



# **A**CADEMIC **P**ARTNERSHIP **P**ROGRAM

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Ethically Strong  
Future-Ready



# Shape the Future of Ethical Advertising and Digital Communication

In an age where students are not just consumers but creators and amplifiers of media, the ASCI Academy's **Academic Partnership Program (APP)** is more than just a course — it's a national movement.

By joining hands with India's advertising self-regulator, your institution plays a critical role in preparing students for an evolving, high-stakes media and marketing ecosystem.

This is not just another industry certification. It's a strategic integration of ethics, responsibility, and professional readiness into your curriculum.

## WHY partner with ASCI Academy?

The **ASCI Academy**, a flagship initiative of the **Advertising Standards Council of India**, empowers all stakeholders to create responsible and progressive advertising through training, education, outreach, and research.

Our **Academic Partnership Program (APP)** connects students with real-world advertising practices, regulatory insights, and expert-led learning. With access to case studies and video content students build essential skills in critical thinking, media literacy, and professional ethics, preparing them for careers in advertising, media, law, and communications.

**ASCI Academy** bridges the gap between the classroom and industry with purpose and credibility.

## WHO will benefit from this partnership?

### THE INSTITUTE

Stand out as a leader in responsible education at a national level

Earn academic distinction through association with India's apex body for advertising ethics

### THE STUDENTS

Enhance student employability through exposure to current industry practices and real world challenges

### THE FACULTY MEMBERS

Gain access to curated learning resources and toolkits that can be integrated seamlessly into existing programs

Participate in collaborative research and webinars led by industry experts

We have trained **300+** faculty members out of which **>85%** would recommend our **Faculty Development Program** to their peers!

# HOW does APP work?

## You will receive

- ✓ Official Partnership Certificate
- ✓ Free Access to ASCI Academy Courses
  - 'The ASCI Guide to Responsible Advertising' course
  - Digital certificates for all students
- ✓ Ready-to-Use Teaching Support
  - Instructor Guides
  - In-class material
  - Assessments

## Tiered Recognition & Engagement based on student participation

### Silver Tier (70% student participation)

- Guest lectures from ASCI/ Industry experts
- Webinar invites
- Social media features
- Access to 'Responsible Influencing Playbook' e-learning course

### Gold Tier (2+ years of Silver Tier)

- Research collaboration
- Priority access to events, internships and competitions

# HOW can you join?

Write to us at [esha@ascionline.in](mailto:esha@ascionline.in) or fill out a simple enquiry form [here](#)

## Industry Speaks: About ASCI Academy

*"ASCI Academy is a thoughtful initiative that builds knowledge leadership and strengthens young talent. It fosters responsibility across the advertising ecosystem and encourages proactive thinking to deliver the right messages, the right way. We're glad to be part of its mission to empower the community with knowledge, tools, and a culture of ethical communication."*



**Chandan Mukherjee**

Sr. Vice President & Director, Nestle



*"ASCI Academy is a great initiative that resonates with our core purpose at Mondelez. I'm confident that this association will help co-create initiatives that positively impact the advertising ecosystem. With ASCI's rich experience and collaboration with like-minded brands, we can build stronger, purpose-driven stories delivered with truth and transparency."*

**Nitin Saini**

Vice President Marketing, Mondelez



**The Advertising Standards Council of India (ASCI)** is the Indian industry's self-regulatory body for advertising, committed to promoting fairness, responsibility, and ethical communication. With nearly 400 of India's top advertisers, agencies and media houses as its members, ASCI works closely with key government ministries to ensure policies and frameworks around advertising.

ASCI is also part of a global alliance of ad self-regulators, bringing the leading voices in the world to create frameworks for responsible advertising, and building brand trust.

**Let's empower the next generation of communicators!**

## Get In Touch

### Email

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