

T.Y.B.M.M.
Semester -VI(ADVERTISING)

M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: . **Financial Management for Marketing and Advertising**

Name of Faculty: Shaji Kutty

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>Introduction of financial management:- Meaning of financial management– Definition –Goals- Functions -Role of Finance in Marketing & Advertising- Types of Finance -Owned and borrowed – Long term and short term finance – Sources of Long term & short term finance.</p> <p>Financial Planning & Budgets:- Financial Planning for a Marketing Unit –Through Budgets- Proforma financial Statements and Spread sheets.</p> <p>Budgeting- Types of Budgets - Functional Budgets- Master Budget- Zero based Budget – Sales Budget- Cash budget (Application from Sales Budget and Cash Budget only) Elements of Marketing budgets advertising Agency Budget – Budgeting for films- Broadcast Print and Electronic media</p>	Project Work	15
January	<p>Working Capital Estimation: Working capital- Concept of Operating cycle- Types of working capital- Factors influencing working capital- Methods of calculating working capital(theory and basic application).</p>		20
February	<p>Financial statements & Ratio analysis:- Vertical Financial Statements – Financial Decision Making using financial statements analysis. Ratio analysis- Debt Equity Ratio, Current Ratio, Proprietary ratio, Stock to working capital ratio, Gross profit ratio, Net profit ratio, Operating ratio, Debtors Turnover Ratio, Creditors turnover ratio, selling expenditure ratio.</p>		10
March	<p>Introduction of costing:-</p>		15

	Costing -Types of cost- their relevance in marketing decision making. Classification of costs- Traceability, Functionality and level of activity. Estimation of Profit/Loss using cost Volume Profit analysis- Break Even Analysis, Calculation of Profit volume ratio, Break even point, Margin of safety, Sales required in units and rupees (Theory and application)		
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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: . The Principles & Practice of Direct Marketing

Name of Faculty: Shivani Naik

Month	Topics to be cover	Topics For internal	No. of Lecture
December	Meaning and Introduction to Marketing Traditional Versus Direct Marketing Techniques Meaning,Definition,Importance of Direct Marketing Advantages and Disadvantages of Direct Marketing Approaches of Direct Marketing Reasons for the growth of Direct Marketing Economics of Direct Marketing 3 Tasks of Direct and Interactive Marketing = Customer Acquisition,Development and Retention	Project Work	15
January	What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM Customizing Products to different needs Database Management Meaning,Importance,Functions of Database Sources and uses of E-database Techniques of Managing Database - Internal/External Steps in developing a database Advantages and Disadvantages of Database Management		20
February	Meaning of Marketing Strategies - Why it is needed Internal and External Analysis Objectives of Strategies Creating a Direct Marketing Budget What is customer Life time Value (LTV) Factors affecting Life time Value How we use LTV		10
March	List Selection,Prospecting Market Segmentation Meaning,Introduction of IMC		15

	Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing Growth of Direct Marketing in future Indian and Global Perspective in Direct Marketing Product offering, re-generation, database management and methodology		
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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: . AGENCY MANAGEMENT

Name of Faculty: Satish bendre

Month	Topics to be cover	Topics For internal	No. of Lecture
December	their role, Functions, Organization and Importance <input type="checkbox"/> different types of ad agencies <input type="checkbox"/> The Client - Agency Relationship <input type="checkbox"/> 3P's of Service: Physical evidence, Process and People <input type="checkbox"/> The Gaps Model of service quality <input type="checkbox"/> Stages in the client-agency relationship <input type="checkbox"/> How Agencies Gain Clients <input type="checkbox"/> Why Agencies Lose Clients <input type="checkbox"/> Evaluation Criteria in Choosing an Ad Agency <input type="checkbox"/> The roles of advertising Account executives	Project Work	15
January	<input type="checkbox"/> Role of account planning in advertising <input type="checkbox"/> Role of Account Planner <input type="checkbox"/> Account Planning Process <input type="checkbox"/> Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation <input type="checkbox"/> Digital Advertising Strategy / Campaigns <input type="checkbox"/> Converting story board to TVC <input type="checkbox"/> Editing and post production		20
February	<input type="checkbox"/> The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and OpportMODULEies Review, STP, Executing the plan, Evaluating the plan <input type="checkbox"/> Traditional Response Hierarchy Models: AIDA <input type="checkbox"/> Sales-Oriented Objectives		10

	<input type="checkbox"/> Communications Objectives <input type="checkbox"/> DAGMAR: An Approach to Setting Objectives Business plan introduction, Various Stages in setting up a new Agency		
March	Various methods of Agency Remunerations <input type="checkbox"/> The Pitch: request for proposal, speculative pitches, Pitch Process <input type="checkbox"/> References, Image and reputation, PR, <input type="checkbox"/> The Scope and Role of Sales Promotion <input type="checkbox"/> Reasons for the Increase in Sales Promotion <input type="checkbox"/> The psychological theories behind sales promotion <input type="checkbox"/> Consumer Franchise-Building versus Nonfranchise-Building Promotions <input type="checkbox"/> Designing Loyalty, continuous and frequency programs <input type="checkbox"/> Objectives of Trade-Oriented Sales Promotion <input type="checkbox"/> Techniques of Trade-Oriented Sales Promotion <input type="checkbox"/> Objectives of Consumer-Oriented Sales Promotion <input type="checkbox"/> Techniques of Consumer-Oriented Sales Promotion		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: . ADVERTISING AND MARKETING RESEARCH

Name of Faculty: Parveen Nagpal

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<ol style="list-style-type: none"> 1. Meaning and objectives of Research 2. Concepts in Research: Variables, Qualitative and Quantitative 3. Literature review 4. Stages in Research process. <p>Meaning, Nature, Significance, Types of Hypothesis,</p> <ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, Scope of Research Design 2. Types- Descriptive, Exploratory and Causal. 	Project Work	15
January	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: <ol style="list-style-type: none"> i) Non Probability Sampling – Convenient, Judgment, Quota, Snow ball. ii) Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage 1. Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: <ol style="list-style-type: none"> a. Observation b. Experimental c. Interview Method: <ol style="list-style-type: none"> i) Personal Interview ii) focused group, iii) indepth interviews - d. Survey e. Survey instrument – i) Questionnaire designing. f. Scaling techniques- i) Likert scale, ii) Semantic Differential scale, 		20
February			10

	<p>a. Association, b. Completion, c. Construction d. Expressive</p> <ol style="list-style-type: none"> 1. Essential of a good report, 2. Content of report , 3. Steps in writing a report, 4. Footnotes and Bibliography <ol style="list-style-type: none"> 1. Pupil metric devices, 2. Eye-movement camera, 3. Galvanometer, 4. Voice pitch analysis, 5. Brain pattern analysis <p>1. Introduction to Advertising Research</p> <p>2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing</p> <p>3. Copy testing measures and methods:</p> <ol style="list-style-type: none"> a. Free association, b. Direct questioning, c. Direct mail tests, d. Statement comparison tests, e. Qualitative interviews, f. Focus groups <p>4. Pretesting:</p>		
March	<p>A. Print Pretesting: a. Consumer Jury Test, b. Portfolio test, c. Paired comparison test, d. Order-of-merit test, e. Mock magazine test, f. Direct mail test.</p> <p>B. Broad casting Pretesting:</p> <ol style="list-style-type: none"> a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests <p>C. Challenges to pre-testing. Example: The Halo effect</p> <p>4. Post testing: a. Recall tests, b. Recognition test, c. Triple association test, d. Sales effect tests , e. Sales results tests, f. Enquires test</p> <ol style="list-style-type: none"> 1. Neuroscience: A New Perspective 2. When to Use Neuroscience <ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. New product research, 3. Branding Research, 4. Pricing research, 		15

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Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: . **Legal Environment & Advertising Ethics**

Name of Faculty: Swapnil Shenvi

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>(i) The importance & the relationship between Self –Regulation, Ethics & the Law</p> <p>(ii) The laws of the land: - Constitutional Laws – Fundamental Rights - Personal laws- Criminal & Civil laws - Corporate laws - Consumer laws - Laws pertaining to Media</p> <p>(iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media</p> <p>(i) Government Policies governing advertisements</p> <p>(ii) The role of Prasar Bharati for advertisements in Public Broadcast Services</p> <p>(iii)Cyber laws including Section 66; Laws pertaining to advertising in cyber space.</p> <p>(iv) The Question of Net Neutrality & its relevance in Media</p> <p>(v) Right to Information Act</p> <p>(i) Standard Contract between Advertiser & Agency</p> <p>(ii) Laws : - Drugs & Cosmetics Act - Drugs & Magic Remedies (Objectionable Advertisements) Act - Drugs Price Control Act - Emblems & Names (Prevention of Improper Use) Act - Indecent Representation of Women’s Act - Intellectual Property Rights- -Copyright Act</p>	Project Work	15

	<ul style="list-style-type: none"> - Trademarks Act - Patents Act 		
January	<p>(i) What is Ethics? Why do we need Ethics?</p> <p>(ii) The philosophy of Ethics- Absolutist & Situational</p> <p>(iii) Ethics in Advertising & Stereotyping:</p> <ul style="list-style-type: none"> - Religious minorities - Racial minorities - Ethnic groups - Cultural Minorities - Senior Citizens - Children - Women - LGBT <p>(iv) Advertising of Controversial products</p> <p>(v) Surrogate & Subliminal Advertising Bodies helping to maintain a Code of Ethical conduct in Media:</p> <ul style="list-style-type: none"> - ASCI - AAI - BCCC - IBF - CENSOR BOARD FOR FILMS - Press Council <p>(i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:</p> <ul style="list-style-type: none"> - False Promises - Incomplete Description - False & Misleading Comparisons - Bait & Switch offers - Visual Distortions - False Testimonials - Partial Disclosures - Small print Clarifications 		20
February	<p>(ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry</p> <p>(iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices</p> <p>(i) Consumerism – The rising need for consumer guidance & awareness</p> <p>(ii) Government Initiatives:</p> <ul style="list-style-type: none"> - Standardization- Meaning, Relevance in 		10

	<p>today's Globalized World in Total Quality Management</p> <ul style="list-style-type: none"> - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO - International Bodies- ISO, FDA, CMMI, Six Sigma & CE - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds) <p>Laws:</p> <ul style="list-style-type: none"> (i)Essential Commodities Act 1955 (ii) Consumer protection Act 1986 (iii)Standards of Weights & Measures Act (iv)Standards of Weights & Measures (Packaged Commodities) Act (v)Prevention of Food Adulteration Act 		
March	<p>A. Socio- Economic Criticisms of advertising</p> <ul style="list-style-type: none"> - Increasing prevalence of Materialism - Creating Artificial Needs - Idealizing the “Good Life” - Stressing Conformity with Others - Encouraging instant gratification & a throwaway society - Promoting the good of the individual over the good of society - Creating Unrealistic Ideal characterizations - Using appeals that prey on feelings of inadequacy - Manipulation by advertising <ul style="list-style-type: none"> - A study of Vance Packard- The Hidden Persuaders (1957) - A study of Jean Kilbourne – Can't buy My love - A study of Naomi Klein – No Logo - A study of Naomi Woolf- The Beauty Myth - A study of Noam Chomsky- Understanding Power 		15

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Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: . **Digital Media**

Name of Faculty: Aiman Kazi

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>1. Understanding Digital Media 2. Principles 3. Key Concepts 4. Evolution of the Internet 5. Traditional v Digital</p> <p>1. What are Search Engines: <input type="checkbox"/> Types of Search Engines, <input type="checkbox"/> How Search Engines work and how they rank websites based upon a search term?</p> <p>2. Introduction to SEO and what it involves: <input type="checkbox"/> What is the importance of search for websites? <input type="checkbox"/> What are the areas of operation for Search Engine Optimization Professionals? <input type="checkbox"/> How do you search for the right keywords that will help bring in the most traffic?</p> <p>3. What is On-Page Optimization? <input type="checkbox"/> Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags,</p> <p>4. What is OFF-Page Optimization? <input type="checkbox"/> What are Backlinks?, How to Get Backlinks?</p>	Project Work	15
January	<p>Search Engine Algorithms:</p> <p>What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p> <p>1. Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search,</p>		20

	<p>Integrating social media into website and blogs</p> <p>2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar</p> <p>3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex</p> <p>4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>5. Using Blogs: How Blogging can be used as a tool.</p>		
February	<p>1. key terms and concepts</p> <p>2. Web analytics</p> <p>3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging</p> <p>1. Homepage</p> <p>2. Links</p> <p>3. Navigation</p> <p>4. Multimedia</p>		10
March	<p>1. Blog</p> <p>2. Twitter</p> <p>3. Mobile</p> <p>Cyber Crime and Challenges of the new media</p> <p>1. Information Technology Act</p> <p>2. Copyright</p> <p>3. Ethics</p> <p>4. Digital Security</p>		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Advertising)

Semester 6

Subject: **Contemporary Issues .**

Name of Faculty: Ridhima Mahabal

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>Ecology and its related concerns causes , consequences and remedial measures - causes, consequences and remedial measures e- need and importance, CRZ Act - concept, need and significance</p> <p>Human Rights Legislative measures with reference to India. Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013</p>	Project Work	15
January	<p>Child: Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000. Education : Right to Education Act 2009</p>		20
February	<p>Political concerns and challenges Political concerns and challenges (10) - Whistle Blowers protection act 2011. - State violence- Naxalism and its Impact. eference to North East – Issues involved, ULFA, Nagas, Manipur Economic development and challenges</p>		10
March	<p>Social development and challenge ginalisation of the Tribals, Forest Rights Act , Land Acquisition Act</p>		15

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T.Y.B.M.M.
Semester - VI(Journalism)

M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: . **Digital Media**

Name of Faculty: Aiman Kazi

Month	Topics to be cover	Topics For internal	No. of Lecture
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January	<p>Search Engine Algorithms:</p> <p>What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update,</p> <p>1. Introduction: Definition of social</p>		20

	<p>media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p> <p>2. Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar</p> <p>3. Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex</p> <p>4. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>5. Using Blogs: How Blogging can be used as a tool.</p>		
February	<p>1. key terms and concepts</p> <p>2. Web analytics</p> <p>3. Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging</p> <p>1. Homepage</p> <p>2. Links</p> <p>3. Navigation</p> <p>4. Multimedia</p>		10
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Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: **Contemporary Issues .**

Name of Faculty: Ridhima Mahabal

Month	Topics to be cover	Topics For internal	No. of Lecture
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March	<p>Social development and challenge ginalisation of the Tribals, Forest Rights Act , Land Acquisition Act</p>		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: **Press Laws and Ethics** .

Name of Faculty: Smita jain

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>Introduction to law-</p> <p>a) A brief introduction to Indian Constitution- (Salient features, Fundamental Rights) b) India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. c) Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code)</p> <p>b) Press Council of India –</p> <p>a) Its organisational structure, functions, history and rationale behind its establishment.</p> <p>b) Powers – the debate over punitive powers</p> <p>c) PCI's intervention in cases of communal rioting and protection of Press freedom.</p> <p>d) Code of conduct for journalists</p> <p>e) Comparison with the News Broadcasting Standards Authority (NBSA)</p>	Project Work	15
January	<p>Laws regulating the media</p> <p>a) Laws related to freedom of the Press — Article 19 clause (1)subclause (a) of Indian Constitution and how it guarantees freedom of the press.</p> <p>b) Clause 2 of article 19 and reasonable restrictions.</p> <p>c) Defamation –sections 499,500</p> <p>d) Contempt of Courts Act 1971</p> <p>e) Public Order – sections 153</p>		20

	<p>A&B,295A,505 f) Sedition (124A) g) Obscenity (292,293)</p> <p>Introduction to laws connected with internet a)Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet.</p>		
February	<p>Article 21 of the constitution and Right to Privacy a) Right to Privacy versus Right to Know b) Right to Information Act 2005 c) Official Secrets Act and conflict with RTI d) Whistle Blowers Protection Act 2011-Implications and challenges</p> <p>Indian Evidence Act – a)Primary,Secondary, Direct and Indirect evidence b) Confession and its evidentiary value</p>		10
March	<p>Copyright Act 1957- A Discussion on Intellectual Property Rights in the context of changing Global environment Contempt of Parliament – a) Breach of Privilege rules. b) Clash between Judiciary and Legislature c) Is it a threat to media freedom? Contempt of Parliament – a) Breach of Privilege rules. b) Clash between Judiciary and Legislature c) Is it a threat to media freedom? Press and Registration of Books Act</p>		15

	<p>Introduction to Ethics</p> <ul style="list-style-type: none">a) Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism.b) Conflict of Interestc) Paid Newsd) Trial by Mediae) Ethical Issues related to Television debatesf) Confidentiality of sourcesg) Ethics of Sting Operationsh) Fakery and Fabrication of newsi) Using Shock value in language and visuals		
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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: **Broadcast Journalism .**

Name of Faculty: Amey Chumbale

Month	Topics to be cover	Topics For internal	No. of Lecture
December	1. To understand the development of Broadcast Journalism 2. To Introduce the importance of Regional Journalism	Project Work	15
January	3. To learn to write in Broadcast Style conforming to the ethical and practical principles that guide it. 4. To learn the skills and techniques to investigate, produce and deliver news stories for various media outlets		20
February	5. To learn the use of camera & sound in broadcast formats. 6. To develop reading habits that keep them aware of current affairs, local, national, and world;		10
March	7. To introduce Social Media; Convergence; Multimedia; Online Journalism.		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: . Business & Magazine Journalism

Name of Faculty: Satish Bendre

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>Introduction to Business Journalism general overview of the financial systems in India A) Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A general understanding about, RBI's involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI. B) Securities and Exchange Board of India (SEBI) – Role, function and objectives. C) The Banking Sector in India – a brief analytical study. a. Functions of commercial banks b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.</p>	Project Work	15
January	<p>Union Budget (The Finance Bill) – Salient features of the latest Union Budget. The Concept of “Subsidies” in the context of the Indian Economy; an introductory study “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy. Environmental Journalism and its importance. A very brief study of global warming, ozone depletion, issues</p>		20

	<p>related to deforestation. Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)</p>		
February	<p>Scams in Indian financial system The Satyam saga The Sahara Scam Saradha chit fund embezzlement Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario The World Bank, The Asian Development Bank, BRICS Development Bank – functions Business journalism - a brief study of leading business magazines, leading financial dailies in India.</p>		10
March	<p>Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special skills required for a person working in magazines. Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media. A general analytical study of magazines of different genre: Women’s magazines Travel Magazines General Interest Magazines Health Magazines Technology Magazines Automobile Magazines Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.</p>		15

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Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: issues of global media

Name of Faculty:- Yashashree Datar

Month	Topics to be cover	Topics For internal	No. of Lecture
December	1. Relevance of McBride report in contemporary times 2. Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage 3. Global Monopolies' regional presence.[redefining local news 4. Al Jazeera's arrival as an alternate voice[from Gulf War II to Arab Spring and beyond 5. Advocacy and Journalism	Project Work	15
January	6. Independent Media's space 7. Traditional media's foray into social media & Micro blogging 8. Parachute Journalism		20
February	9. Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents 10. coverage of natural disaster by global media and regional media 11. Cultural Bias in global media coverage 12. BRICS interpretation of regional news vis-a-vis first world nations' interpretations [reference to BRICS initiatives 13. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists		10
March	14. Global audiences' changing needs 15. Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions 16. Overview of media in China, Japan, U.S., India. 17. Profiles of BBC, CNN, Reuters, AFP & AP		15

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M. L. Dahanukar College Of commerce

Teaching Plan

Department : BMM

Class: TYBMM (Journalism)

Semester 6

Subject: **News Media Management**

Name of Faculty:- Gajendra Deuda

Month	Topics to be cover	Topics For internal	No. of Lecture
December	<p>1) Making News: Truth,Ideology and News work</p> <p>2) News, Audiences and Everyday Life</p> <p>a) Ideal Management Structure</p> <p>b) Role of Management in ensuring editorial freedom</p> <p>3) Legacy Media- Broadcast Media Overview and Print Publishing Overview</p> <p>4) Contemporary Elements, Dimensions and Image of Print Media: A Comparative Analysis with Electronic Media</p> <p>5) Specialised training for skilled workers, HRD</p>	Project Work	15
January	<p>6) Integrated Marketing Communications</p> <p>Overview of Marketing Theory</p> <p>Applying marketing strategy to consumer media</p> <p>a) direct to consumer: for readers/consumers circulation/distribution/channels</p> <p>b) business to business (B2B): for advertisers/partners</p> <p>7) Disruptive Technology and Media Business Models:</p>		20

	<p>a) The role of advertising</p> <p>b) From Web 1.0 to 2.0</p> <p>c) Yahoo, Craigslist, Google, Facebook, Twitter, Whatsapp, Pinterest</p>		
February	<p>8) Becoming a digital Media Brand</p> <p>9) Financial Management</p> <p>a) Break up of expenditure for the year</p> <p>b) Raw Material Costs</p> <p>c) Fixed and Variable Costs</p> <p>d) Unforeseen Factors</p>		10
March	<p>10) Challenges of Globalisation and Liberalisation</p> <p>a) Foreign Direct Investment</p> <p>b) Cross Media Ownership</p> <p>c) Commercialization of Media</p> <p>11) Understanding Company Law</p> <p>12) Case studies</p>		15

Coordinator Signature