

M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.C.

Class:T.Y.B.M.M.

Semester: VI

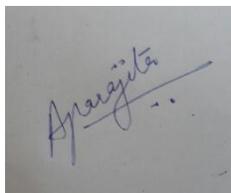
Subject: Broadcast Journalism

Name of the Faculty: Aparajita Deshpande

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	<p>History and Development of Broadcast Journalism.</p> <ul style="list-style-type: none">• Brief History, Evolution & development of Radio journalism- Globally & in India.• Brief History of the development of TV journalism- Globally & in India.• Emerging Trends. <p>Evolution & Development of Radio.</p> <ul style="list-style-type: none">• The International Scenario- Marconi (Inventor of radio) till date- Timeline. <p>Indian Scenario: All India Radio.</p> <ul style="list-style-type: none">• Organizational structure.• News Service Division of AIR;• Objectives of broadcast—Information, Education & Entertainment;• Commercial Broadcasting Service- Vividh Bharati, External Broadcast Service, National Service.• Three tiers of Radio Broadcast—Local, Regional and National & FM service of AIR.• Prasar Bharati - Code of ethics for Public Service Broadcast	Assignments on each topic	12
February	<p>Private FM Channels, Digital broadcast & Satellite radio.</p> <ul style="list-style-type: none">• Autonomy of Expansion of Private FM Radio channels.• Digital Broadcast.• Satellite Radio – The Evolution & Growth; Satellite Radio with Digital broadcast.• Developmental & Educational Role of AIR & Community Radio- Evolution & Growth.• Internet Radio & Private FM Channels broadcast on Internet.	Assignment on each topic	12

	<p>Evolution & Development of TV</p> <ul style="list-style-type: none"> • The International Scenario- John Baird (Inventor of TV) till date- Timeline. • Indian scenario - Doordarshan - News; Entertainment, Culture, Sports & Films <p>Private & Satellite channels</p> <ul style="list-style-type: none"> • Growth of Private International, National & Regional TV Networks & fierce. Competition for ratings. • Satellite television broadcast-Television channels for niche audiences — entertainment, news, sports, science, health & life style. ; HDTV telecast • Proliferation of DTH services. <p>The Case Studies</p> <p>(1) BBC: Evolution, Organization, Policies & Programming- News Service- News on the hour & news updates, Radio Features, Catering to Transnational audiences, Advertising & promotion. Social Responsibility to audiences.</p> <ul style="list-style-type: none"> • CNN: Evolution, Organization, Policies & Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising & promotion. 		
March	<p>. Regional Journalism [Introduction & Importance of Regional Channels in India & Globally]</p> <ul style="list-style-type: none"> • News Channels: Star Majha, IBN Lokmat, Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak. • Radio Channels: Akashvani Marathi (SW/AM), Akashvani Mumbai GOLD (100.7 FM) Akashvani Mumbai Rainbow (107.1 FM), Sun Radio. <p>Broadcast Formats</p> <p>News</p> <ul style="list-style-type: none"> • Main characteristics of News as against news in other media. • Spot news, News Bulletins & News analysis/News Magazines/ Features. • Announcements. <p>Features on Radio & TV</p> <ul style="list-style-type: none"> • Talk Shows • Reviews • Talks • Interviews 	Assignment & research base assignment on case study	12

	<ul style="list-style-type: none"> • Discussions. • Documentaries. • Docudramas. • Plays/Skits. • Commentaries. <p>Other Programs</p> <ul style="list-style-type: none"> • Music • Sports <p>❖ Writing for Broadcast Media-(Radio& Television)</p> <ul style="list-style-type: none"> • Research in Broadcast. • Broadcast News Vocabulary. • Genres: Sports, Current Affairs, Lifestyle etc. • Preparation of Audio and Video briefs- Idea generation, Scripting, Story board. • Scripting for Interviews/Documentary/Feature/Drama/Skits on Radio & TV. <p>Current & Emerging Trends in Broadcast Journalism [08 sessions]</p> <ul style="list-style-type: none"> ❖ '24/7 news broadcast: Features, Audience effectiveness, advertisements & Dumbing down of News. ❖ Ethics: (including Censorship) in presentation of News. ❖ Convergence: Need, nature and future of convergence. ❖ Convergence and Multi-media: Use of Facebook & Twitter handles by Radio& TVchannels, Internet TV/Radio and MobileTV/Radio. ❖ Emerging Trends: Mobile Technology, Social Media & Web – e.g.Hotstar, Voot, SonyLiv. ❖ Digital storytelling/Features: `Story idea, development and Presentation- Web series. 		
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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M. Class: T.Y.B.M.M Semester: VI

Subject: PRESS LAWS AND ETHICS.

Name of the Faculty: RENU NAURIYAL

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	<ul style="list-style-type: none">• A brief introduction to Indian Constitution-• Salient features, Fundamental Rights)• India's legal system – Structure and hierarchy of Indian judiciary- the various levels of courts for civil and criminal action. • Brief Overview of IPC (Indian Penal Code) and Cr.PC (The Criminal Procedure code) • Press Council of India –• Its organisational structure, functions, history and rationale behind its establishment.• Powers – the debate over punitive powers• c) PCI's intervention in cases of communal rioting and protection of Press freedom.• Code of conduct for journalists• Comparison with the News Broadcasting Standards Authority (NBSA)		16
February	<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 A&B,295A,505</p>		16

	f) Sedition (124A) g) Obscenity (292,293)		
March	<ul style="list-style-type: none"> • 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. • Article 21 of the constitution and Right to Privacy • Right to Privacy versus Right to Know • Right to Information Act 2005 • Official Secrets Act and conflict with RTI • Whistle Blowers Protection Act 2011- Implications <p>Indian Evidence Act –</p> <ul style="list-style-type: none"> • a) Primary, Secondary, Direct and Indirect evidence b) Confession and its evidentiary value 		16
April	<ul style="list-style-type: none"> • Copyright Act 1957- A Discussion on Intellectual Property Rights in the context of changing Global environment. 04 lectures • Contempt of Parliament – a) Breach of Privilege rules. • Clash between Judiciary and Legislature • Is it a threat to media freedom <p>Working Journalists Act-Its effectiveness in current scenario.</p> <ul style="list-style-type: none"> • Press and Registration of Books Act • Introduction to Ethics <p>- Discussion of importance of ethics in the era of TRP fuelled Tabloid Journalism. - Conflict of Interest - Paid News - Trial by Media - Ethical Issues related to Television debates - Confidentiality of sources - Ethics of Sting Operations - Fakery and Fabrication of news - Using Shock value in language and visuals.</p>		8

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Teaching Plan: 2020 - 21

Department: B.M.M. Class: T.Y.B.M.M Semester: VI

Subject: Business Journalism.

Name of the Faculty: Satish Bendre

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Financial systems. Planning commission, NITI ayog, RBI, SEBI, Banking sector. Functions of a commercial bank. Jan dhan Yojana.		16
February	Pension plans, Insurance scheme, Cash subsidy, Union Budget, Concept of subsidies, Foreign exchange reserves, Satyam scam, Sahara Scam		16
March	Sharada chit fund scam, Bombay stock exchange, National stock exchange, NIFTI, World bank, Asian Bank, Different Magazines, Women's Magazine, Travel Magazine, Health, Technology, Automobile.		16
April	Environment Journalism, Global warming, Civic issues, Deforestation, Revision.		8

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Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M

Semester: 6

Subject: Internet and Issues in Global Media

Name of the Faculty: Sayali Natu

Month	Topics to be Covered	Internal Assessment	Number of Lectures
JANUARY	Evolution of Global News dissemination, origin and development of technology, advent of satellite- ISDN, DBS, emergence of internet as a global medium. Global media's coverage of third world countries, quantitative bias, qualitative bias, culture bias.		10
FEBRUARY	Emergence of the new world communication and information order (NWICO). Macbride report. Attempts by NAM countries to meet the global challenges		14
MARCH	Challenges in reporting from conflict zones, Parachute Journalism.		12

	<p>Global Media's coverage of natural disasters.</p> <p>Global media's coverage of terrorism.</p> <p>Global Media Conglomerates and their impact on national and regional media/market/politics.</p> <p>Development of new media and social media as channels of global journalism, Role of citizen journalists.</p> <p>Profiles of leading news agencies and channels- BBC- CNN- the rivalry in south asia- AP, AFP, Reuters- Emergence of Al Jazeera as an alternate voice.</p>		
APRIL	<p>State of the media in different countries- China, Japan, USA, North Korea, Malaysia/Singapore.</p> <p>Global media's coverage of specific issues in India and the world.</p>		12

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M

Semester: 6

Subject: NEWS MEDIA MANAGEMENT

Name of the Faculty: GAJENDRA DEODA

Month	Topics to be Covered	Internal Assessment	Number of Lectures
JANUARY	Making News: Truth, Ideology and News work Legacy Media Broadcast Media Overview and Print Publishing Overview A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media: News media as business enterprise • Proprietary concerns • Types of ownership	NA	10
FEBRUARY	Hierarchy • Decision making • Inter-relationship between departments SEMESTER V COURSE CODE COURSE NAME and DETAILED SYLLABUS BAMMC EJNM 1B506 NEWS MEDIA MANAGEMENT 67 Human Resource development Specialized training for skilled workers Financial Management Cost and Profitability • Costing classification and allocation • Nature of cost • Factors affecting cost • Fixed and variable costs Challenges of Globalization and Liberalisation a) Foreign Direct Investment b) Cross Media Ownership c) Commercialization of Media Understanding Company Law Press and Registration of Books Act • Relevant aspects of Company Law	PRACTICAL ASSIGNMENT WILL BE ANNOUNCED	14

MARCH	Resource and supply chain • Newsprint • Technology • Production process Managing Resources • Advertising revenue building and maintenance • Circulation revenue • Ways to cut cost and boost revenue Marketing techniques • Brand building • Public Relations i. Newspaper's relation to its community ii. Understanding the target audience iii. Building goodwill iv. Promoting the newspaper's / site's services v. Sales promotional activities • Role of research and readership surveys • Sales forecasting and planning • Advertising the newspaper / website channel • Becoming a digital media brand	SUBMISSIONS	12
APRIL	1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 5. Case studies 6 Case studies – Eenadu and Network 18 Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News Channels along with IRS Studies	NA	12

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GAJENDRA DEODA

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.C. Class: TY B.M.M. Semester: VI

Subject: DIGITAL MEDIA

Name of the Faculty: Mr. Aiman Kazi

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	<p>Module I</p> <ol style="list-style-type: none">1. Understanding Digital Media2. Principles3. Key Concepts4. Evolution of the Internet5. Traditional v Digital Media <p>Module II</p> <ol style="list-style-type: none">1. What are Search Engines: work and how they rank websites based upon a search term?2. Introduction to SEO and what it involves: websites? Search Engine Optimization Professionals? keywords that will help bring in the most traffic?3. What is On-Page Optimization? Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags,4. What is OFF-Page Optimization?5. Backlinks? Backlinks in Detail.		16
February	<p>Module II</p> <ol style="list-style-type: none">1. Search Engine Algorithms: What is Search Engine's Algorithms?		16

	<ol style="list-style-type: none"> 2. How Algorithms Works? Page Rank Technology 3. Why a Search Engine penalizes a Website, Google Panda Update <p>Module III</p> <ol style="list-style-type: none"> 1. Introduction: Definition of social media, Types of social media 2. How Social Media is affecting Google Search 3. Integrating social media into website and blogs 4. Using Facebook: What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. 5. How to promote your Facebook page, Creating Facebook Application / Widget, linking with YouTube, Creating Events, Building content calendar. 6. 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: Tweet Deck, Klout, PeerIndex 7. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 8. Using Blogs: How Blogging can be used as a tool. 		
March	<p>Module IV – Web Analytics</p> <ol style="list-style-type: none"> 1. Key terms and concepts 		20

	<ol style="list-style-type: none"> 2. Web analytics 3. Tracking Tools to enhance lead nurturing 4. Tracking and Collecting Data 5. Log file analysis, Page tagging <p>Module V</p> <ol style="list-style-type: none"> 1. Homepage 2. Links 3. Navigation 4. Multimedia <p>Module VI</p> <ol style="list-style-type: none"> 1. Blog and Blogging Sites 2. Twitter 3. Responsive Web 4. Mobile Apps 		
April	<p>Module VII and VIII</p> <ol style="list-style-type: none"> 1. Cyber Crime and Challenges of the new media 2. Information Technology Act 3. Copyright and its laws 4. Cyber Ethics 5. Digital Security 		10

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M AD

Semester:VI

Subject: - Contemporary Issues

Name of the Faculty: Jayti gupta

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Module –I Ecology and its related concerns consequences and remedial measures - causes, consequences and remedial measures e- need and importance, CRZ Act - concept, need and significance.		16
February	Module- 2 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 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		16
March	Module-3 Political concerns and challenges whistle Blowers protection act 2011. - State violence- Naxalism and its Impact. eference to North East – Issues involved, ULFA, Nagas, Manipur issue,AFSPA and its		14

	<p>impact. - causes, consequences and remedial measures</p> <p>Module 4 Economic development and challenges</p>		
April	<p>Module 5 Social development and challenges</p> <p>Social development and challenges marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .</p>		10

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M AD

Semester:VI

Subject: Advertising & Marketing Research

Name of the Faculty: MS. SHIVANI NAIK

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Module 1 – Fundamentals of Research Module 2- Hypothesis	Discussions Research based case study	16
February	Module 3- Research Design Module 4- Sampling	Class test module 1, and 3 Questionnaire Drafting	16
March	Module 5- Data Collection Module 6- Report Writing	Research Report submission Presentations Class Test module 4 & 5	14

April	Module 7- Advertising Research Module -8- Marketing Research	Recap Doubt clarification Class Test module 6, 7 and 8	10
		Total	58

Ms. Shivani Naik, Core Faculty

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M AD

Semester:VI

Subject: - Contemporary Issues

Name of the Faculty: Jayti gupta

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Module –I Ecology and its related concerns consequences and remedial measures - causes, consequences and remedial measures e- need and importance, CRZ Act - concept, need and significance.		16
February	Module- 2 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 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		16
March	Module-3 Political concerns and challenges whistle Blowers protection act 2011. - State violence- Naxalism and its Impact. eference to North East – Issues involved, ULFA, Nagas, Manipur issue,AFSPA and its		14

	<p>impact. - causes, consequences and remedial measures</p> <p>Module 4 Economic development and challenges</p>		
April	<p>Module 5 Social development and challenges</p> <p>Social development and challenges marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act .</p>		10

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M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: BMM

Class: TYBMM Adv

Semester: VI

Subject: Agency Management

Name of the Faculty: Ms. Priya Tiwari

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures (of 50 minutes)
January	<p>Advertising Agencies:</p> <ul style="list-style-type: none">• their role, Functions, Organization and Importance• different types of ad agencies <p>Client Servicing • The Client - Agency Relationship • 3P's of Service: Physical evidence, Process and People • The Gaps Model of service quality • Stages in the client-agency relationship • How Agencies Gain Clients • Why Agencies Lose Clients • Evaluation Criteria in Choosing an Ad Agency • The roles of advertising Account executives</p>	Quiz	15
February	<p>Account Planning</p> <ul style="list-style-type: none">• Role of account planning in advertising • Role of Account Planner • Account Planning Process <p>Advertising campaign management</p> <ul style="list-style-type: none">• Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation • Digital Advertising Strategy / Campaigns <p>Ad Film making</p> <ul style="list-style-type: none">• Converting story board to TVC • Editing and post production	Case Study, Quiz	15

March	<p>Marketing plan of the client</p> <ul style="list-style-type: none"> • The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan <p>The Response Process</p> <ul style="list-style-type: none"> • Traditional Response Hierarchy Models: AIDA • Sales-Oriented Objectives • Communications Objectives • DAGMAR: An Approach to Setting Objectives <p>Setting up an Agency</p> <ul style="list-style-type: none"> • Business plan introduction, Various Stages in setting up a new Agency 	Presentations	15
April	<p>Agency Compensation</p> <p>Various methods of Agency Remunerations</p> <p>Growing the Agency</p> <ul style="list-style-type: none"> • The Pitch: request for proposal, speculative pitches, Pitch Process • References, Image and reputation, PR <p>Sales Promotion Management</p> <ul style="list-style-type: none"> • The Scope and Role of Sales Promotion • Reasons for the Increase in Sales Promotion • The psychological theories behind sales promotion • Consumer Franchise-Building versus Non franchise-Building Promotions • Designing Loyalty, continuous and frequency programs • Objectives of Trade-Oriented Sales Promotion • Techniques of Trade-Oriented Sales Promotion • Objectives of Consumer-Oriented Sales Promotion • Techniques of Consumer-Oriented Sales Promotion 	Presentations, Quiz	15
	Total Lectures		60

Ms. Priya Tiwari

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M.L.Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M.

Class: T.Y.B.M.M

Semester: 6

Subject: Principles and Practices of Direct Marketing

Name of the Faculty: Nikita Shah

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	<p>Unit 1 – Introduction to DM</p> <p>Meaning and Introduction to Marketing Traditional Versus Direct Marketing Techniques</p> <p>Unit 2 – Basics of Direct and Interactive Marketing</p> <p>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</p> <p>Unit 3 – CRM</p> <p>What is Customer Relationship Management (CRM) Importance of CRM Planning and Developing CRM Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty</p>	<p>2 assignments</p> <p>2 assignments</p> <p>2 assignments</p>	13
February	<p>Unit 4 – Database management</p> <p>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</p> <p>Direct Marketing Strategies 5 Meaning of Marketing Strategies - Why it is needed Internal</p>	<p>2 assignments</p> <p>2 assignment</p>	32

	<p>and External Analysis Objectives of Strategies Creating a Direct Marketing Budget</p> <p>Direct Marketing Research and Testing 6 What is customer Life time Value (LTV) Factors affecting Life time Value How we use LTV 5 LTV - Sums (3 methods - Present/Historical and Discounted) Using LTV analysis to compare the effectiveness of various marketing strategies.</p> <p>Direct Marketing Analysis 5 List Selection,Prospecting Market Segmentation Product Customization Response Modeling and Experimentation Mail order,Lead generation,Circulation,Relationship/loyalty programmes,Store traffic/Site traffic generation Fund raising,Pre-selling,selling(Cross selling,Up selling) and Post-Selling</p>		
March	<p>Unit 5 – IMC</p> <p>Meaning,Introduction of IMC Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing Importance of IMC Tools of IMC - Advantages,Sales Promotion,Publicity,Personal Selling,etc. Person to person ,Group Selling,Direct Mail Direct response Television(DR-TV), Direct Response Print Advertising Catalogues,Inserts,Videos,E-mail,Trade shows</p> <p>Unit 6 – Future of Direct Marketing</p> <p>Growth of Direct Marketing in future Indian and Global Perspective in Direct Marketing</p> <p>Unit 7 – Case studies</p> <p>Product offering, re-generation, database management and methodology</p>	3 assignments	13

Nikita Shah

4th January 2021

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M./B.A.M.M.C. Class: TY B.M.M. Semester: VI

Subject: DIGITAL MEDIA

Name of the Faculty: Mr. Aiman Kazi

Month	Topics to be Covered	Internal Assessment	Number of Lectures
January	Module I <ol style="list-style-type: none">1. Understanding Digital Media2. Principles3. Key Concepts4. Evolution of the Internet5. Traditional v Digital Media Module II <ol style="list-style-type: none">1. What are Search Engines: work and how they rank websites based upon a search term?2. Introduction to SEO and what it involves: websites? Search Engine Optimization Professionals? keywords that will help bring in the most traffic?3. What is On-Page Optimization? Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags,4. What is OFF-Page Optimization?5. Backlinks? Backlinks in Detail.		16
February	Module II <ol style="list-style-type: none">1. Search Engine Algorithms: What is Search Engine's Algorithms?		16

	<ol style="list-style-type: none"> 2. How Algorithms Works? Page Rank Technology 3. Why a Search Engine penalizes a Website, Google Panda Update <p>Module III</p> <ol style="list-style-type: none"> 1. Introduction: Definition of social media, Types of social media 2. How Social Media is affecting Google Search 3. Integrating social media into website and blogs 4. Using Facebook: What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. 5. How to promote your Facebook page, Creating Facebook Application / Widget, linking with YouTube, Creating Events, Building content calendar. 6. 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: Tweet Deck, Klout, PeerIndex 7. Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups 8. Using Blogs: How Blogging can be used as a tool. 		
March	<p>Module IV – Web Analytics</p> <ol style="list-style-type: none"> 1. Key terms and concepts 		20

	<ol style="list-style-type: none"> 2. Web analytics 3. Tracking Tools to enhance lead nurturing 4. Tracking and Collecting Data 5. Log file analysis, Page tagging <p>Module V</p> <ol style="list-style-type: none"> 1. Homepage 2. Links 3. Navigation 4. Multimedia <p>Module VI</p> <ol style="list-style-type: none"> 1. Blog and Blogging Sites 2. Twitter 3. Responsive Web 4. Mobile Apps 		
April	<p>Module VII and VIII</p> <ol style="list-style-type: none"> 1. Cyber Crime and Challenges of the new media 2. Information Technology Act 3. Copyright and its laws 4. Cyber Ethics 5. Digital Security 		10

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M.L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: B.M.M

Class: T.Y.B.M.M (ADVERTISEMENT)

Semester: 6

Subject: LEGAL ENVIRONMENT AND ADVERTISING ETHICS

Name of the Faculty: ADV. SMITA JAIN

Month	Topics to be Covered	Internal Assessment	Number of Lectures
JANUARY	<p>Module I: Legal Environment:</p> <ul style="list-style-type: none">(i) The importance & the relationship between Self –Regulation, Ethics & the Law(ii) The laws of the land: - Constitutional Laws – Fundamental Rights - Personal laws- Criminal & Civil laws - Corporate laws - Consumer laws - Laws pertaining to Media(iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media <p>Module II: Government Policies & Cyber Laws</p> <ul style="list-style-type: none">(i) Government Policies governing advertisements(ii) The role of Prasar Bharati for advertisements in Public Broadcast Services(iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space(iv) The Question of Net Neutrality & its relevance in Media(v) Right to Information Act	NA	14

FEBRUARY	<p>Module III: Laws pertaining to Media:</p> <p>(i) Standard Contract between Advertiser & Agency</p> <p>(ii) Laws :</p> <ul style="list-style-type: none"> - 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 - Trademarks Act - Patents Act <p>Module IV: A. Ethics in Advertising</p> <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>Module VII: Advertising & Society</p>	ASSIGNMENT WILL BE DISCUSSED	12
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	<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 <p>B. Advertising & social responsibility - Advertising as a moulder of thought, opinion & values</p>		
MARCH	<p>Module V: Unfair Trade Practices & the Competition Act 2002</p> <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 	SUBMISSIONS	14

	<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>Module VI: Consumer Protection: Government initiatives including Standardization, Consumer</p> <p>Laws & Non- Government initiatives</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 today's Globalized World in Total Quality Management - 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) 		
APRIL	<p>Laws:</p> <p>(i) Essential Commodities Act 1955</p> <p>(ii) Consumer protection Act 1986</p> <p>(iii) Standards of Weights & Measures Act</p> <p>(iv) Standards of Weights & Measures (Packaged Commodities) Act</p> <p>(v) Prevention of Food Adulteration Act</p> <p>Other Initiatives:</p> <ul style="list-style-type: none"> - PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) - Consumer Co-operatives 	NA	10

	<p>Non- Government initiatives:</p> <ul style="list-style-type: none"> - CGSI The Consumer Guidance Society of India - CFBP Consumer Financial Protection Bureau - CERC Consumer Education and Research Centre - Grahak Panchayat - Customer care centres <p>Module VIII: Critique of Advertising</p> <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 		
	TOTAL NUMBER OF LECTURES		50

Sign of Faculty

ADV. SMITA JAIN

Sign of Coordinator

M. L. Dahanukar College of Commerce

Teaching Plan: 2020 - 21

Department: Bachelor of Mass Media

Class: TYBMM (ADV.)

Semester: VI

Subject: Financial Management

Name of the Faculty Member: Rakhi Pitkar

Month	Topics to be Covered	Additional Activities planned / done	Number of Lectures
Jan 2021	Introduction to Financial Management, Financial Planning & Budgets	Topic related Video	16
Feb	Working Capital Estimation		16
March	Financial Statements & Ratio Analysis	Assignments	16
April	Intro to Costing		12
	Total no. of lectures		60

Mrs. Rakhi Pitkar

Sign of Faculty

Sign of Coordinator