

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: FOUNDATION COURSE –I

COURSE OUTCOME:

CO1: To introduce students to the overview of the Indian Society.

CO2: To help them understand the constitution of India.

CO3: To acquaint them with the socio-political problems of India

COURSE NAME: VISUAL COMMUNICATION

COURSE OUTCOME:

CO1: To provide students with tools that would help them visualize and communicate.

CO2: Understanding Visual communication as part of Mass Communication

CO3: To acquire basic knowledge to be able to carry out a project in the field of visual communication

CO4: To acquire basic knowledge in theories and languages of Visual Communication

CO5: The ability to understand and analyze visual communication from a critical perspective

COURSE NAME: CURRENT AFFAIRS

COURSE OUTCOME:

CO1: To provide learners with overview on current developments in various fields

CO2: To generate interest among the learners about burning issues covered in the media

CO3: To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news

CO4: Twenty minutes of newspaper reading and discussion is mandatory in every lecture

COURSE NAME: HISTORY OF MEDIA

COURSE OUTCOME:

CO1: Learner will be able to understand Media history through key events in the cultural history

CO2: To enable the learner to understand the major developments in media history

CO3: To understand the history and role of professionals in shaping communications

CO4: To understand the values that shaped and continues to influence Indian mass media

CO5: Learner will develop the ability to think and analyze about media.

CO6: To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

BACHELOR OF MASS MEDIA (CHOICE BASED) SEM II

PROGRAMME CODE: 4000151

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: FOUNDATION COURSE -II

COURSE OUTCOME:

CO1: To introduce students to the overview of the Indian Society

CO2: To help them understand the constitution of India

CO3: To acquaint them with the socio-political problems of India

COURSE NAME: CONTENT WRITING

COURSE OUTCOME:

CO1: To provide students with tools that would help them communicate effectively

CO2: Understanding crisp writing as part of Mass Communication

CO3: The ability to draw the essence of situations and develop clarity of thought

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: MEDIA GENDER & CULTURE

COURSE OUTCOME:

CO1: To discuss the significance of culture and the media industry

CO2: To understand the association between the media, gender and culture in the society.

CO3: To stress on the changing perspectives of media, gender and culture in the globalized era

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: 4000151

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

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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 Behavior

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: 4000151

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 in 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: 4000151

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 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

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

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

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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