

## **PROGRAMME NAME: BACHELOR OF MASS MEDIA (CHOICE BASED)**

Students are expected to achieve the following objectives by the end of the program.

**PSO1:** It helps students to be conversant in various nuances of media industry.

**PSO2:** Practical exposure in training regarding advertising and journalism

**PSO3:** Students in getting industry ready for jobs in media industry Caters to growing demands of prospective fields in the happening field of mass communication and mass media.

**PSO4:** Graduates are candidates for a variety of jobs in the mass media industry.

**PSO5:** Students get chance to work with number of different field related with film industries like scripting and studio setup and others.

**PSO6:** Students get a good role in following industries like Broadcasting, News reporting, Editing, Advertising, Telecommunications

## **BACHELOR OF MASS MEDIA (CHOICE BASED) SEM I**

**PROGRAMME CODE: 4000151**

### **COURSE NAME: EFFECTIVE COMMUNICATION SKILLS – I**

#### **COURSE OUTCOME:**

**CO1:** Students learn about functional and operational use of language in media.

**CO2:** Students are enhanced with structural and analytical reading, writing and thinking skills.

**CO3:** Students are introduced to key concepts of communications

**CO4:** Students understand the concept of communication – process and barriers

**CO5:** Students oral communication is developed with the help of presentation, anchoring, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion

## **COURSE NAME: FUNDAMENTALS OF MASS COMMUNICATION**

### **COURSE OUTCOME:**

**CO1:** Students are introduced to the history, evolution and the development of Mass Communication in the world with special reference to India

**CO2:** Students learn evolution of Mass Media

**CO3:** Students understand the development of Mass Communication models.

**CO4:** Students develop a critical understanding of Mass Media.

**CO5:** Learners understand the concept of New Media and Media Convergence and its implications.

## **COURSE NAME: INTRODUCTION TO COMPUTERS**

### **COURSE OUTCOME:**

**CO1:** Students with a general understanding of computer basics for everyday use

**CO2:** Students are equipped with presentation skills.

**CO3:** Learners gained knowledge of use of technology in Media Industry

**CO4:** Students are introduced to illustrator, tools and panels

**CO5:** Students are introduced to CorelDraw Terminology and Concepts

## **COURSE NAME: INTRODUCTION TO ECONOMICS**

### **COURSE OUTCOME:**

**CO1:** Learners have better understanding of the Indian economy is crucial for media students.

**CO2:** Students learn Costs of Production

**CO3:** Learners gained knowledge of Consumer Behaviour and Demand Analysis

**CO4:** Students are familiarized with Market Structure

### **COURSE NAME: INTRODUCTION TO SOCIOLOGY**

#### **COURSE OUTCOME:**

**CO1:** Students are acquainted with the basic foundations of Sociology

**CO2:** Learners have better understanding of Sociology and Mass Media

**CO3:** Students understand Mass Media from a sociological perspective

**CO4:** Students understand the need and relevance of Sociology in Mass Media.

**CO5:** Learners gained knowledge of Media with reference to sociology of news

### **COURSE NAME: HISTORY**

#### **COURSE OUTCOME:**

**CO1:** Students understand the role of media in these events.

**CO2:** Learners gained knowledge of global events, history of Africa in modern times, refugee problems, humanitarian work, human rights violation, Asian perspective and of course, India.

**CO3:** Students are equipped with knowledge of topics which are scheduled in other papers like Politics and Introduction to Journalism.

**CO4:** Students are acquainted with World Wars, Aftermath, changing boundaries: rise of dictatorships

**CO5:** Students understand Issues under UN: Human Rights, Humanitarian Aid

### **BACHELOR OF MASS MEDIA (CHOICE BASED) SEM II**

**PROGRAMME CODE: 4000152**

### **COURSE NAME: EFFECTIVE COMMUNICATION SKILLS – II**

**COURSE OUTCOME:**

**CO1:** Students learn communication and translation skills acquired in the first semester.

**CO2:** Students are made aware of functional and operational use of language in media

**CO3:** Students are equipped with structural and analytical reading, writing and thinking skills.

**CO4:** Students are introduced to key concepts of communications

**CO5:** Students are introduced to key concepts of English writing

**COURSE NAME: INTRODUCTION TO MEDIA PSYCHOLOGY**

**COURSE OUTCOME:**

**CO1:** Students acquired knowledge of the basic concepts and modern trends in psychology.

**CO2:** Students understand interdisciplinary study of concepts in the field of media, communication and psychology

**CO3:** Students learn about influence and impact of media.

**CO4:** Students are equipped for a future filled with opportunities in the field of media and communication

**CO5:** Students understand media psychology with its advantages and disadvantages

**COURSE NAME: POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM**

**COURSE OUTCOME:**

**CO1:** Students are acquainted with fundamental political concepts essential for understanding political systems and theories

**CO2:** Learners are oriented to Indian Constitution and the functioning of the Indian political system.

**CO3:** Learners are provided with a strong base in the 'Indian Political System' and to expose them to its dynamics and complexities.

**CO4:** Students learn to establish a link between Politics and Media

**CO5:** Students understand meaning of modern political concept with its advantages and weakness.

### **COURSE NAME: PRINCIPLES OF MANAGEMENT**

#### **COURSE OUTCOME:**

**CO1:** Learners gained knowledge of overview of functional areas of management, managerial roles

**CO2:** Students learn about Behavioural Science approach and Contingency approach to management.

**CO3:** Learners have better understanding of Design of management functions like Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting.

**CO4:** Learners gained knowledge of Theories of Group Formation – Formal and Informal Groups and their interaction

**CO5:** Students understand Social Responsibility of Management – environment friendly management

### **COURSE NAME: PRINCIPLES OF MARKETING**

#### **COURSE OUTCOME:**

**CO1:** Students are acquainted with detailed study of Marketing – scope, nature, definition, core marketing concepts

**CO2:** Students understand concept of developing the concept of marketing mix, managing the product

**CO3:** Learners are oriented with concepts like Innovation, Market entry, Product line extension

**CO4:** Learners gained knowledge of types of Marketing

**CO5:** Students understand the Concept & components of a Marketing Information System

### **COURSE NAME: INTRODUCTION TO LITERATURE**

#### **COURSE OUTCOME:**

**CO1:** Learners gained knowledge of various forms of Literature

**CO2:** Students understand how literature reflects contemporary period

**CO3:** To identify relation between Literature and Media

**CO4:** Students learn about relationship between modern media and its link with literature

**CO5:** Students understand different form of literature

### **COURSE NAME: INTRODUCTION TO CREATIVE WRITING**

#### **COURSE OUTCOME:**

**CO1:** Students are introduced to stories, poems, and plays

**CO2:** Students develop writing and analytical skills

**CO3:** Students are acquainted with basic concepts in literary writing

**CO4:** Learners gained knowledge of creative writing

**CO5:** Brief Introduction to Creative Writing

### **BACHELOR OF MASS MEDIA (CHOICE BASED) SEM III**

#### **PROGRAMME CODE: 4000151**

### **COURSE NAME: CULTURAL STUDIES**

#### **COURSE OUTCOME:**

**CO1:** Students learn about cultural theories and its relevance in media

**CO2:** Students understand the importance of cultural studies and its role in mass media.

**CO3:** Students learn the cultural concepts and its impact on the media

**CO4:** Students understand the Evolution, Need and significance of cultural studies

**CO5:** Students gain knowledge of Globalization and cultural studies

## **COURSE NAME: INTRODUCTION TO PUBLIC RELATIONS**

### **COURSE OUTCOME:**

**CO1:** Students are able to give effective & ethical public communication on behalf of organizations.

**CO2:** Students acquire basic skills in the practical aspects of Media Relations & Crisis Management.

**CO3:** Students acquire basic skills to write & develop Press Release& other PR communication.

**CO4:** Students are able to design a PR campaign.

**CO5:** Students gain knowledge of Corporate Image Management.

## **COURSE NAME: MEDIA STUDIES**

### **COURSE OUTCOME:**

**CO1:** Students gain knowledge of Relevance of Media Studies in Contemporary Times.

**CO2:** Students understand the format of Historical perspectives to media studies

**CO3:** Students learn about division and contradiction in the Global Information Infrastructure

**CO4:** Students learn about detailed pattern available in Trends in Media

**CO5:** Students understand concept of Media and Consumerism

## **COURSE NAME: UNDERSTANDING CINEMA**

### **COURSE OUTCOME:**

**CO1:** Students gain knowledge of diverse careers and certain specific knowhow of films in the short span of Three (3) months.

**CO2:** Students learn about Cinema (to mean in the process of learning) and by its name it has given credits and jobs to a large number of students already working in the industry.

**CO3:** Students get to study the similarities and differences between various movie cultures.

**CO4:** Students learn Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.

**CO5:** Students gain knowledge about cinema by watching through an open-ended list of movies.

### **COURSE NAME: INTRODUCTION TO ADVANCE COMPUTERS**

#### **COURSE OUTCOME:**

**CO1:** Students understand the industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.

**CO2:** Students learn about software knowledge required in the above mentioned Industries.

**CO3:** Students understand the use and importance of Online Marketing

**CO4:** Students learn and are able to design Basics of Animation project

**CO5:** Students are able to design Web page with help of HTML

### **BACHELOR OF MASS MEDIA (CHOICE BASED) SEM IV**

#### **PROGRAMME CODE: 4000154**

### **COURSE NAME: INTRODUCTION TO ADVERTISING**

#### **COURSE OUTCOME:**

**CO1:** Students are introduced to the basic steps in advertising

**CO2:** Students understand the creations of an ad campaign

**CO3:** Students learn the structure of an Ad Agency

**CO4:** Students gain knowledge of Structure of an Ad Agency

**CO5:** Students understand the Concepts IMC

## **COURSE NAME: INTRODUCTION TO JOURNALISM**

### **COURSE OUTCOME:**

**CO1:** Students understand an influential medium of journalism which holds the key to opinion formation & create awareness

**CO2:** Students learn new media with special reference to rise the Citizen Journalism

**CO3:** Students understand the concept like news reports; features; editorials

**CO4:** Students understand the concept of Role of Journalism with special emphasis on its role to educate

**CO5:** Students understand the Principles of Journalism

## **COURSE NAME: PRINT PRODUCTION AND PHOTOGRAPHY**

### **COURSE OUTCOME:**

**CO1:** Students understand the principles and practice of photography and to enable students to enjoy photography as an art.

**CO2:** Students learn concept of Care and maintenance of camera equipment

**CO3:** Students gain knowledge of Loading the film and shooting

**CO4:** Students are able to identify the Operation of a film camera

**CO5:** Students understand the History of Photography

## **COURSE NAME: TV & RADIO**

### **COURSE OUTCOME:**

**CO1:** Students understand the working of two powerful media i.e. radio and television.

**CO2:** Students gain knowledge of the content which is useful for both advertising and journalism students in order to further their careers in their respective fields

**CO3:** Students learn the concepts and features of Introduction to Sound for both TV & Radio

**CO4:** Students gain knowledge of Influence of Visuals

**CO5:** Students learn the guidelines and classification for news, documentary, and features

### **COURSE NAME: MASS MEDIA RESEARCH**

#### **COURSE OUTCOME:**

**CO1:** Students are introduced to debates in Research approaches and equip them with tools to carry on research

**CO2:** Students understand the scope and techniques of media research, their utility and limitations

**CO3:** Students gain knowledge of Data – Collection Methodology

**CO4:** Students understand the Semiology concept

**CO5:** Students learn the concept with proper theory of Content Analysis

### **COURSE NAME: ORGANISATIONAL BEHAVIOUR**

#### **COURSE OUTCOME:**

**CO1:** Students gain knowledge of the basic concepts and facets of organizational Behaviour

**CO2:** Students understand the role of psychological factors & process at work

**CO3:** Students acquire management skills

**CO4:** Students learn definition of Organization& Types

**CO5:** Students understand the Types of Organizational Culture

**BACHELOR OF MASS MEDIA (CHOICE BASED) SEM V**

**PROGRAMME CODE: 4000155**

## **ADVERTISING ELECTIVE**

### **COURSE NAME: MEDIA PLANNING AND BUYING**

#### **COURSE OUTCOME:**

**CO1:** Students gain knowledge of various characteristics of media

**CO2:** Students understand procedures, requirements, and techniques of media planning and buying.

**CO3:** Students learn the various media mix and its implementation

**CO4:** Students understand budget allocation for a Media plan

**CO5:** Students learn about selecting suitable Media options and Media Buying

### **COURSE NAME: BRAND BUILDING**

#### **COURSE OUTCOME:**

**CO1:** Students understand the concept of Brands

**CO2:** Students learn the process of building brands

**CO3:** Students understand the importance to the consumer and advertisers

**CO4:** Students learn definition and understanding of Branding Strategies

**CO5:** Students gain knowledge of Brand Equity Management Models

### **COURSE NAME: ADVERTISING IN CONTEMPORARY SOCIETY**

#### **COURSE OUTCOME:**

**CO1:** Students understand the environment in Contemporary Society

**CO2:** Students learn Liberalization and its impact on the economy

**CO3:** Students gain knowledge of contemporary advertising and society

**CO4:** Students are able to identify the International & Global Advertising & Marketing

**CO5:** Students learn the Types of Advertising

### **COURSE NAME: CONSUMER BEHAVIOUR**

#### **COURSE OUTCOME:**

**CO1:** Students understand the role of marketing in influencing consumer behaviour.

**CO2:** Students are able to analyze the role of marketer & the consumer in advertising.

**CO3:** Students are sensitized to the changing trends in consumer behaviour

**CO4:** Students learn definition Consumer Behaviour & Marketing.

**CO5:** Students understand Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.

### **COURSE NAME: COPYWRITING**

#### **COURSE OUTCOME:**

**CO1:** Students are familiarized with the concept of copywriting as selling through writing

**CO2:** students understand the process of creating original, strategic, compelling copy for various media

**CO3:** Students are able to generate, develop and express ideas effectively

**CO4:** Students learn the rudimentary techniques of advertising - headline and body copywriting.

**CO5:** Students understand the Idea Generation Techniques

### **COURSE NAME: ADVERTISING DESIGN**

#### **COURSE OUTCOME:**

**CO1:** Students understand the process of planning & production of advertisement

**CO2:** Students learn the importance of visual communication

**CO3:** Students acquire the practical training in the field of advertising

**CO4:** Students are introduced to Agency Departments & Role of each department

**CO5:** Students gain knowledge of Optical illusions

## **JOURNALISM ELECTIVE**

### **COURSE NAME: EDITING**

#### **COURSE OUTCOME:**

**CO1:** Students understand the importance of segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.

**CO2:** Students acquire more practical knowledge in the print media scenario

**CO3:** Students learn the current trends of digital media as well as writing for e editions of papers

**CO4:** Students understand syllabus tackles editing from various beats points of view

**CO5:** Editing of editorials, columns, etc. is included to acquaint the students about responsible journalism.

**CO6:** Students learn about global media and changing advertising concepts lay-outs in modern times can be imparted.

### **COURSE NAME: REPORTING**

#### **COURSE OUTCOME:**

**CO1:** To enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism.

**CO2:** Students are able to write or present the copy in the format of news

**CO3:** Students acquire the skills of news-gathering with traditional as well as modern tools

**CO4:** Students acquire the skills for investigative journalism

**CO5:** Students understand the basic structure/ essential knowledge for various beats.

**CO6:** Students are made aware about being a responsible reporter and the face of media.

### **COURSE NAME: FEATURES AND OPINION**

#### **COURSE OUTCOME:**

**CO1:** Students understand the differences between reporting and feature writing

**CO2:** Students learn the other types of soft stories

**CO3:** Students acquire the skills for writing features/ opinion/soft stories and of interviewing

**CO4:** Students gain knowledge of Writing reviews: format, ethics involved and qualities/ skilled

**CO5:** Students understand cultural, political and social nuances

### **COURSE NAME: JOURNALISM AND PUBLIC OPINION**

#### **COURSE OUTCOME:**

**CO1:** Students understand the importance of the media vis a vis the public

**CO2:** Students get a fair idea of the role of the media in creating and influencing Public Opinion

**CO3:** Students are able to analyze the impact of the media and public opinion on socio political issues

**CO4:** Students learn about role of Media in shaping public opinion during conflicts

**CO5:** Students learn Internal Conflicts and Media coverage

### **COURSE NAME: INDIAN REGIONAL JOURNALISM**

#### **COURSE OUTCOME:**

**CO1:** Students learn the history and role of Indian press other than in English.

**CO2:** Students understand the contribution and role of certain publications and stalwarts

**CO3:** Students gain knowledge of the regional press and television of today

**CO4:** Students understand the Comparison of English and regionalism journalism

### **COURSE NAME: NEWSPAPER & MAGAZINE MAKING**

#### **COURSE OUTCOME:**

**CO1:** Students learn the design, elements of the newspaper and magazine

**CO2:** Students gain knowledge of designing of software such as Quark Express

**CO3:** Students understand the process of planning and production of newspaper and magazine

**CO4:** To study space distribution

**CO5:** Students are able to analyze the newspaper from layout point of view

### **BACHELOR OF MASS MEDIA (CHOICE BASED) SEM VI**

**PROGRAMME CODE: 4000156**

### **ADVERTISING ELECTIVE**

#### **COURSE NAME: FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING**

#### **COURSE OUTCOME:**

**CO1:** Students understand the basic concepts, goals functions and types of finance available for new and existing business and marketing units.

**CO2:** Students understand the need for financial planning through Budgets and their benefits.

**CO3:** Students are able to evaluate the financial implications of marketing decisions through simple analytical tools.

**CO4:** Students understand and are able to plan Financial Planning & Budgets

**CO5:** Study Working Capital Estimation

**COURSE NAME: THE PRINCIPLES & PRACTICE OF DIRECT MARKETING**

**COURSE OUTCOME:**

**CO1:** Students understand the concept and importance of Direct Marketing

**CO2:** Students learn the various techniques of direct marketing and its advantages

**CO3:** Students understand the basics of direct and interactive marketing

**CO4:** Students gain knowledge of database management - research/analysis and testing

**CO5:** Students understand direct marketing as an integral part of integrated marketing communication

**COURSE NAME: AGENCY MANAGEMENT**

**COURSE OUTCOME:**

**CO1:** Students are acquainted with concepts, techniques for developing an effective advertising campaign.

**CO2:** Students are familiarized with the different aspects of running an ad agency

**CO3:** Students are inculcated with competencies to undertake professional work in the field of advertising

**CO4:** Students gain knowledge of Account Planning

**CO5:** Students understand Marketing plan of the client

**COURSE NAME: ADVERTISING AND MARKETING RESEARCH**

**COURSE OUTCOME:**

**CO1:** Students are inculcated with the analytical abilities and research skills

**CO2:** Students understand research methodologies – Qualitative vs Quantitative

**CO3:** Students learn the foundations of Research and audience analysis that is imperative to successful advertising.

**CO4:** Students understand the scope and techniques of Advertising and Marketing research, and their utility

**CO5:** Students gain knowledge of Report Writing

### **COURSE NAME: LEGAL ENVIRONMENT & ADVERTISING ETHICS**

#### **COURSE OUTCOME:**

**CO1:** Students understand the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media

**CO2:** Students learn the need to have ethical practices in the field of advertising media both in India & internationally.

**CO3:** Students understand the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection

**CO4:** Students learn about advertising as a profession today & how to protect it the future of advertising

### **COURSE NAME: CONTEMPORARY ISSUES**

#### **COURSE OUTCOME:**

**CO1:** Students understand and are able to analyze some of the present day environmental, political, economic and social concerns and issues.

**CO2:** Students learn the importance of human rights and implementation of in India

**CO3:** Students gain knowledge of problem and challenges of implementation on development

**CO4:** Students understand Legislative measures with reference to India

**CO5:** Students learn problems related with Economic development and challenges

## **COURSE NAME: DIGITAL MEDIA**

### **COURSE OUTCOME:**

**CO1:** Students understand digital marketing platform

**CO2:** Students learn the key goals and stages of digital campaigns

**CO3:** Students understand the use of key digital marketing tools

**CO4:** Students learn to develop digital marketing plans

**CO5:** Students gain knowledge of advantages and challenges in using Social Media in digital media

## **JOURNALISM ELECTIVE**

### **COURSE NAME: PRESS LAWS AND ETHICS**

#### **COURSE OUTCOME:**

**CO1:** Students understand media laws

**CO3:** Students learn role of Press Council of India

**CO4:** Students learn the definition of Laws regulating the media

**CO5:** Students understand and detailed study Copyright Act 1957

### **COURSE NAME: BROADCAST JOURNALISM**

#### **COURSE OUTCOME**

**CO1:** Students understand the importance of Regional Journalism.

**CO3:** Students are able to write in Broadcast Style conforming to the ethical and practical principles that guide it.

**CO4:** Students acquire the skills and techniques to investigate iver news stories for produce and del various media outlets.

**CO5:** Students learn the use of camera& sound in broadcast formats.

**CO6:** Students are able to inculcate reading habits that keep them aware of current affairs, local, national, and world

**CO7:** Students are introduced to Social Media, Convergence, Multimedia, Journalism Online.

### **COURSE NAME: BUSINESS & MAGAZINE JOURNALISM**

#### **COURSE OUTCOME:**

**CO1:** Students understand the tools of business journalism and an overview of the economy

**CO2:** Students learn the magazine sector and its specialization

**CO3:** Students understand the concept of Business Journalism

**CO4:** Students gain knowledge of different concept in Magazine Journalism

**CO5:** Students understand Environmental Journalism and its importance

### **BACHELOR OF MASS MEDIA (CHOICE BASED) SEM VI**

#### **PROGRAMME CODE: 4000151**

### **COURSE NAME: ISSUES OF GLOBAL MEDIA**

#### **COURSE OUTCOME:**

**CO1:**Students understand the role of media in the 21st Century

**CO2:**Students gain knowledge of challenges facing traditional media

**CO3:**Students are familiarized with regional versus global media

**CO4:**Students understand social media's relevance in information dissemination

**CO5:**Students learn the concept of Advocacy and Journalism

## **COURSE NAME: NEWS MEDIA MANAGEMENT**

### **COURSE OUTCOME:**

**CO1:**Students are made aware about the responsibilities, structure and functioning of responsibilities of an organization

**CO2:** Students are able to analyze individual media businesses and understand the economic drivers of the media economy.

**CO3:**Students have developed hands-on experience as content marketers using journalistic and digital techniques.

**CO4:** Students have gained a perspective on the evolution of media in the last 25 years and on key current trends.

**CO5:**Students learn about Legacy Media- Broadcast Media Overview and Print Publishing Overview

## **COURSE NAME: CONTEMPORARY ISSUES**

### **COURSE OUTCOME:**

**CO1:**Students understand and are able to analyze some of the present day environmental, political, economic and social concerns and issues.

**CO2:**Students learn the importance of human rights and implementation of in India

**CO3:**Students understand the problem and challenges of implementation on development

**CO4:**Students gain knowledge of Legislative measures with reference to India

**CO5:**Students learn the problems related with Economic development and challenges

## **COURSE NAME: DIGITAL MEDIA**

### **COURSE OUTCOME:**

**CO1:**Students understand the digital marketing platform

**CO2:**Students learn the key goals and stages of digital campaigns

**CO3:**Students understand the of use key digital marketing tools

**CO4:**Students learn to develop digital marketing plans

**CO5:**Students gain knowledge of advantages and challenges in using Social Media in digital media