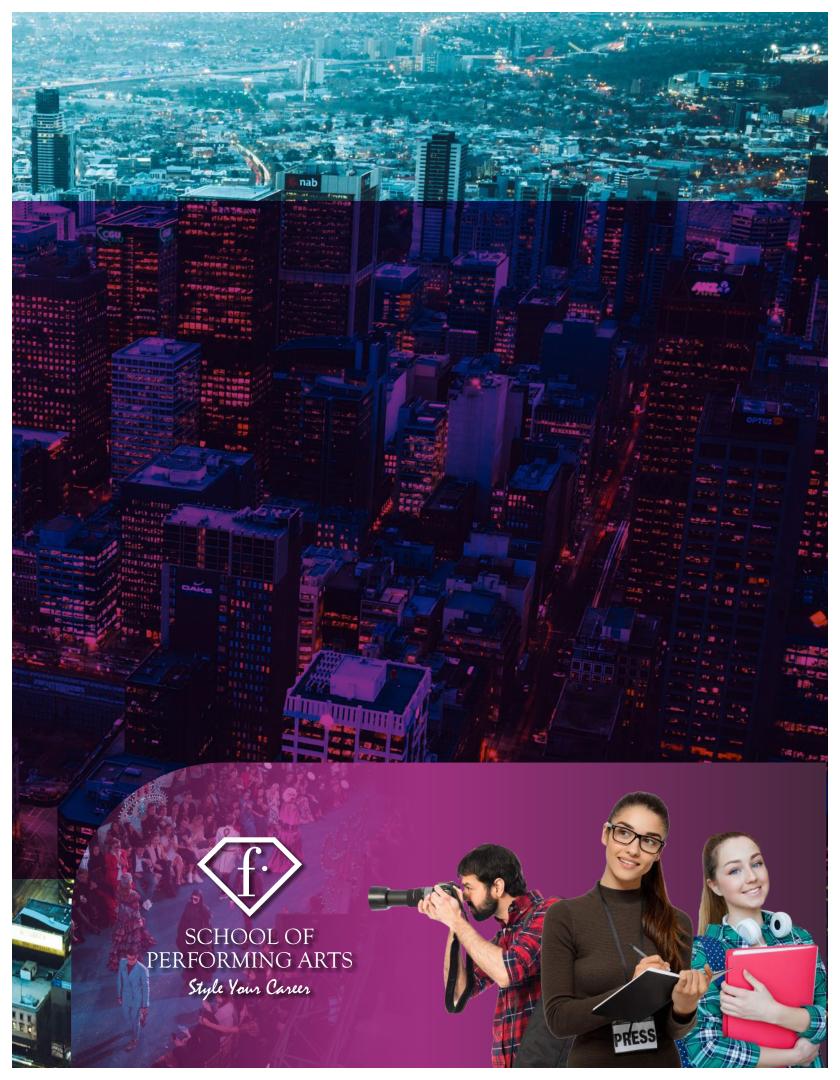


Fashion TV is launching its first-ever "FTV School of Performing Arts" in India. The school will ensure to certify students to kick-start their career the way they want to!So, Hurry! Register Now in one of the leading FTV School of Performing Arts. I love Fashion TV

Shazahn Padamsee (Actress)









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