University of Mumbai

UG/ 188 of 2019-20

CIRCULAR:-

Attention of the Principals of the affiliated Colleges and Directors of the recognized Institutions in Humanities Faculty is invited to the syllabus uploaded by the Academic Council at its meeting held on 25th May, 2011 vide item No. 4.28 relating to the revised syllabus as per (CBSGS) for the Bachelor of Mass Media and to this office Circular No.UG/142 dated 19th November, 2019 regarding the amended Ordinance 5205 relating to change the nomenclature of course of Bachelor of Mass Media to B.A. in Multimedia and Mass Communication B.A. (M.M.C.) and also the revised syllabus as per the (CBCS) for B.A. in Multimedia and Mass Communication B.A. (M.M.C.) in Sem. I and II.

They are hereby informed that the recommendations made by the Ad-hoc Board of Studies in Mass Media at its meeting held on 25th July, 2019 and subsequently approved by the Board of Deans at its meeting held on 1st October, 2019 vide item No.70 & 71 have been accepted by the Academic Council at its meeting held on 3rd October, 2019 vide item No. 4.8 and 4.9 and that in accordance therewith, the revised syllabus as per the (CBCS) for the B.A. in Multimedia and Mass Communication Course (Sem. III & IV) and (Sem. V & VI) has been brought into force with effect from the academic year 2020-21 and 2021-22 accordingly. (The same is available on the University's website www.mu.ac.in).

MUMBAI – 400 032
30th December, 2019

(Dr. Ajay Deshmukh)
REGISTRAR

To

The Principals of the affiliated Colleges, the Head of the University Departments and Directors of the recognized Institutions in Humanities Faculty. (Circular No. UG/334 of 2017-18 dated 9th January, 2018.)

A.C./4.8 & 4.9/ 03/10/2019

No. UG/ 188-A of 2019   ***************   30th December, 2019
MUMBAI-400 032

Copy forwarded with Compliments for information to:-

1) The Chairman, Board of Deans,
2) The Dean, Faculty of Humanities,
3) The Chairman, Board of Studies in Mass Media,
4) The Director, Board of Examinations and Evaluation,
5) The Director, Board of Students Development,
6) The Co-ordinator, University Computerization Centre,

(Dr. Ajay Deshmukh)
REGISTRAR

AC 03 10 2019
Item No. 4 . 8

UNIVERSITY OF MUMBAI

Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Second Year Multimedia and Mass Communication (SYMMC)
2	Eligibility for Admission	—
3	Passing Marks	—
4	Ordinances / Regulations (if any)	—
5	No. of Years / Semesters	TWO .
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2020-20-21

Date:

Signature :

Name of BOS Chairperson / Dean : Dr. Sundes Rajleep

AC 03 | 10 | 2019
Item No. 4.9

UNIVERSITY OF MUMBAI

Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	Third Year Multimedia and Mass Communication (TY. MMc)
2	Eligibility for Admission	—
3	Passing Marks	—
4	Ordinances / Regulations (if any)	—
5	No. of Years / Semesters	TWO
6	Level	P.G. / U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year 2021-2022

Date:

Name of BOS Chairperson / Dean : Dr Sunder Rajdeep.

Signature :

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	03,04, 05 and 06
3	Level	P.G. / √U.G./ Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester √ CBCS (Strike out which is not applicable)
5	Status	New / Revised √ CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year 2020-21in Progressive manner.

Date: **Signature :**

Name of BOS Chairperson√ / Dean : __Dr. Sunder Rajdeep____

CHOICE BASED CREDIT SYSTEM

**BA in Multimedia and Mass Communication (BAMMC) (Choice based)
Semester –III, IV, V and VI revised Syllabus to be sanctioned and implemented from June 2020-21 in progressive manner.**

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.

2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study

3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field

9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.

12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

Program	BAMMC

	Semester III				
Title	**Credit**	**Paper**	**Name of the Course**		**Course Code**
		Learner should choose **any one** out of following elective courses			
AEEC	02		Electronic Media-I		BAMMC EM-3011
		01	Theatre and Mass Communication-I		BAMMC TMC-3012
			Radio Program Production-I		BAMMC RPP-3013
			Motion Graphics and Visual Effects –I		BAMMC MGV-3014
DSC		02	Corporate Communication and Public Relations	DSC-C1	BAMMC CCPR-302
DSC	(4×3)= 12	03	Media Studies	DSC-C2	BAMMC MS-303
DSC		04	Introduction to Photography	DSC-C3	BAMMC IP-304
DSE	04	05	Film Communication-I		BAMMC FCO-305
Practical	02	06	Computers and Multimedia-I		BAMMC CMM-306
	20				

SY BAMMC Semester III and IV Syllabus

Year	SY BAMMC
Semester	III
Course:	**Electronic Media-01**
Paper	**Elective 01 (AEEC-1)**
Course Code	**BAMMC EM-3011**
Total Marks	**100 (75:25)**
Number of Lectures	**48**
Course Outcome	

To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE CODE	COURSE NAME
BAMMC EM-3011	**ELECTRONIC MEDIA-01**
Syllabus	

Sr. No.	Modules	Details	Lectures
1	**Introduction**		**10**
		A. A Short History of Radio and TV in India and abroad	
		B. Introduction to Prasar Bharti	
		C. FM radio and community radio	
		D. Convergence trends	

2	Introduction to Sound for both TV and Radio		10
	A. Introduction to sound	1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup 3. Types of recording- Tape Recording, Digital Recording 4. Outdoor Recording 5. Types of Microphones	
	B. Introduction to Visuals	1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots	
	C. Electronic News Gathering (ENG)	1. Single camera 2. Two men crew	
	D. Electronic Field Production (EFP)	1. Single camera set up 2. Multi-camera set up 3. Live show production	
3	Introduction to Formats (Fiction and non-fiction)		10
	1. Introduction to Radio Formats	News - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting	
	2. Introduction to Television formats	News - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series	
4	Different Roles and contributions in the society		08
	A. **Community Radio-role and importance**		
	B. **Contribution of All India Radio**		
	C. **The Satellite and Direct to Home challenge**		
5	Introduction to Production process		10

	1. **Pre-Production**	Script Storyboard Camera plot Lighting plot	
	2. **Production**	Camera angles Sequence Scene Shot Log keeping	
	3. **Post-Production**	Linear editing Non-linear editing Library shots Library sounds Dubbing	
	Total		**48**

Internal: Any two assignments compulsory
• A visit to a Radio or Television station • Listening and recording news for TV and Radio • Shooting an interview for a Television channel • Recording a chat show for a radio channel

Reference Reading:

1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News ', Focal Press London.
8. Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
9. K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
10. Usha Raman, ' Writing for the Media', Oxford University Press, New Delhi
11. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett
12. Community radio in India : R Sreedher, Puja O Murada

BOS Syllabus Sub- Committee Members
1. Prof. Dr. Navita Kulkarni **(Convener)** 2. Prof. Neena Sharma (Subject Expert) 3. Ms. Priyanka Khanvilkar (Industry Expert)

301-2

Program	**BAMMC**
Year	**SYBAMMC**
Semester	**III**
Course:	**Theatre and Mass Communication-I**
Paper	**ELECTIVE 02 (AEEC-2)**
Course Code	**BAMMC TMC-3012**
Total Marks	**100 (75 : 25)**

Number of Lectures	48

COURSE OUTCOME:
1. Individual and team understanding on theatrical Arts 2. Taking ownership of space, time, story-telling, characterization and kinesthetic **3.** Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC TMC-3012	THEATRE AND MASS COMMUNICATION-I

Syllabus			
Module	Topic	Details	Lectures
		History	

I	**Dramatic literature and theatre history**:	1. **Study of the origin of theatre, history and growth**
		2. **Theatre as a medium of mass communication**
		3. **Theatre as a benefit to improving language skills**
		4. **Study of traditions and forms:**
		  (a) Indian:
		    Natya Shastra and Classical Indian Theatre
		    Navarasa, Nayaka-NayikaBhed, VidushakaNatya – DrishyaKavya
		    Trilogy –Natya – Nritta - Sangeet
		    Study of some of the important Sanskrit playwrights i.e. Kalidasa, Bhasa, Shudraka, Kootiyattam and Folk (Jatra, Pandavani, Tamasha, Ram Lila,Yakshagana, Swang, Therukoothu, Bhawai, Dashavatar, etc)
		  (b) Growth of Indian Regional and Modern (Experimental) Theatre
		  (c) **Asian Theatre** (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera)
		  (d) **Ancient Greek:** Aristotle's *Poetics* Comedy, Tragedy, Satyr Chorus
		  (e) **European**: Commedia D'elle Arte and Renaissance. French Baroque theatre, Shakespeare, Brecht, Ibsen etc Naturalism – Emile Zola
		  (f) American Musicals
			14

	Activity:	Presentations by students on different folk/traditional theatre forms from across the world through videos and images to study the salient features	
		Design	
2	**Stage craft and theatre techniques**	• Theatre architecture and set design (Detailed study of Amphitheatre, Natyamandapam etc. Types of stages e.g.	**10**

		proscenium, arena, thrust, end etc.) • Costume design: study of elements of color, textures, shapes and lines • Lighting and special effects: light sources, use of modern light equipment, planning and designing light Make up	
	Activity:	Mask making, prop making experimenting with sound and live music and recorded music	
		PREPARATION	
3	**Preparing the mind, body and voice:**	**Mind:** • Recalling experiences, talking about daily observations, collecting news clips, stories, poems etc which may inspire theatre and enactment, increasing concentration, activities to enable ideation and improvisation **Body:** • Simple rhythmic steps to instill grace and agility, Mime etc **Voice**: • Narration of poems, understanding meter and tempo, weaving stories, using intonation and modulation	10
	Activity:	Mirror games	
		READING	
4	**Reading plays and analyzing the characteristics:**	**Western:** **Select any 2** 1. Romeo and Juliet / Hamlet – William Shakespeare 2. Long Day's Journey Into Night –Eugene O'Neil 3. Death of a Salesman – Arthur Miller 4. Oedipus Rex - Sophocles 5. Angels in America - Tony Kushner 6. The Glass Menagerie – Tennessee Williams 7. Look Back in Anger – John Osborne **Indian:** **Select any 2** 1. Yayati – Girish Karnad 2. Taj Mahal Ka Tender –Ajay Shukla 3. Ashad ka ek Din– Mohan Rakesh 4. *Shantata! Court Chalu Ahe* (1967; "Silence! The Court Is in Session") /*Sakharam Binder* (1971).Vijay Tendulkar	14
		Activity: Understand the salient features: Plot Theme Characterization Narrative Genre	

BOS Syllabus Sub- Committee Members
1. Prof. Rani D'Souza (Convener)
2. Prof. Shamali Gupta (Course Expert)
3. Mr. Abhijit Khade (Industry Expert)

Projects for Internal Evaluation	25 MARKS
1. Individual: Enact a character (epic, historical, national or social leader through speech, poetry). Essential a mono act not more than 2 minutes	
2. Group: improvise on a current affairs topic and create a street play. Enact it within the college campus or outside the college gate. Not more than 5 minutes per team. Team should essentially be small. 5-6 members.	
3. Class: Watch a live performance of a play and write a review consisting of its special features.	

301-3

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	Radio Programme Production-I
Paper	ELECTIVE 01 (AEEC-2)
Course Code	BAMMC RPP-3013
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC RPP 401	RADIO PROGRAM PRODUCTION -I

COURSE OUTCOME:
The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production.

MODULE	DETAILS		LECTURES
1	UNIT 1		10
	1.	Introduction of Radio	
	2.	History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio.	
	3.	Writing for the radio-.Who you are talking to? What do you want to say?	
	4.	Structure and Signposting	
	5.	The Script	
2	The work of producer		08
	1.	Ideas	
	2.	The Audience, Resource Planning , preparation of material	
	3.	The studio session	
	4.	Post- production	
	5.	Technician, Editor, Administrator and Manager	

3		The Radio Studio		10
	1.	Studio Layout		
	2.	The studio desk, mixer, control panel console or board.		
	3.	Digital Mixers		
	4.	Studio Software		
	5.	Digital Compression and Digital		
4		News – Policy and Practice		10
	1.	'Interesting'		
	2.	News Values-Accuracy, Realism, and Truth		
	3.	The Newsroom Operation		
	4.	The News Conference and Press Release		
	5.	News reading and Presentation- The Seven Ps, News reading, Pronunciation, Vocal Stressing, Errors and Emergencies		
5		Interviewing		10
	4.	Types of Interview		
	5.	What the Interviewee Should Know		
	6.	Preparation Before the Interview and The Pre-interview Discussion		
	7.	Devil's Advocate		
	8.	Question Technique-Multiple Questions and Leading Questions		

Syllabus Sub-committee
Prof. Gajendra Deoda (Convener)
Mr. Ganesh Achwal (Industry Expert)
Dr. Navita Kulkarni (Subject Expert)
References:
Chatarjee P.C. : The Adventures of Indian Broadcasting, Konark
Luthra H.R. : Indian Broadcasting Publication Division.
McLiesh Robert: Radio Production, Focal Press
Saxena Ambrish: Radio in New Avtar-AMTO FM, Kanishka Publishers, New Delhi.

301-4

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MOTION GRAPHICS and VISUAL EFFECTS
Paper	ELECTIVE 01 (AEEC-4)
Course Code	BAMMC MGV-3014
Total Marks	100 (75 : 25)
Number of Lectures	48

Brief:		

Brief:
The new generation is energetic and seeks energy in every experience. We see animation and visual effects in almost every television program including news and financial market channels. Sports channels are foremost in using various visual effects for updates as well as keeping energy intact. The future is around new experience of video viewing and the media learners will be part of future shape of media.

Course Outcome;

This course is designed to introduce the student to the art and science of visual effects for broadcast and digital filmmaking. Topics covered include the visual effects workflow, video technology, image processing, creating mattes, tracking, and compositing.
1. Understand the difference between a visual effect and a special effect.
2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.
3. Understand basic image processing techniques.
4. Pull mattes using various image processing techniques including Chroma-keying
5. Track motion data using various techniques.
6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.

COURSE CODE	COURSE NAME and DETAILES SYLLABUS	
BAMMC MGV-3014	**MOTION GRAPHICS and VISUAL EFFECTS**	

Modules		Details	Lectures
01	**Introduction to Adobe After Effects**		**10**
	1. The interface	How to interact with interface and location of tools and panels. How to set up a project file and import media.	*02*
	2. Timeline	Understanding the timeline and its channels. Using channel settings to control media on timeline.	*02*
	3. Tools	Understanding tools and how they are used and applied.	*01*
	4. Panels	Understanding each individual panel and how they are used.	*01*
	5. Effects	Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.	*04*
02	**Introduction to Adobe Premiere**		**08**
	1. Files	Understanding files and formats. Importing files (video/audio/image).	*01*
	2. Timeline	Working on the time and layers.	*02*
	3. Editing	Tools required for editing the video. Working with audio layers separately.	*02*
	4. Key-frames and effects	Adding key-frames and using effects on layers.	*02*

	5. **Rendering**	Exporting files in various formats.	*01*
03	**Understanding VFX Elements**		**10**
	1. **Layers**	Understanding usage of layers.	*02*
	2. **Masks**	Understanding the importance of elements used to create masked effects.	*02*
	3. **Render**	Understanding render queue and setting up batch rendering while going through all render setups and outputs (formats) available.	*02*
	4. **Composing**	Working with media sequences. Understanding scene technique. One shot technique and cuts and transition techniques.	*02*
	5. **Blend Modes**	Working with various blend modes.	*02*
04	**Motion graphics and Colours**		**10**
	1. **Kinematic Typography**	Understanding usage of Kinematics in Typography.	*01*
	2. **Content creation**	Usage with simple characters to words or lines of content.	*02*
	3. **Key framing**	Importance of Key Frames. Understanding Tilting.	*02*
	4. **Logo animation**	Animating logos for visual impact and simulate still icons to communicate better.	*03*
	5. **Colour**	color Grading and color correction using after effects.	*02*
05	**Camera and Lights**		**10**
	1. **Camera types**	Types of camera and their usages.	*02*
	2. **Shutter and aperture**	Understanding shutter and aperture with lights.	*02*
	3. **Lights**	Types of lights and their usages.	*02*
	4. **Effects of lights**	Using camera and lights to simulate a 3D experience.	*02*
	5. **Objects**	Creating Objects and their usage with camera and lights.	*02*
Total			**48**

BOS Syllabus Sub-Committee Members:
1. Mr. Arvind Parulekar: (Convener)   2. Mr. Neil Maheshwari: (Subject Expert)   3. Prof. Izaz Ansari (Subject Expert)   4. Mr. Ashish Gandhre: (Industry Expert)
Internal Exercise:
The objective of internal exercise is to help the learners identify opportunities in visual effects in the broadcast and film making industries.

Sr. No.	Project Assignment	Reason/Justification
01	Animated Logos and Kinematic Typography	Creating Indents for Television, Movies or Online Videos. This project creates understanding of animation and how kinematics works with the elements. Allows deeper understanding of communication with simple objects. (Logos and Text)

302

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	CORPORATE COMMUNICATION and PUBLIC RELATIONS
Paper	02 (DSC-C1) CORE V
Course Code	BAMMC CCPR-302
Total Marks	100 (75 : 25)
Number of Lectures	48
Course Outcome:	

1. To provide the students with basic understanding of the concepts of corporate communication and public relations.
2. To introduce the various elements of corporate communication and consider their roles in managing media organizations.
3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

COUESE CODE	COURSE NAME		
BAMMC CCPR-302	CORPORATE COMMUNICATION and PUBLIC RELATIONS		
Syllabus			
Module		Details	Lectures
1	Foundation of Corporate Communication		14
	1. Introduction to Corporate Communication	Meaning , Need and Scope of Corporate Communication towards Indian Media Scenario	02
	2. Keys concept in Corporate Communication	*Corporate Identity:* Meaning and Features, *Corporate Image:* Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional) *Corporate Reputation and Management:* Meaning, Advantages of Good Corporate Reputation.	06
	3. Ethics and Law in Corporate Communication	Importance of Ethics in Corporate Communication, Professional Code of Ethics, Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Cyber-crime and RTI.	06

2	**Understanding Public Relations**			**16**
	1.Introduction and Growth of Public Relations- Indian Scenario		Meaning, Definitions, Scope, Objective and Significance of Public Relation in Business. Tracing Growth of Public Relations, in India, Internal and External PR. Reasons for Emerging International Public Relations, Mergers/Collaborations/Joint Ventures between Indian and international public relations agencies, advantages and disadvantages of Public Relations.	*06*
	2.Role of Public Relations in various sectors		Healthcare, Entertainment, Banking and Finance, Real estate, Fashion and Lifestyle and Service.	*04*
	3.Theories and Tools of Public Relations		Grunting's (4 models),Pseudo-events, Publicity , Propaganda, Persuasion, Situational theory , Diffusion theory and various tools of Public Relations (Press conference, Press release , Media Dockets, Advertorials, Sponsorship.	*06*
3	**Corporate Communication and Public Relation's range of functions**			**10**
		1.Media Relations	Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations , Media analysis and evaluation	*03*
		2.Employee Communication	Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications	*03*
		3.Crisis Communication	Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building, Case studies such as Nestle Maggie, Indigo, Cadbury Dairy Milk, Niira Radia, Tylenol etc	*04*
4	**Latest Trends, Tools and Technology Role of Social media in Corporate Communication and Public Relations**			**08**
	1.Emerging trends, tools and technology		Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, pros and cons of technology used in Corporate Communication.	*02*
	2.New Media Tools		Website, Online press release, Article marketing, Online newsletters, Blogs	*02*
	3.Role of Social Media		Role of Social media as Influential marketing, Identifying brand threats, influence journalist's stories, swiftly react to negative press, Viral marketing, engaging and interacting, storytelling, E- Public Relations and its importance.	*04*
Total Lectures				**48**

BOS Syllabus Sub- Committee Members	
1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert)	
Internal evaluation methodology	**25 Marks**

Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	

References:
1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms

303

Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MEDIA STUDIES
Paper	03 (DSC-C2) CORE VI
Course Code	BAMMC MS-303
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME
1. **To provide an understanding of media theories** 2. **To understand the relationship of media with culture and society** 3. **To understand Media Studies in the context of trends in Global Media**

COURSE CODE	COURSE NAME		
BAMMC MS-303	**MEDIA STUDIES**		
Syllabus			
Module	Topics	Details	Lectures
		Introduction	
1	**Eras, relevance, connection to culture, literature**	• Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory	**10**

			Media Theories	
2	**Propaganda and propaganda theory-**	• Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Lasswell		14
	Scientific perspectives to limited perspectives	• Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory		
			Cultural Perspectives	
3	**Various schools**	• Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication		12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)		
			Media Effects	
4	**Theories on media effects**	• Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation.		06
			New Media and The Age Of Internet	
5	**Meaning making perspectives**	• New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet		06

BOS Syllabus Committee Members

1. Prof. Rani D'souza (Convener)
2. Prof. Neena Sharma
3. Prof. Bincy Koshy
4. Prof. Mithun Pillai

Internal Evaluation Methodology	25 MARKS

1. Continuous assignments
2. Oral and practical presentations
3. Group/individual projects
4. Open book test
5. Group interactions
6. Quiz

References:
1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future-Stanley j BaranandDennis k Davis
3. Introduction to mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

304

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Introduction To Photography
Paper	04 (DSC-C3) CORE VII
Course Code	BAMMC IP-304
Total Marks	100 (75:25)
Number of Lectures	48

Brief:

The world cannot be imagined without images. Image is inseparable part of media. "Picture speaks thousand words." The course is designed to explore "how to make picture speak thousand words.

Learning Outcome:	**Lectures: 48**

1. To introduce to media learner the ability of image into effective communication.
2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.
3. To practice how picture speaks thousand words by enlightening the learner on how.
4. To develop the base of visualisation among learners in using pictures in practical projects.
5. To help learner work on given theme or the subject into making a relevant picture or photo feature.

COURSE CODE	COURSE NAME	
BAMMC IP-304	INTRODUCTION TO PHOTOGRAPHY	
	Syllabus	
Module	Details	Lectures
1	Camera: The Story teller	12
	1. **The Body:** The faithful middleman	The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame Types of camera: DSLR; View; Rangefinder; Mirror-less	02

	2.	**Aperture:** The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	*03*
	3.	**Shutter:** The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync	*05*
	4.	**Image sensor:** The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	*01*
	5.	**Viewfinder:** The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	*01*
2	**Lens: Imaging device**			**08**
	6.	**The eye of camera:** Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	*02*
	7.	**Focal length:** Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length	*01*
	8.	**Image size:** See close	The magnification ratio of a lens Longer focal length = Bigger image size	*01*
	9.	**Coverage angle:** Crop out unwanted	Prime concern in Composition How much of a scene a lens takes in from a viewpoint Safe focusing distance, Distortion: Barrel/ Pin-cuision	*01*
	10.	**Types of lenses:** The right one for the task at hand	Prime Lens v/s Zoom lens Prime = Fixed focal length Zoom = Variable focal length Normal, Wide angle and Telephoto Special purpose lenses: Macro, Fish eye, Tilt-shift	*03*

3	Light: Parameters of Light- The essential raw material		16	
	6. **Intensity and Exposure:** Perfect tone	How much light: consideration for exposure Exposure triangle (A,S,ISO) The model of exposure		03
	7. **Direction and Lighting:** Lighting for Cinema, Television and Advertising	From where: direction begets shadow Shadow = Depth Lighting = Shading Three point lighting Key: Main Fill: Contrast level (lighting ratio) Kicker: Separation or background light Types of lighting: Portrait, Effect, Ambient and Mood or drama		06
	8. **Quality and Ambience:** Why there are umbrellas and reflectors	How soft or how hard: Effective size of light source Small: Hard, Contrast, Sharp Medium: Mid soft, moderate contrast, soft shadow Large: Extra soft, low contrast, shadowless Modifiers: Umbrella, Soft-box, Reflector, Diffuser, Grid, Gobos		02
	9. **Colour and Mood:** What tells Cozy or Cool	Colour of light concept: Main distinguishing factor Kelvin: Colour temperature *Pure light>True colours* White balance: Neutralizing Preset white balance and AWB Colour and Mood (warm/cool)		02
	10. **Measure** The Director in you is the King	Light meter: Main input of exposure Incident v/s Reflective (advantage / disadvantage) In built meter and Metering modes: Average, Center weighted, Spot, Matrix, Focus priority Exposure Modes: M, A, S, P, and Smart program modes Errors in inbuilt metering>Exposure compensation		03
4	Composition: Art of Seeing> Way of portraying a subject		06	
	6. **Frame and Aspect ratio**	Dimensions of sensor and proportion Aspect ratio: 2:3/ 4:5/ 16:9 (HD)		01
	7. **Visual indicators**	Line, Shape, Size, Tone, Colour, Texture, Space and Center of interest; Subject= Aesthetic Assembly of objects		01
	8. **Rules of composition**	Rule of thirds/ Balance/ Leading lines/ Frame within frame, Enhancing depth/ Unusual viewpoint/ Shadow/ Pattern breaking...		02
	9. **Breaking the rules**	Cropping, Panorama, Flattening		01

	10. **Viewpoint and Perspective:** What Pros do	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application	*03*
5	**Digital Imaging: Electronic format**		**06**
	9. **Image sensor**	Format, 135mm/ APS-C, Medium format, Large format	*01*
	10. **Megapixel**	Pixel and its values, Total number of pixels, File size	*01*
	11. **Resolution**	Pixel Per Inch: Quality of Image, Magnification ratio	*01*
	12. **Image magnification**	Viewing distance, Image size and Pixilation How large an image can be for given megapixel	*02*
	13. **File Formats**	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	*01*
Total Lectures			**48**

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar: (**Convener)**
2. Prof. Izaz Ansari (Subject Expert)
3. Mr. Atul Bagayatkar (Industry Expert)

Suggested Methods

Sr. no.	Project/Assignment	Reason/Justification
01 **Print Media**	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. **Points:** Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama
02 **Electronic Media**	Screen shots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.
03 **Field work**	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation rom above two projects.

Reference Books:

Collins Books series: Pentax Inc.
1. Taking successful pictures,
2. Making most of colour,
3. Expanding SLR system,
4. Lighting techniques

Minolta Photographer's handbook
- Indoor Photography,
- Outdoor photography:

Life Book series:

- Colour,
- Camera,
- Light
- Portrait

Photography course:
- o Volume 1: Understanding Camera
- o Volume 2: Secrets behind successful pictures
- o Volume 3: Practicing Photography
- o Volume 4: Handling Professional assignments

Me and My Camera
- o Portrait photography
- o Glamour photography
- o Do it in Dark (Darkroom Techniques)

Pro-technique (Pro-photo)
- o Night Photography
- o Beauty and Glamour
- o Product Photography

305

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	Film Communication-I
Paper	06 DRG
Course Code	BAMMC FCO-305
Total Marks	100 (75:25)
Number of Lectures	48

Brief:

The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it.

Course Outcome:	Lectures: 48
1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics.	

COURSE CODE	COURSE NAME		
BAMMC FCO-305	FILM COMMUNICATION-I		
Syllabus			
Module	**Details**		**Lectures**
	Art of Story telling		
1.	**History:** Still pictures to moving images.	**1.1** History of Cinema. **1.2** Birth of Visual Art. **1.3** Understanding the Language of Cinema. **1.4** Transition from Documentary to Feature Film	*04*
2.	**Understanding aspects of film appreciation.**	**2.1** Grammar, Technology and Art. Director - the captain Writer – the back bone. **2.2** Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Camera placement) Cinematography Creating Meaning through editing **2.3** Aspects of Film-1: Film Sound Three components of Film Sound The relationship between Sound and Image	*08*
3.	**The Early Cinema:** 1895 to 1950	3.1 Early Years (1895-1919) World and India. The Silent Era (1920-1931) 3.2 Early Sound Era (1930-1939) 3.3 The developmental stage (1940-1950)	*8*
4.	**Major film movements and its impact.**	4.1 The major cinema movements and their film makers 4.2 Hollywood Cinema-Brief history of Hollywood, Star system, academy Awards, global audience of Hollywood cinema 4.3 Italian neo-realism- Origin and impact on world cinema, work of Roberto Rossellini and Vittorio de sica 4.4 Japanese cinema- Work of Yasujiro ozu, Akira Kurosawa, Hayao Miyazaki etc. 4.5 Irani cinema- Contribution of Abbas Kiarostami, Majid Majidi etc.	*12*
5.	**Mainstream Indian Cinema and parallel Indian cinema**	5.1 Art v/s Commercial 5.2 Indian Meaningful cinema(Commercial) • The Angry Young Man • The Indian Diaspora and Bollywood • Contemporary Bollywood Cinema • Globalisation and Indian Cinema, The multiplex Era 5.3 Golden era of Indian Cinema – Important work of Bimal Roy, Guru Datt, Raj Kapoor and V. Shantaram 5.4 Indian New Wave cinema – Mrinal Sen, Mani Kaul, Girish Kasarvalli, MS Sathu 5.5 Parallel cinema: Contribution of Shyam Benegal, Govind Nihlani, Gulzar, Mani Kaul,	*16*

		Said Mirza etc.	
Total Lectures			**48**

BOS Syllabus Committee Members
1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) 3. Mr. Abhijit Deshpande (Industry Expert)

Internal exercise:
The objective of internal exercise is to help the students identify good cinema and how to write film review including all points of view. Also develop their vision to higher aesthetic level.

Suggested Methods		
Sr. no	**Project/Assignment**	**Reason/Justification**
1.Print Media **2.Electronic Media**	Write reviews of film seen by them during lectures/film festivals Making documentary on any of the prominent film personalities/ genre/film theories	To inculcate understanding of cinema and writing skills needed for film review To make them understand the depth of cinema and its different aspects

Suggested Screenings:
• Documentaries on World and Indian Cinema (100 years of Cinema). • Films of Dada Saheb Phalke • Citizen Kane, • The Battle over Citizen Kane • Bicycle Thief • Roshomon • Do Bigha Zamin/Bandini • Sahab, Bibi aur Ghulam/Pyaasa, • Awara/Shri 420 • Lajwanti/Ek ke Baad Ek

306

Program	**BAMMC**
Year	**SY BAMMC**
Semester	**III**
Course:	**COMPUTERS MULTIMEDIA -01**
Paper	**06 DRG**
Course Code	**BAMMC CMM-306**
Total Marks	**100 (75:25)**
Number of Lectures	**48**

Brief: Digital workflow:
Since the introduction of computers in media every process of image editing and film editing is computerized. Various softwares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:
1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. 2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project papers in TY sem VI. 4. To help learners work on small scale projects during the academic period.

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC CMM-306	COMPUTERS MULTIMEDIA -01	
	Syllabus	

Modules		Details	Lectures
1	**Photoshop: Pixel based Image editing Software**		12
	1. **Introduction to Photoshop**	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	02
	2. **Photoshop Workspace**	The tools, Toolbox controls Property bar, Options bar, Floating palates	03
	3. **Working with images**	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	05
	4. **Image Editing**	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	01
	5. **Working with Text**	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	01
2	**CorelDraw: Vector based Drawing software**		06
	1. **Introduction to CorelDraw**	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats	01

	2. **Using text**	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Text C2C:	*01*
	3. **Exploring tools**	Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos	*01*
	4. **Applying effects**	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	*02*
	5. **Exporting in CorelDraw**	Exporting, Types of export, Exporting for other software	*01*
3	**Quark Xpress/ InDesign: Layout Software**		**08**
	1. **Introduction to Quark Xpress**	List the menus, List the tools, Benefits of using Quark, Application of Quark	*02*
	2. **Text Edits in Quark**	Format of text, Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	*02*
	3. **Using palettes**	Using palettes for different types of publications made in quark, Magazine in quark, Newspaper in quark,	*01*
	4. **Colour correction in quark**	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication,	*02*
	5. **Exporting files**	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	*01*
4	**Premiere Pro: Audio-visual: Video editing software**		**10**
	1. **Introduction to editing**	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	*02*
	2. **Introduction to premiere**	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	*02*

	3. **Understanding file formats**	Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing	*02*
	4. **Using colour grading**	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	*02*
	5. **Exporting and rendering**	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	*02*
5	**Sound Forge/Sound Booth: Sound Editing Software**		**12**
	1. **Introduction to Digital Audio**	Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate	*02*
	2. **Concept of Dolby Digital**	Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker	*02*
	3. **Sound Recording**	Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software	*03*
	4. **Working with Sound**	Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter	*03*
	5. **Advanced Sound Processing**	Delay, Echo, Reverb, Chorus Mixing sounds Noise gating. Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	*02*
	Total		**48**

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar: **Convener**
2. Prof. Izaz Ansari: (Subject Expert)
3. Mr. Ashish Gandhre: (Industry Expert)

Internal exercise:

The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students are up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either quark of PS or Corel	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere and 3D Maya	Making a short video clip with the fusion of 3D Maya (some 3D element) and premiere to edit out a short clip (short film/ad/news reel, etc.)

References:

- Photoshop Bible   McLeland   Willey Publication
- Corel Draw Practical Learning: BPB Publication
- Quark Express-9 : Prepress Know-How   Noble Desktop Teachers
- Desktop Publishing with Quark 10   Kindle version
- Digital Music and Sound Forge Debasis Sen   BPB Publications

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the software preferred in industry
03	Quark Express	Adobe InDesign	Both the software preferred in industry
04	Premiere Pro Basic	Premiere Pro Advance	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

1. The learner is learning Photography in Semester-III as well as Project papers in Semester - VI. Photoshop training shall make learner self-sufficient as well as employable in industry.
2. The learner is learning Film Communication in Semester -III. The knowledge of video editing shall help student to create short films and participate in competitions. Also learner can create his portfolio.
3. Dreamweaver is web designing software. Training in this can help learner to run his website and upload his work in photography and videography.
4. The learner is learning Radio and Television Production in Semester -IV. The audio is inevitable part and effective sound is the sole of audio and audio-video production. The training in sound processing shall help learner to use professional sound in his projects of Radio and Television as well as Film Communication.

401-1

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Electronic Media-II
Paper	Elective01 (AEEC-1)
Course Code	BAMMC EM-4011
Total Marks	100 (75:25)

Number of Lectures	48

Course Outcome:
To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE CODE	COURSE NAME
BAMMC EM-4011	ELECTRONIC MEDIA-II

Syllabus		
Modules	**Details**	**Lectures**
1	**Evolution and growth of Radio and Television:**	**08**
	A. Evolution and growth of Radio:	• Satellite Radio – The Evolution and Growth • AIR and Community Radio- Developmental and Educational Role • Internet Radio and Private FM Channels broadcast on Internet.	
	B. Evolution and growth of Television	• Evolution and growth of Private and Satellite channels: • Growth of Private International, National and Regional TV Networks and fierce. • Competition for ratings. • Satellite television broadcast- Television channels for niche audiences —entertainment, news, sports, science, health and life style. HDTV telecast • Proliferation of DTH services:	
2	**Regional channels:**	**10**
	A. Rise of regional channels and Importance of Regional Channels in India and Globally	
	B. Trends in regional radio and Television channels.	
3	**News and other nonfictional formats.**	**10**
	1. **TRP**	Breaking news on television and the TRP race:	
	2. Panel discussions:	How panel discussions can make the public opinion	
	3. Interviews:	Radio and Television Interview techniques	
	4. Anchoring:	Qualities of a good anchor Voice modulation	
	5. Radio Jockey:	Understanding your audience first, Voice modulation, Clear Diction, Accurate Pronunciation	

4	Writing for Broadcast Media-(Radio and Television)		10
	11. Preparation of Audio and Video briefs:	Idea generation, Scripting, Story board	
	12. Scripting:	Scripting for: Interviews/Documentary/Feature/Drama/ Skits on Radio and TV.	
	13. Ethics:	Ethics including Censorship in presentation of News. Code of conduct Fact checking	
5	Current and Emerging Trends in Electronic media		10
	5. '24/7 news broadcast:	Features, Audience effectiveness, advertisements and Dumbing down of News	
	6. Convergence and Multi-media:	1. Use of Facebook and Twitter handles by Radio and TV channels 2. Internet TV/ Radio 3. Mobile TV/Radio	
	7. Emerging Trends:	Mobile Technology, Social Media and Web: eg. • Hotstar • Voot • Sony Live	
	8. Digital storytelling /Features :	• Story idea • Development and Presentation • Web series	
	Total		48

Internals	Marks 25
Presenting, shooting and editing of news bulletin. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	

BOS Syllabus Committee Members
1. Dr. Navita Kulkarni (Convener)   2. Prof. Neena Sharma (Subject Expert)   3. Prof. Gajendra Deoda (Subject Expert)

401-2

Program	BAMMC
Year	SYBMMC
Semester	IV
Course:	Theatre and Mass Communication-II
Paper	ELECTIVE
Course Code	BAMMC TMC-4012

Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME :
1. Direction and the works, developing an eye for details
2. Deeper understanding of theatre and how it has evolved to create human connections
3. Understanding the role theatre plays as a medium of mass communication in development of society

COURSE CODE	COURSE NAME
BAMMC TMC-4012	THEATRE AND MASS COMMUNICATION-II

Syllabus			
Module	Topic	Details	Lectures
		Indian Theatre Icons	
I	**Play Writing:**	1. Role of a playwright in theatre 2. Structure: Plot, Act, Scene, Character Setting 3. Basic types of playwriting, Script format 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Theatre and its contribution to cinema and television in India	10
	Contribution of Indian Dramatists who revolutionized Indian Theatre:		
		• Vijay Tendulkar • Girish Karnad • Bijon Bhattacharya • Prithviraj Kapoor • Utpal Dutt • Shambhu Mitra • Mahesh Dattani • Badal Sarkar • Ebrahim Alkazi • Satyadev Dubey • B.V. Karanth • Ratan Thiyam • Mohan Rakesh	
		Role Of Theatre	
II	**Theatre:** **Role As A Medium Of Mass Communication**	1. In India theatre emphasizes on the social problems and themes such as agriculture, literacy campaign, social and national harmony, human trafficking, child labor, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution 2. Theatre for education and entertainment: Command or instructive function	**10**

		3. Theatre for development communication and social change: Persuasive function 4. Theatre for development (T4D): Building peace in Sierra Leone , Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF 5. Development function: MacBride Commission report 'Many Voices One World' 6. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses.	
	Activity:	Get newspaper clips dealing with socio-political issues and prepare scripts for short skit.	
		Director And Producer	
III	**Direction and Production:**	1. What is direction, Qualities of a good director, Major responsibilities of a director, Principles of direction, Difference between creative director and interpretative director 2. Considerations for selection of a production, 3 producing formats, 5 departments of technical production 3. Who is a producer and what is his job 4. Types of rehearsals, Determining the number of performances, Theatre Angel 5. 10 top running Broadway shows	**10**
		Management And Marketing	
4	**Theatre management, marketing and event organization:**	1. Business aspects of theatre, a career in arts administration and management. 2. Budgetary planning, Costs Strategy 3. Performing Arts System and audience relations, Marketing and Communication strategies, Bookings and ticketing, Reviews and previews – press and publicity 4. Institutional relations and protocol, Infrastructure management 5. Supplier and provider management	**10**
		Scripting, designing and promotions	
	Theatre As self-expression:	1. Devising the message 2. Writing the script and finalising it 3. Designing the set 4. Rehearsals, Staging the performance, Curtains 5. Marketing and promotions	**08**

BOS Syllabus Committee Members

1. Prof. Rani D'Souza (Convener)
2. Prof. Shamali Gupta (Subject expert)
3. Mr. Abhijit Khade (Industry expert)

Internal evaluation through projects:	
The class puts up a grand one act play	

401-3

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Radio Program Production-II
Paper	ELECTIVE
Course Code	BAMMC RPP-4013
Total Marks	100 (75 : 25)

Number of Lectures		48

COURSE OUTCOME:	

To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.

COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC RPP 310	RADIO PRODUCTION-II	

Syllabus			
MODULE		**DETAILS**	**LECTURES**
1	**The Discussion**		**10**
	1.	Format	
	2.	Selection of participants	
	3.	Preparation	
	4.	Speaker Control, Subject Control and Technical Control	
	5.	Ending the Programme	
2	**Commentary**		**08**
	1.	Preparation work with the Base Studio	
	2.	Different Sports	
	3.	Communicating Mood and Coordinating the images	
	4.	Content and style	
	5.	News Action and Sports Action	
3	**Using the internet and social media**		**10**
	1.	An online presence	
	2.	Internet radio	
	3.	Radio Podcasts	
	4.	Internet Research	
	5.	Making the best use of Social Media	
4	**Phone-Ins**		**10**
	1.	Technical Facilities, Programme Classification	
	2.	The Open Line And Choosing The Calls	
	3.	The Role Of The Host And The Host Style	
	4.	Reference Material, Use Of 'Delay'	

	5.	Linking Programmes Together, Personal Counseling The Presenter As Listener	
5	**Making Commercials**		**10**
	1.	Copy Policy	
	2.	The Target Audience	
	3.	The Product Or Service 'Premise'	
	4.	Voicing And Treatment	
	5.	Music And Effects	
	Total		**48**

Syllabus Sub-Committee:
Prof. Gajendra Deoda (Convener)
Mr. Jaidevee Pujari Swami (Industry expert)
Dr. Navita Kulkarni (Subject expert)
References:
1. Lost Sound: The Forgotten Art of Radio Storytelling by Jeff Porter.
2. On the Air: The Encyclopaedia of Old-Time Radio by John Dunning.
3. The radio station by Michael C. Keith.
4. Radio Theory Handbook: Beginner to Advance by Ronald Bertrand
5. Out on the Wire: The Storytelling Secrets of the New Masters of Radio

401-4

Program	**BAMMC**
Year	**SYBAMMC**
Semester	**IV**
Course:	**Motion Graphics and Visual Effects-II**
Paper	**ELECTIVE**
Course Code	**BAMMC MGV-4014**
Total Marks	**100 (75 : 25)**
Number of Lectures	**48**

COURSE CODE		**COURSE NAME and DETAILED SYLLABUS**	
BAMMC MGV-4014		**MOTION GRAPHICS and VISUAL EFFECTS-II**	
		Syllabus	
	Modules	**Details**	**Lectures**
01	**Compositing**		**08**
	1. Pass Compositing	Multi Pass Compositing.	*01*
	2. Pre Compositions	Creating a composition with original composition (Nesting)	*01*
	3. Tracking-I	Application and usage of Tracking Elements. Understanding Match Moving.	*02*
	4. Tracking-II	Object and Camera Tracking.	*01*
	5. Layer and Node composition	Layer-based compositing. Node-based compositing.	*03*
02	**Rotoscopy**		**10**

	1. Rotoscopy	Understanding rotoscoping and its application and usage. Rig Removal and its importance.	*02*
	2. Matting	Understanding Alpha and Luma mattes. Use of Garbage mattes.	*03*
	3. Footage Clean-up	Removing faults/wires in live action footage.	*01*
	4. VFX and Colour Grading	Creating mattes for visual effects. Colour grading for specific objects/frames	*03*
	5. Exporting files	Understanding computability for rendering. Exporting in various file formats.	*01*
03	**Blender: Working with 3D**		**10**
	1. Introduction to 3D	Making and Rendering Your First Scenes.	*02*
	2. Tools	Basic Principle: Data blocks. Introduction to Edit Mode.	*02*
	3. 3D Objects	Separating and Joining Objects.	*02*
	4. Curves	Object Modifiers. Converting to Mesh from Curve.	*02*
	5. Textures	Materials, Textures, and How They Get onto Surfaces.	*02*
04	**Scripting and Workflow**		**10**
	1. Script Editor	Accessing Script Editor and its usage.	*02*
	2. Overlaying	Use and Importance of Overlaying.	*01*
	3. Expressions	Importance of Expressions. Understanding different expressions used and how they function.	*02*
	4. Workflows	The importance of workflows for a VFX Project.	*03*
	5. Industry application	How workflows are used in industry.	*02*
05	**Chroma Keying**		**10**
	1. Keying	What is Chroma Keying?	*02*
	2. Green and Blue screens	What is Blue/Green Screen Imaging? Why Blue/Green color be used.	*01*
	3. Chroma Screen	Application of Chroma (Green and Blue screen effect).	*02*
	4. Application	Using Chroma to work on simple shoots. Wire removals and cleaning up footage.	*03*
	5. Exporting to Premiere	Using visual effects into Premiere Pro timeline videos.	*02*
Total Lectures			**48**

Syllabus Sub-Committee

1. Prof. Arvind Parulekar: (Convener)
2. Prof. Izaz Ansari: (Subject Expert)
3. Mr. Ashish Gandhre (Industry Expert)

Internal Exercise:

The objective of internal exercise is to help them identify job opportunities in visual effects in the broadcast and film-making industries.

Sr. No.	Project/Assignment	Reason/Justification
01	Montage	Creating a Television News Broadcast with all its elements. This project helps with working with multiples elements and layers simultaneously. Shows the importance of audio elements and uses various techniques and effects.
02	Show Reel	Creating a project with all the tools, techniques and methods learnt in **Multimedia 1**. This project can be used as portfolio for aspiring VFX artists.

Note:

The course Motion Graphics and VFX is associated with Film Communication as well as Television Production of Radio and TV. Also, it is associated with Web designing and shall help learner create eye catching after effects in his own website.

402

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	**Writing and Editing for Media**
Paper	**CORE VIII DSC D1**
Course Code	**BAMMC WEM-402**
Total Marks	**100 (75 : 25)**
Number of Lectures	**48**
COURSE OUTCOME	

1. Provide the ability to understand writing styles that fit various media platforms.
2. It would help the learner acquire information gathering skills and techniques.
3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.
4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
6. Provide acquire basic proficiency in proof-reading and editing.

COURSE CODE		COURSE NAME	
BAMMC WEM-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
		PRINT MEDIA	
I	**WRITING FOR PRINT MEDIA**	1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing-various forms 9. Writing for Advertisements	12
		RADIO AND TELEVISION	
II	**WRITING FOR BROADCAST MEDIA**	1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends Storyboarding for Television commercials	10
		DIGITAL MEDIA	
III	**DIGITAL MEDIA: A sunrise opportunity**	1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs	14

			EDITING	
IV	**EVALUATION OF CONTENT**	1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design		12

BOS Syllabus Committee members

1. Prof. Rani D'souza (Convener)
2. Mr. Adith Charlie (Industry Expert)
3. **Ms. Shreya Bhandary (Industry Expert)**

Internal Evaluation Methodology	25 MARKS

1. Written assignments for print media
2. Digital /online written assignment
3. Writing blogs
4. Open book tests
5. Oral and practical presentations
6. Projects

Group interactions,/discussions

Reference Books/Journals/Manuals

1. James glen stovall, writing for the mass media, sixth edition, published by Dorling kindersley (India)
2. Artwick, Clauddete G., Reporting And Producing For Digital Media, Surjeet Publications, 1st Indian Reprint, 2005
3. The associated press stylebook. . Associated press (current edition)
4. Chicago guide to fact–checking (Chicago Guides To Writing, Editing And Publishing) By Brooke Borel
5. Fundamentals Of Writing: How To Write Articles, Media Releases, Case Studies, Blog Posts And Social Media Content By Paul Lima | 10 April 2013
6. Itule, B. D. and Anderson, D. A. (1989). News Writing and Reporting For Today's Media. Ny:Mcgraw-Hill
7. An introduction to writing for Electronic Media-Scriptwriting Essentials Across The Genres Authors: Robert B. Musburger
8. The basics of media writing-a strategic approach by Scott A. Kuehn - Clarion University Of Pennsylvania, Usa And Andrew Lingwall- Sage Publications
9. Writing for journalists (media skills) by Wynford Hicks
10. Feature writing for Journalists (Media Skills) by Sharon Wheeler
11. Writing for News Media: The Storyteller's Craft by Ian Pickering | 27 November 2017

12. An introduction to writing for electronic media: scriptwriting essentials across the genres by Musburger, PhD, Robert B.

403

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Media Laws and Ethics
Paper	(DSC D2) CORE IX
Course Code	BAMMC MLE-403
Total Marks	100 (75:25)
Number of Lectures	48

Brief: In law a man is guilty when he violates the rights of others. In ethics he is guilty if he only thinks of doing so. - Immanuel Kant

Course Outcome:

1. To provide the learners with an understanding of laws those impact the media.
2. To sensitize them towards social and ethical responsibility of media.

COURSE CODE	COURSE NAME		
BAMMC MLE-403	MEDIA LAWS and ETHICS		
	Syllabus		
Module	**Details**		**Lectures**
1	**Constitution and Media**		**09**
	1. **Core values of the Constitution**	Refreshing Preamble, unique features of the Indian Constitution	01
	3. **Freedom of Expression**	Article 19 (1) (a), Article 19(2)	02
	4. **Judicial Infrastructure**	Hierarchy of the courts Independency of the judiciary Legal terminologies	2
	5. **Social responsibility of the media**	Social Responsibility Theory Emerging Issues in Social Responsibility Theory in today's era	2
	5. Social Media	Threat of Fake News and facts verification Social media decorum	2
2	**Regulatory bodies**		**10**
	1. **Press Council of India**	2. Brief history: Statutory status 3. Structure 4. Powers and limitations	02

		6. TRAI	Role of Telecom Regulatory Authority of India	02
		5. IBF	1. Indian Broadcasting Foundation 2. Broadcasting Content Complain Council, 3. Broadcasting Audience Research Council	02
		4. ASCI	1. Advertising Standard Council of India 2. Mission 3. Structure 4. Consumer Complaint Council	02
		5. NBA	1. News Broadcasters Association : 2. Structure 3. Mission 4. Role	02
3	**Media Laws**			**10**
		1. **Copyright and IPR**	What is copyright, Intellectual Property Rights Exceptions Major Amendments Recent Case studies	02
		2. **Defamation**	1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies	02
		3. **IT Act**	1. Information Technology Act 2000 2. Amendment 2008 3. Section 66A 4. Section 67 5. Case Studies	02
		4. **Contempt**	1. Contempt of Court 2. Contempt of Parliament	02
		5. **More acts**	1. Drugs and Magic Remedies (Objectionable Advertisements) Act, 2. Emblems and Names (Prevention of Improper Use) Act	02
4	**Media Laws**			**10**
		1. **Right to Privacy**	2. Evolution 3. Right to Privacy a Fundamental Right	02
		3. **Morality and Obscenity**	1. Indecent Representation of Women's Act 2. 19.2, IPC 292 , 293 3. Change in perception with time	02
		4. **Unfair Practices**	Unfair Trade Practices and the Competition Act 2002	02
		5. **OSA**	1. Official Secrets Act 2. Controversies 3. Case Studies	02
		4. **RTI**	1. Right To Information Act 2005 2. Brief History 3. Importance and current status	02

5	Media Ethics and Social Responsibility		09
	1. **Why Ethics**	What is ethics? And why do we need ethics?	01
	2. **Ethical responsibility of journalist**	1. Code of conduct for journalist 2. Conflict of interest 3. Misrepresentation 4. Shock Value	02
	3. **Fake News**	1. Post -truth and challenges of fighting fake news 2. Techniques of fact verification	02
	3. **Ethical responsibility of advertisers**	4. Violation of ethical norms by advertisers 5. Case Studies	02
	6. **Stereotyping**	Stereotyping of minorities, women, senior citizens, regions, LGBT	02
Total Lectures			**48**

Syllabus Sub-Committee	
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)	

Internal exercise:	25 Marks

The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility

Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2.Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3.Test	Based on the syllabus	To test the knowledge about the topics covered.

References:

1. Basu, D.D. (2005). Press Laws, Prentice Hall.
2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication.
3. Thakurta, P.G. (2009).Media Ethics, Oxford University Press.
4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications
5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics – Universal Law Publishing Co
6. Media Laws: By Dr S R Myneni, Asian Law

Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	**MASS MEDIA RESEARCH**
Paper	**(DSC-D3) CORE X**
Course Code	**BAMMC MMR-404**
Total Marks	**100 (75:25)**
Number of Lectures	**48**

Course outcome

- To introduce students to debates in Research approaches and equip them with tools to carry on research
- To understand the scope and techniques of media research, their utility and limitations

COURSE CODE	COURSE NAME
BAMMC MMR-404	**MASS MEDIA RESEARCH**

		Syllabus	
Module	**Topic**	**Details**	**Lectures**
		Research In Media	
I	**Introduction to mass media research**	• Relevance, Scope of Mass Media Research and • Role of research in the media • Steps involved in the Research Process • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis	**12**
		Design	

II	**Research designs**	• Concept, types and uses
		• Research Designs:
		  a) Exploratory
		  b) Descriptive and
		  c) Causal.
			04

		Data Collection	

III	**Data – collection methodology**	a. Primary Data – Collection Methods
		  I. Depth interviews
		  II. Focus group
		  III. Surveys
		  IV. Observations
		  V. Experimentations
		b. Secondary Data Collection Methods
		c. Literature review
		d. **Designing Questionnaire and measurement techniques**
		  a. Types and basics of questionnaire
		  b. Projective techniques
		  c. Attitude measurement scales
		e. Sampling process
		f. Data Tabulation and Research report format
			18

			Analysis	
IV	**Content analysis**	a. Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis		**05**
			Application Of Research	
V	**Application of research in mass media**	a. Readership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research		**05**
			The Semiotics	
VI	The **Semiotics** of the **Mass Media**.	a. What is semiotics in media? b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media		**04**
Total Lectures				**48**

BOS Syllabus Committee Members
1. Dr. Navita Kulkarni (Convener)
2. Dr. Hanif Lakdawala (Course Expert)
3. Prof. Rani D'Souza (Course Expert)

Internal Assessment: Methodology	**25 MARKS**

Reference Books:

1. Research Methodology; Kothari: Wiley Eastern Ltd.
2. A Handbook Of Social Science Research: Dixon, Bouma, Atkinson OUP
3. Analysing Media Message: Reffe, Daniel; Lacy, Stephen And Fico, Frederick (1998); Lawrence Erlbaum associates.
4. Media Research Methods: Gunter, Brrie; (2000); Sage
5. Mass Media Research: Wimmer And Dominick
6. Milestones In Mass Communication: Research De Fleur

405

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	**Film Communication II**
Paper	(DSC-D4) DRG
Course Code	BAMMC FCO-405
Total Marks	100 (75:25)
Number of Lectures	48

Brief:		
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it. To give media better film makers.		

Course Outcome:		Lectures: 48
1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films.		

COURSE CODE	COURSE NAME	
BAMMC FCO-405	FILM COMMUNICATION II	

	Syllabus	
Module	**Details**	**Lectures**
Understanding Cinema		
1. **Regional Cinema**	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	*12*
2. **Hindi Cinema**	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	*12*
3. **Cinema now**	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	*08*
4. **Film Making**	***Film Production to Film Exhibition*** 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	*08*

5. Film Culture	5.1 Introduction to Film Institute, Film Bodies and Trade Associations such as FTII, NFAI, Films Division, DFF, IFFI, CBFC, IFTDA, SGI, WICA, etc. 5.2. Film Festivals: What is Film Festival? Major Film Festivals in India and Abroad 5.3 Film Awards: Nature and Types of Film Awards Major Film Awards in India and Abroad	*08*
Total Lecture		**48**

BOS Syllabus Sub-Committee Members	
1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) **3.** Prof. Abhijit Deshpande (Industry Expert)	

Internal Exercise:	**25 Marks**

To make students put in practical use the outcome of Film Communication.

Suggested Methods		
Sr. no.	**Project/Assignment**	**Reason/Justification**
Electronic Media	Group project of Short film making	To understand the understanding of cinema grasped by the students.

Suggested Screenings:

Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc.
Pinjra
Apur Sansar/Megha Dhake Tara
Sholay/Amar Akbar Anthony
Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge
Bajirao Mastani/Manikarnika/Bahubali
URI Film

406

Program	**BAMMC**
Year	**SY BAMMC**
Semester	**IV**
Course:	**Computer Multimedia II**
Paper	**(Practical) DRG**
Course Code	**BAMMC CMM-406**
Total Marks	**100 (75:25)**
Number of Lectures	**48**

Brief: Digital workflow:
Since the introduction of computers in media every process of image editing and film editing is computerized. Various soft wares –beginners to professional- are developed and today software knowledge equals literacy in media. Image, Audio and Video in digital format are easy to share and store as well as saved to multiple places. The knowledge of software has become extremely essential to survive and grow in media today.

Course Outcome:
1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

COURSE CODE	COURSE NAME	
BAMMC CMM-406	Computer Multimedia II	
Syllabus		
Modules	**Details**	**Lectures**
1 **Photoshop: Advanced Image Editing**		**12**
1. **Working with multiple images**	**Mixing** Selection marquee, Lasso, Magnetic lasso, feather Slice tool, Erase tool Pen tool and image tracing Clone tool, Stamp tool	*02*
2. **Image Effects**	**Editing** Burning, Dodging Smudge, Sharpen, Blur Eyedropper, Choosing colour Swatches, Colour pick Filters	*03*
3. **Working with Layers**	**Layer basics** Changing background, Gradient Moving linking aligning layers Applying Transformations Masking layers Masts and extractions Layer effects, Adjustment layers	*05*
4. **Wonders of Blend Modes**	Blend modes Advanced blending options Layer blends	*01*
5. **Fully Editable Text**	Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools	*01*

2	Adobe Illustrator: Vector based Drawing software		07
	1. **Introduction to Adobe Illustrator**	Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats	*02*
	2. **Using text**	Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects	*02*
	3. **Creating Simple designs**	Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity	
	4. **Applying effects**	Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips	*02*
	5. **Exporting in Illustrator**	Exporting, Types of export, Exporting for other soft wares	*01*
3	**InDesign: Layout Software**		**08**
	1. **Introduction to Adobe In Design**	List the menus, List the tools, Palates Benefits of using In Design, Application of In Design	*02*
	2. **Text Edits in InDesign**	Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images	*02*
	3. **Using palettes**	Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate	*01*
	4. **Colour correction in InDesign**	Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication	*02*
	5. **Exporting files**	Types of files, Exporting for different publications/templates, Newspaper, magazine, etc.	*01*
4	**Premiere Pro: Audio-visual: Advanced application**		**10**
	1. **Introduction to editing**	Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.)	*02*

	2. **Exploring Premiere Pro**	How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.)	*02*
	3. **Right application of various file formats**	Understanding different file formats (AVI/MPEG/MOV/H264, etc.) Importing raw footage for edits, Performing video checks while editing Using inbuilt transitions,	*02*
	4. **Using colour grading**	What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing	*02*
	5. **Exporting and rendering**	Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques	*02*
5	**Adobe Dreamweaver: Web designing software**		**11**
	1. **Introduction to Dreamweaver**	Workspace overview Document toolbar, Document window, Panel groups, Files pane, Property inspector, Tag selector Defining website in Dreamweaver	*02*
	2. **Working with DW**	Creating Dreamweaver template Page layout in DW CSS layouts: advantages and disadvantages Creating HTML pages, Insert content and form Creating Forms in DW	*02*
	3. **Linking pages**	Using DW to accomplish basic web page development, Page properties Title, Background image, BG colour, Text colour, Links	*03*
	4. **Using Tables**	Cell padding, cell spacing, Border Table basics: Colour BG in cell, Invisible tables, Changing span, Making image into clickable link	*02*
	5. **Typo in DW**	Changing Font typefaces, size, style, colours Text to hyperlink	*02*
	Total		**48**

BOS Syllabus Committee Members

1. Prof. Arvind Parulekar (Convener)
2. Pro. Izaz Ansari (Subject Expert)
3. Mr. Ashish Gandhre (Industry Expert)

Internal exercise:
The objective of internal exercise is to help them identify image and video editing, and apply it to projects. This will ensure the knowledge of the students is up to the industry standards. Also helping them develop their vision to higher aesthetic level.

Sr. no.	Project/Assignment	Reason/Justification
01 Print	Preparing a magazine or a series of posters of different size (type of a campaign promotion) using either InDesign of PS or Illustrator	Taking example of magazines or daily newspapers, students can come up with a sample. This will help them be industry ready with a fair hands-on-experience.
02 Electronic	Making a short clip with the use of premiere	Making a short video clip with premiere to edit out a short clip (short film/ad/news reel, etc.) Embedding video with Dreamweaver

Bibliography:

- Photoshop Bible, McLeland , Willey Publication
- Adobe Illustrator Classroom in a book: Adobe House
- InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
- Adobe Premiere Pro: Practical Video Editing
- Dreamweaver: Web designing made easy: Todd Palamar

	SEM III	SEM IV	Justification
01	Photoshop Basic	Photoshop Advanced	Associated with Intro to Photography
02	CorelDraw	Adobe Illustrator	Both the soft wares preferred in industry
03	Quark Express	Adobe InDesign	Both the soft wares preferred in industry
04	Premiere Pro Basic	Premiere Pro Ad	Associated with Film Communication
05	Sound Forge/Booth	Dreamweaver	SF Associated with Radio and TV production and DW with Digital media production

Note: Please refer the reasons for this multimedia course in continuing soft wares like Photoshop and Premiere Pro from Sem-II to Sem-IV. The Course outcome shall be met during this course.

Semester V- Journalism		
Course Code	**Credits**	**Course Name**
COMPULSORY-CORE	**04X2=08**	**DRG (Discipline Related Generic)**
BAMMC DRG-501	**04**	**1. Reporting**
BAMMC DRG-502	**04**	**2. Investigative Journalism**
ELECTIVES	**03X04=12**	**DSE 1 B (Discipline Specific Electives)** **(Elect Any Four Courses From Below)**
BAMMC EJFW 1B501		1. Features and Writing For Social Justice
BAMMC EJWS 1B502		2. Writing and Editing Skills
BAMMC EJGM 1B503		3. Global Media and Conflict Resolution
BAMMC EJBF 1B504		4. Business and Financial Journalism
BAMMC EJMJ 1B505		5. Mobile Journalism and New Media
BAMMC EJNM 1B506		6. News Media Management
BAMMC EJJP 1B507		7. Journalism and Public Opinion
BAMMC EJML 1B508		8. Media Laws and Ethics
TOTAL	**20**	

COMPULSORY- CORE- DRG(DISCIPLINE RELATED GENERIC)		
BAMMC DRG-501	04	1. REPORTING
BAMMC DRG-502	04	2. INVESTIGATIVE JOURNALISM

COMPULSORY –CORE 01	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**V**
COURSE:	**REPORTING**
COURSE CODE	**BAMMC DRG-501**
PAPER	**DRG (COMPULSORY)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER V	
COURSE CODE	**COURSE NAME and DETAILED SYLLABUS**
BAMMC DRG-501	**REPORTING**

COURSE OUTCOME

1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
2. To make them understand basic ethos of the news and news-gathering.
3. To prepare them to write or present the copy in the format of news.
4. To develop nose for news.
5. To train them to acquire the skills of news-gathering with traditional as well as

		modern tools.	
		6. To inculcate the skills for investigative journalism.	
		7. To make them understand the basic structure/ essential knowledge for various beats.	
		8. To make them responsible reporters and the face of media.	

Module		Details	Lectures
1			
	Concept Of News	Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	10
	2. News Gathering	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage. B) Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	10
	3. **Beats System in Reporting**	What is beat system, why it is necessary, how does it help, What are requirements of various beats. The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education Health, Entertainment and Defense. New upcoming beats : Community, Women and Child welfare, Technology, Science and Environment, Youth and Career, Consumer.	10
	4. Coverage of Disasters	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack Return of Abhinandan Varthaman The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood may also be studied.	08

5.Case studies	Ethical Issues in reporting/ Credibility of Reporters. Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) National Herald Panama case Bofors scam Watergate scam The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.	10
Internal Assignments		
Suggestions :	There should be uniformity in the yardsticks for internal assessment of Reporting and emphasis should be on the field work/assignments rather than just objective questions. The coverage of the original news-stories, even in mock environment, be given priority. The knowledge of basic beats can be tested through the application.	

REFERENCES:
1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi. 5. Verma. M.K, News.

BOS SYLLABUS SUB-COMMITTEE MEMBERS

Prof. Gajendra Deoda (Convener)
Prof. Santosh Gore (Industry Expert)
Prof. Amruta Bane (Subject Expert)

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	INVESTIGATIVE JOURNALISM
COURSE CODE	BAMMC DRG-502
PAPER	DRG (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-502	INVESTIGATIVE JOURNALISM

COURSE OUTCOME

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for media.
4. To acquire advanced investigative journalistic skills
5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

MODULE	TOPICS	DETAILS	LECTURES
	CAREERS and OPPORTUNITIES IN INVESTIGATIVE JOURNALISM		
I	INTRODUCTION TO INVESTIGATIVE JOURNALISM	• Who is an Investigative Reporter, Role of an Investigative Reporter • Qualities and essentials for becoming an investigative journalist, career and opportunities • Centre for Investigative Journalism (CIJ) • Ethical/unethical use of sting operations	10
	DATA COLLECTION		
II	SOURCES	• Records and the Confidentiality of Source • Issues of contempt, defamation • Right to Privacy and Official Secrets Act • What is evidence? • Case Study: Panama Papers and Watergate Scandal	10
	DESIGNING THE STORY		
III	FINDING and WRITING YOUR STORY	• Observation • Planning techniques • Cultivating sources • Developing the project	10

		DATA PROTECTION and SECURITY	
IV	**SECURITY OF SOURCES and DATA**	• Protection of sources • Safety of journalists • Criticism of Investigative Journalism	08
		FINAL STORY	
V	**GENERATION OF THE STORY**	• Research methods • Insight knowledge • Asking the right questions • Libel and fact checking • Writing and rewriting the report	10
	TOTAL LECTURES		48

BOS SYLLABUS SUB-COMMITTEE MEMBERS

4. Prof. Rani D'souza **(Convener)**
5. Mr. Adith Charlie **(Industry expert)**
6. Prof. Renu Nauriyal **(Course expert)**
7. Ms. Shreya Bhandary **(Industry expert)**

INTERNAL EVALUATION METHODOLOGY   25 MARKS

7. **MANDATORY SCREENING OF THE FOLLOWING DOCUMENTARIES/FILMS/MOVIES**
    A. All The President's Men (Based On The Watergate Scandal, One of The Most Viewed Movies
    B. Icarus (Documentary On The Russian Olympics Doping Scandal, Won The Oscar In 2018
    C. Spotlight/The Post (Journalism In An Era Without Internet And Mobile Phones, When Journalists Took Years Working On An Investigation)
8. Project Guided By Faculties
9. Any One Small Local Case To Be Taken And Investigated And Submitted In The Form Of Compilation Of All The Methodology
10. Continuous Weekly Evaluation Of The Investigations Being Carried Out On The Case Study Selected By The Learner.
11. Group Discussions

REFERENCE BOOKS/JOURNALS/MANUALS

1. A Manual For Investigative Journalism
   Edited By Syed Nazakat And The Kas Media Programme

ELECTIVE 01	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**V**
COURSE:	**Features and Writing For Social Justice**
COURSE CODE	**BAMMC EJFW 1B501**
PAPER	**1 DSE 1B (ELECTIVE)**

TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJFW 1B501	FEATURES AND WRITING FOR SOCIAL JUSTICE

COURSE OUTCOME:

1. To provide students with technique of narration and story telling
2. To share the art of developing a story idea
3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

	MODULE		DETAILS	LECTURES
1	**About features**			10
	6.		What makes feature writing different	*01*
	7.		Deconstructing a feature	*02*
	8.		News Feature	*02*
	9.		Human Interest Stories, Profiles	*02*
	10.		Developmental stories, opinion pieces, in-depth features as tools of social justice	*01*
2	**How to pen a feature**			08
	11.		Finding fresh ideas, developing a story idea	
	12.		On and off field research	
	13.		Building observation and listening skills	
	14.		Structuring the story	
	15.		Use of anecdotes, Illustrations, Interviewing	
3	**Becoming the voice of the urban poor (Mumbai): letters to editors, blogs**			10
	11.		Prone to disasters : floods etc	*02*
	12.		Poor health specially mental health	*02*
	13.		Lack of facilities and obstacles to education	*02*
	14.		Night schools	*02*
	15.		Unemployment and exploitation	*02*
4	**Mumbai based features/ letter to the editor/ post/opinion piece on**			10
	14.		Plight of Rag pickers	*02*
	15.		Construction workers	*02*
	16.		The homeless	*02*
	17.		Slum rehabilitation projects	*02*
	18.		Condition of Mumbai Jails/ Courts	*02*
5	**Mumbai based features/ letter to the editor/ post/opinion piece on**			10
	14.		City issues of hygiene and pollution	*02*
	15.		Water crisis	*02*
	16.		Crime and safety	*02*
	17.		Corruption issues faced by the common man	*02*
	18.		Challenges faced by senior citizens and the physically/ mentally challenged	*02*
	Total Lectures			**48**

BOS SYLLABUS COMMITTEE MEMBERS	
1. Prof. Renu Nauriyal **(Convener)**	
2. Prof. Kanika Kachru	
3. Dr. Mahesh Patil	
4. Prof. Deepak Tiwari	
INTERNAL EVALUATION METHODLOGY	**25 MARKS**

Sr. no.	Project/Assignment
01	Letters to the Editor
02 Electronic Media	Flip class presentation
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice

REFERENCES:

1. Feature Writing: Meera Raghvendra Rao, 2012
2. Communication and Development: The Challenges of Twenty First Century - V.S. Gupte, 2000.
3. *On Writing Well* (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017
5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018.

6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012.
19. The Free Voice on Democracy, Culture and Nation by Ravish Kumar.
20. Everyone Loves a Good Drought by P. Sainath.
21. Looking Away by Harsh Mandar.

ELECTIVE 02	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**V**
COURSE:	**WRITING and EDITING SKILLS**
COURSE CODE	**BAMMC EJWS 1B502**
PAPER	**2 DSE 1B (ELECTIVE)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

	SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS	
BAMMC EJWS 1B502	WRITING and EDITING SKILLS	

COURSE OUTCOME:

1. To provide learners with tools and techniques of editing and writing.
2. To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.

Module		Details	Lectures
1	**Tools and Techniques of Editing**		**10**
	1. Brevity	Brevity: the soul of communication	02
		Eliminating redundancy in communication	
	2.Functional Grammar	Refreshing Grammar, Common Errors	02
	3. Word power	Working with words	04
	4. Punctuations	For media usage	01
	5. Style book	Use of numbers, abbreviations, names and terms	01
2	**Crisp writing**		**08**
	1. News Sense	Finding the right story angle	02
	2. Saying it in bold	Writing headlines, captions, leads and intros	01
	3.Podcast	Writing for the ear	01
	4. Net cast	Writing for visuals	01
	5. Web writing	Story Compiling	03
		Difference between writing for print and real time writing	
3	**Resume writing : Telling your story**		**10**
		Assimilating facts and details	02
		Building a narrative	02
		Making it pictorial	02
		Layout and page design	02
		Being a credible voice	02
4	**Feature Writing**		**10**
	1.Features stories	Human Interest Stories	02
	2. Reviews	Books, Films, App	02
	3. Columns	Analytical, Interactive, Agony Aunt	02
	4.Editorials	Importance, Voice of the publication, Format	02
	5.Obituaries	Writing obituaries	02
		Need for factual verification and tone.	
		Can obituaries be critical?	
5	**Interviews**		**10**
		Types of subjects	02
		Preparing for interviews	02
		Preparing a questionnaire	
		Protocol and Ethical Issues	02

		Writing the interview copy	02
Total Lectures			**48**
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. Prof. Renu Nauriyal (**Convener**) **2.** Prof. Shreya Bhandary			

Internal Assessment	**25 MARKS**

The objective of internal exercise is to help the learners grasp the most essential and interesting elements of a story and create an impactful narrative. The assignment will also challenge the creativity of the learner.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a creative resume for print and also an audio-visual version	This would be a treasured element for the learners portfolio
02	Flip Class assignment	This will be a confidence building exercise and give the learner the opportunity to hone his presentation skills

Reference:
1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	GLOBAL MEDIA and CONFLICT RESOLUTION
COURSE CODE	BAMMC EJGM 1B503
PAPER	3 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJGM 1B503	GLOBAL MEDIA and CONFLICT RESOLUTION

COURSE OUTCOME:

1.   To help students understand the difference in the role and structure of the media across the globe.
2.   To develop an understanding of the hold of media conglomerates and the issues of cultural differences
3 To help students appreciate the potential of media in resolving conflicts.

	MODULE	DETAILS	LECTURES
1	Evolution of Global Media		10
		North – South Divide, Imbalance in Global flows	01
		NWICO, MacBride Commission, Failure of NANAP	03
		Global Media Conglomerates, parachute journalism and embedded journalism	03
		Post Truth and avalanche of fake news	02
		Information Disorder	01
2	Media profiles, issues and analysis		10
		Contemporary Role of Global News Agencies	02
		Media in Europe	02
		Media in USA and Australia	03
		Media in Russia	01
		Media in Africa : talking drums; community radio	02
3	Media profiles ,issues and analysis		12
		Media in China	02
		Media in Japan	02
		Media in North Korea	02
		Media in Singapore	01
		Media in the Middle East and Role of Aljazeera	03

		Media in Malaysia	02	
4	**Conflict Resolution**			**10**
		Changing nature of conflict	02	
		Media driver of peace or driver of conflict	01	
		The shifting media landscape, Challenges for independent media	02	
		The role media can play in conflict resolution and peace promotion	01	
		Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka	04	
5	**Media Information Literacy**			**06**
		Five Laws of MIL	01	
		MIL and youth radicalization in cyberspace	01	
		Preventing violent extremism	01	
		MIL to tackle social polarization of Europe	02	
		Encryption / Cryptography media communication landscape	01	
Total Lectures				**48**

Internal exercise:

The objective of internal exercise is to help the learner study the media landscape in a country/ region, the apparent and subtle controls, bias and stereotypes as well as the issues related to cyberspace.

Sr. no.	Project/Assignment	Reason/Justification
01	Flip class assignment: Presentation on a media of a country/ region	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Essay/ test	Test of knowledge, critical thinking ability
BOS SYLLABUS COMMITTEE MEMBERS		

    1. Prof. Renu Nauriyal (Convener)
    2. Prof. Shridhar Naik (Subject Expert)
    3. Prof. Neena Sharma(Subject Expert)
    4. Prof. Jitendra Nayak(Subject Expert)

INTERNAL EVALUATION	**25 MARKS**

BIBLIOGRAPHY:

1. Understanding Global Media by Terry Flew, Red Globe Press
2. Media and Conflict Resolution: A Framework for Analysis by EytanGilboa Deutsche Welle – 3. Global Media Forum (2009) Conflict Prevention in the Multimedia Age
3. How to Understand and Confront Hate Speech Pankowski, Rafal (2007)
4. How media can be an instrument of peace in conflict-prone settings, drawn from Media in Conflict Prevention authored by Michelle Betz.1 Additional inputs to this paper by Katy Williams.
5. The Media Were American: U.S. Media in Decline. Jeremy Tunstall {2008} Oxford Press
22. Conflict-sensitive reporting: state of the art; a course for journalists and journalism educators (2009)17 UNESCO publication
23. Triumph Of The Image: The Media's War in The Persian Gulf, A Global Perspective (Critical studies in communication and in the cultural industries) by Hamid Moulana.
24. An indispensable intervention for countering radicalization and violent extremism, Jagtar Singh
25. The Kashmir Problem and Its Resolution, Wajahat Habibullah, United States Institute of Peace
26. .Social Media and Conflict Prevention By Sheldon Himelfarb, United States Institute of Peace. 2012.
27. How social media is changing the way we see conflict By Kym Beeston. 2014.
28. A New Era of Global Protest Begins By Rajesh Makwana. Transcend Media
29. Tweets of Contention: How Social Media is Changing Political Conflict By Thomas Zeitzoff. Political Violence.

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	BUSINESS and FINANCIAL JOURNALISM
COURSE CODE	BAMMC EJBF 1B504
PAPER	4 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJBF 1B504	BUSINESS and FINANCIAL JOURNALISM
COURSE OUTCOME	

1. The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
2. To create awareness about the importance of business and financial news and its role in coverage, reporting and editing

3. Acquire the skills to write different kinds of Business and Financial leads.
4. Acquire the skill to convert Business news releases into Business and financial reports
5. To improve skills in reporting and writing basic and complex business and financial stories in different beats
6. Provide a basic understanding of the world of business and finance by localising financial and economic data effectively.

MODULES	TOPICS	DETAILS	LECTURES
BUSINESS AND FINANCIAL JOURNALIST			
I	**INTRODUCTION**	• Who is a Business Journalist? • Skills for Business Journalism • Role of a Business Journalist • Careers and opportunities in Business and Financial Journalism • Analysis of Major Business and Financial media in India	04
REPORTING OF MAJOR INDIAN SCAMS			
II	**FINANCIAL JOURNALISM AND MAJOR INDIAN SCAMS**	• Satyam corporate fraud • Cement scandal • 2G scam / Neera Radia Tapes • Ketan Parekh scam • The Coalgate scam • Adarsh Housing Society scam • ICICI Bank - Chanda Kochar • Kingfisher – Vijaya Mallaya • Nirav Modi Scam • Rafale deal	10
BEATS			
III	**BEATS AND AUDIENCES IN BUSINESS AND FINANCIAL JOURNALISM IN INDIA**	**1. Banking Sector in India** • Functions of commercial banks • Use of modern technology such as core banking its advantage, and its advantages, social benefits and use in banking in financial inclusion • Government schemes related to banking • Topics such as foreign exchange reserves; functioning of the World Bank, BRICS BANK and Asian Development Bank. • Business and Financial terminologies used in Media **2. Union Budget** • Components of the Union Budget	18

		• Why is India running a budget deficit and a fiscal deficit?, Populism and budget • Media presentation of Budget	61
		3. Aviation • FDI policy for aviation in India • Why Indian carriers are making losses • Regulatory structure for civil aviation • Can any airline start international flights? • Media Coverage	
		4. Technology • Growth of India's IT service exports • Why India's engineers are sought-after? • Are India's engineers qualified? • The government's STPI framework for boosting tech innovation • Media coverage of technology	
		5. Startups • VC funding: a big driver of the startup ecosystem • India's unicorns: Startups valued at over $1 billion • Working in a corporate v/s working in a startup • Rise of tech and startup journalism • Startup India plan	
	FINANCIAL MARKETS and INSTITUTIONS		
IV	1. **STOCK EXCHANGE**	• Bombay Stock Exchange, National Stock Exchange • SENSEX, NIFTY and impact of their volatility. • Retail Market – the Indian Scenario	10
	2. **UNDERSTANDING THE EQUITY MARKET**	• Stocks, bonds and mutual funds, how they are bought and sold, how prices are determined • How to read stock tables for business journalism. • Currency Regulation • De-monetization • Commodities	

	3. **ROLE , OBJECTIVES AND FUNCTIONS**	1. Reserve Bank Of India 2. SEBI - Securities And Exchange Board Of India 3. Niti Aayog	
	GLOBALISATION		
V	**GLOBAL TRADE and FINANCE**	1. Globalization and its impact on international trade 2. How currency markets operate 3. Global supply chains and its impact on competitiveness of local industries 4. The 2008 financial crisis	06
	Total Number of lectures		48

BOS SYLLABUS COMMITTEE MEMBERS

1. PROF. RANI D'SOUZA**(CONVENER)**
2. MR. ADITH CHARLIE **(INDUSTRY EXPERT)**
3. MR. RAJESH KURUP **(INDUSTRY EXPERT)**

INTERNAL EVALUATION METHODOLOGY

1. ASSIGNMENTS
2. SCREENING OF GOVERNMENT OF INDIA BUDGET LIVE ON TELEVISION OR INTERNET
3. VISITS TO BSE/NSE
4. WRITING ON ANY ONE BEAT ON A REGULAR BASIS
5. ORAL and PRACTICAL PRESENTATIONS
6. GROUP INTERACTIONS
7. DISCUSSIONS AND DEBATES

REFERENCES/WEBSITES/JOURNALS FOR BUSINESS and FINANCIAL JOURNALISM

1. Introduction to Business and Economic Journalism, Pandeli Pani(In Co-Authorship with Ulrike Fischer-Butmaloiu)
2. From Lehman To Demonetization: A Decade Of Disruptions, Reforms And Misadventures' By Tamal Bandyopadhyay
3. `Bandhan: The Making Of A Bank' By Tamal Bandyopadhyay
4. `Sahara: The Untold Story' By Tamal Bandyopadhyay
5. Indian Economy – RudraDutt And Sundhram
6. Indian Financial System – M.Y. Khan
7. Financial Journalism: Money Matters By Marie Kinsey
8. Introduction To Business And Economic Journalism By Pandeli Pani(In Co-Authorship With Ulrike Fischer-Butmaloiu)
9. Business Journalism: A Critical Political Economy Approach By Ibrahim Seaga Shaw
10. Newspaper Business Management – Frank Thayer
11. Business Journalism: How To Report On Business And Economics By Keith Hayes
12. List of Websites :
    a) Www.Bloomberg.Com
    b) Www.Reuters.Com
    c) business-standard.com
    d) financialexpress.com
    e) thehindubusinessline.com
    f) thequint.com
    g) outlookindia.com

h) asianage.com
i) mydigitalfc.com

ELECTIVE 05	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MOBILE JOURNALISM and NEW MEDIA
COURSE CODE	BAMMC EJMJ 1B505
PAPER	5 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJMJ 1B505	MOBILE JOURNALISM and NEW MEDIA

Course Outcome
- This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.

Towards the end of the course, you will leave away with information about:
- Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
- Step by step instructions to report and connect with crowds utilizing cell phones.
- Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
- The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

MODULE	TOPIC	LECTURES
I	**THE STATE OF MOBILE**	08
	1. How mobile has influenced modern journalism 2. Mobile centric reporting and editing 3. Mobile as a 'Newsroom'. 4. Branding of News using social media 5. Mobile News catering to Niche beats 6. Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications	

II	**Mobile Journalism**	12
	1. News Workflow and Mobile Journalism	
	a. How to identify the seven basic steps of mobile reporting.	
	b. How to create and share branded mobile journalism content.	
	c. How to use two simple mobile apps to make an audio or video documentary, or a narrated photo-essay.	
	d. How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets.	
	2. Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences)	
	3. Blog set-up	
	4. Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc	
III	**DESIGNING FOR THE MOBILE EXPERIENCE**	10
	A. Designing	
	1. How good design is intuitive, making something immediately usable.	
	2. About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.	
	3. How mobile design differs from established desktop design. (Options and choices for your content).	
	4. About best practices for process: How design, development and content best work together.	
	5. About Mobile Analytics: What is your audience using?	
	B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content	
	C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing)	
	D. Going Viral : being the Scavenger and Mobile Journalist	
	E. M-learning: learning the Art of News Audit	

IV	MOBILE NEWS PRODUCT DEVELOPMENT	10

	1. Different mobile development approaches and their benefits as well as weaknesses
	2. Responsive vs. mobile apps vs. mobile-optimized Sites
	3. How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.)
	    a. The Digital Skeleton : understanding placing, timing and generation of News story
	    b. Fake News
	    c. Social Media Policies and Ethics
	    d. Verification and Authenticity of information	

V	FUTURE OF MOBILE JOURNALISM and M-LEARNING :	10

	1. About the evolution of wearable
	2. About the rise of Google Glass
	3. About Glass Journalism
	4. About augmented reality storytelling and journalism
	    a. Emerging Forms of News management : 360 degree videos, wearable, accessories etc
	    b. Emerging Managing Change in Newsroom culture and Evolving Business Models for M-Learning
	    c. Studying Social Media Analytics
	    d. M-learning the future of Newsrooms	

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. Prof. Gajendra Deoda(Convener)
2. Mr. Abhijeet Kamble (Industry Expert)
3. **Dr. Yatindra Ingle(Subject Expert)**

Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin

REFERENCES :

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin
4. The Internet Book, Comer Douhlas E .
5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd
6. Designing Interactive Websites, Mohleo James L and Thompson Learning

7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn
8. *The Mobile Journalism Handbook Routledge text books.*
9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets
10. Closer to the story? Accessibility and mobile journalism by PanuKarhunen

ELECTIVE 06	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	NEWS MEDIA MANAGEMENT
COURSE CODE	BAMMC EJNM 1B506
PAPER	6 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJNM 1B506	NEWS MEDIA MANAGEMENT

Course Outcomes:

1. To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.
2. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.
3. Students will have developed hands-on experience as content marketers using journalistic and digital techniques.
4. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

SR.NO.		MODULES	LECTURE
1.	Introduction		10
	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	
2.	Organizational Structure		14
		• Hierarchy • Decision making • Inter-relationship between departments	

	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	
3.	**Resource and supply chain, and marketing techniques.**		12
	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 I channel • Becoming a digital media brand	
4.	**Disruptive Technology and Media Business Models:**		6
		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	

TOTAL LECTURES		48

BOS SYLLABUS COMMITTEE MEMBERS
1. DR. NAVITA KULKARNI- (**CONVENER)**
2. DR. PRIYADARSHINI PODDAR(SUBJECT EXPERT)
3. PROF GAJENDRA DEODA(SUBJECT EXPERT)

INTERNAL EVALUATIONS

Sr. no.	Project/Assignment	Reason/Justification
01	Assignment/ Presentation	This will sharpen the research and presentation ability of the learner
02	Discussion on any current media issue	This will expose them to different perspectives and the ability to listen to others
03	Creation of Mobile News	5 one minute news stories or 5 minutes news bulletin

REFERENCES:
1) Ben Badgikian: Media Monopoly
2) India's Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
3) Advertising and Integrated Marketing Communications, (Kruti Shah)
4) Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
5) Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
6) Understanding Company Law, (Alstair Hudson)
7) Newspaper organization and Management (Rucket and Williams)
8) The paper tigers by Nicholas Coleridge
9) News Media Management: Mr P.K Ravindranath
10) Print Media Communication and Management by Aruna Zachariah
11) News Culture by Stuart Allan

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMM-JOURNALISM
SEMESTER	V
COURSE:	JOURNALISM and PUBLIC OPINION
COURSE CODE	BAMMC EJJP 1B507
PAPER	7 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

		SEMESTER V	
COURSE CODE		**COURSE NAME and DETAILED SYLLABUS**	
BAMMC EJJP 1B507		**JOURNALISM and PUBLIC OPINION**	

COURSE OUTCOME

1. To understand the role of media in influencing and impacting Public opinion.
2. To analyse the formation of Public opinion through digital and social media.
3. To analyse the impact of the media on public opinion on socio-economic issues.
4. To make students aware of theoretical framework of research on media and society.

MODULE	TOPICS	DETAILS	LECTURES
		PUBLIC OPINION AND THEORIES	
I	**UNDERSTANDING PUBLIC OPINION AND THEORIES OF MEDIA.**	1. **Defining Public Opinion.** Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion.	**[4]**
		2. **Media theories-** Walter Lippman - Modern Media and Technocracy Juergen Habermas- The idea of Public Sphere Paul Lazarsfeld – Research, Two Step Flow of Information Noam Chomsky – Manufacturing Consent, Propaganda Model Agenda Setting Vs Uses and Gratifications	**[6]**
		POLITICAL OPINION AND POLICY MAKING	
II	**MEDIA'S ROLE IN INFLUENCING POLITICAL OPINION AND POLICY MAKING.**	1. Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India.	**[6]**
		2. Media Coverage of Indian Government's Economic, Defence and Foreign Policy.	**[4]**
		WARS AND CONFLICTS	
III	**MEDIA'S COVERAGE OF WARS AND CONFLICTS.**	1. Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan.	**[6]**
		2. War on terror-International conflicts in Syria, Israel, Afghanistan and Europe.	**[4]**
		SOCIO-ECONOMIC ISSUES	
IV	**MEDIA'S COVERAGE OF SOCIAL AND ECONOMIC ISSUES.**	A. Portrayal of Women in Media.	**[4]**
		B. Representation of LGBTQ community in media.	**(2)**
		C. Representation of Dalits, Tribals and Economically weaker sections of Society.	**[4]**

		IMPACT OF NEW MEDIA	
V	EVOLUTION OF DIGITAL, SOCIAL AND NEW MEDIA AND ITS IMPACT ON PUBLIC OPINION.	1. Digital media and its impact on Political culture. 2. Use of Whats app, twitter and Face book to promote fake news 3. Social media and its impact on culture.	**(3)** **(2)** **(3)**
	TOTAL LECTURES		48

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Rani D'souza (Convener)
2. Mr. Raju Korti (Industry Expert)
3. Prof. Mithun Pillai(Course Expert)

INTERNAL EVALUATION METHODOLOGY	25 MARKS

1. CONTINUOUS ASSIGNMENTS
2. DIGITAL /ONLINE WRITTEN ASSIGNMENT
3. ORAL and PRACTICAL PRESENTATIONS
4. DISCUSSIONS/DEBATES
5. NEWS BASED PRESENTATIONS
6. PROJECTS

REFERENCES/JOURNALS/WEBSITES

1. Ahmed Rashid: The Taliban.
2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
4. Sardesai Rajdeep: "2014: The Election that Changed India" .
5. Walter Lippmann : "Public Opinion" by Herman Edward S. and Chomsky Noam "Manufacturing Consent: The Political Economy of the Mass Media" by
6. Lalles John: Nature and Opinion of Public Opinion.
7. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok Sabha Elctiond. – acadademia.edu.
8. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Media Studies.
9. Coleman Benjamin: Conflict, Terrorism an Media in Asia.
10. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications.
11. en.qantara.de/content/the-arab-spring-and-the-media-distorted-images
12. Alexanrova Ekaterina – Using Media Effectively; Barack Obama's Election Campaign Academia.edu
13. EhabGalal and RiemSpielhans – Covering the Arab Spring: Middle East in the Media. Academia .edu
14. Babla Maya – Arab Spring Media Monitor Report: One year of Coverage. UDC Centre of Public Diplomacy.
15. Rutledge Dr. Pamela – How Barack Obama Won the Social Media Battle in 2012 Presidential Election : mprcenter.org/blog
16. Jamali Reza, Online Arab Spring: Social Media and Fundamental Change, Chandos Publishing House.

17. Sharma Ram Nath, Sharma Yogendra, Sharma Rajendra; (2000), Kargil war: A Saga of Patriotism, Shubhi publications.
18. Swami Praveen(1999): The Kargil War New Delhi: LeftWord Books
19. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
20. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, transaction Publishers.
21. Bareh Hamlet, (2001), Encyclopaedia of North-East India: Assam, Mitthal Publications.
22. Freedman Des, Thussu Daya; (2011), Media and Terrorism: Global Perspectives, Sage Publications.
23. Schneider Nadja-Christina , Titzmann Fritzi-Marie (2014), Studying Youth,
24. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
25. The social media era of political culture: the case study iceland posted by Oliver Bjornsson.
26. https://bainesreport.org/2017/11/the-social-media-era-of-political-culture-the-case-study-of-iceland/
27. How Social Media Affects Politics https://sysomos.com/2016/10/05/social-media-affects-politics/
28. How Digital Media are Influencing Politics and Political Discourses in Kenya Johanna RIESS http://frenchjournalformediaresearch.com/index.php?id=581
29. www.opendemocracy.net/openindia/paranjoy-bordoloi/mass-media-in-north-east-india-trends-of-conflict-reporting
30. Using New Media effectively: An Analysis of Barack Obama's Election Campaign Aimed at Young Americans by Ekaterina Alexandrova. (This is a thesis submitted by the student).
31. Karvin Andy: Distant Witness: Social Media, the Arab Spring and a Journalism Revolution.

ELECTIVE 08	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	V
COURSE:	MEDIA LAWS and ETHICS
COURSE CODE	BAMMC EJML 1B508
PAPER	8 DSE 1B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	**COURSE NAME and DETAILED SYLLABUS**	
BAMMC EJML 1B508	**MEDIA LAWS and ETHICS**	

COURSE OUTCOME:

1. To help students understand the laws that impact the media
2. To develop an understanding of the ethical responsibilities of the media
3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.

MODULE		DETAILS	LECTURES
1	**Laws relating to media freedom: provisions, status and case studies**		**08**
	6.	Article 19 (1) (a) of Indian Constitution	*01*
	7.	Article 19.2	*01*
	8.	Defamation –sections 499,500	*02*
	9.	Contempt of Courts Act 1971	*02*
	10.	Public Order – sections 153 AandB,295A,505	*02*
2	**Provisions in the Act, challenges in its implementation, case studies**		**12**
	1.	**Sedition (IPC124A), Obscenity (IPC292,293)**	*03*
	2.	**Contempt of Parliament**	*02*
	3.	**Official Secrets Act**	*03*
	4.	**Whistleblowers Protection Act**	*02*
	5.	**Press and Registration of Books Act**	*02*
3	**Provisions in the Act, challenges in its implementation, case studies**		**10**
	1.	Right to Information Act	*03*
	2.	Information Technology Act	*06*
	3.	Right to Privacy and its violation by media	*02*
	4.	Indian Evidence Act and its relevance for the media	*02*
	5.	The Copyright Act, the application of copyright, fair us, the incentive theory of copyright, damages and penalties	*03*
4	**Media Ethics**		**08**
	1.	Why ethics is important? Social responsibility of media	*01*
	2.	Core principles of journalism: Accuracy, Independence, Fairness, Confidentiality, Humanity, Accountability, Transparency	*01*
	3.	Confidentiality and Public Interest ,Conflict of interest,	*02*
	4.	Ethics and sting operation	*02*
	5.	Emergence of Alternative News Portals (e g: Alt News)	*02*
5	**Self –Regulation and Fake news**		**10**
	1.	Different forms of Regulation: State Regulation, Self-Regulation, Co-Regulation	*02*
	2.	Press Ombudsman: Readers' Editor- its significance. Regulatory practices in Developed Democratic Countries	*02*
	3.	Role of journalist to combat digital fuelling of disinformation, misinformation and mal information,	*02*
	4.	Is transparency the new objectivity? Sieving propaganda from new.	*02*
	5.	Sourcing and Verifying News; Ethical journalism the weapon to combat information disorder.	*02*

Total Lectures	48

BOS SYLLABUS COMMITTEE MEMBERS
1. PROF. RENU NAURIYAL (**CONVENER)**
2. PROF. BHUSHAN M SHINDE
3. PROF. MITHUN M PILLAI

Internal exercise:	25 Marks

The objective of internal exercise is to help the learner apply the learning from the lectures and view critically, media related issues from a legal and ethical perspective.

Sr. no.	Project/Assignment	Reason/Justification
01	Prepare a feature / research paper	This would challenge the writing, narrative and analytical skills of the learners
02	Group/ individual presentation	This exercise would build the confidence and presentation skills of the learners
03	Test	This would test the subject knowledge of the learner.

References :
1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K.Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results. https://www.edelman.com/global-results/
11. Viner, K. A mission for journalism in a time of crisis; The Guardian. https://www.theguardian.com/news/2017/ Nov/16/a-mission-for-journalism-in-a-time-of-crisisBall, J. (2017).
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:
1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

SEMESTER VI-JOURNALISM		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG (DISCIPLINE RELATED GENERIC)
BAMMC DRG-601	04	1. DIGITAL MEDIA
BAMMC DRG-602	04	2. NEWSPAPER and MAGAZINE DESIGN (PROJECT)
ELECTIVES-	03X04= 12	DSE 2 B (DISCIPLINE SPECIFIC ELECTIVES) (LEARNER SHOULD ELECT ANY FOUR OF THE COURSES)
BAMMC EJCI 2B601		1. CONTEMPORARY ISSUES
BAMMC EJLJ 2B602		2. LIFESTYLE JOURNALISM
BAMMC EJPT 2B603		3. PHOTO and TRAVEL JOURNALISM
BAMMC EJMJ 2B6504		4. MAGAZINE JOURNALISM
BAMMC EJSJ 2B605		5. SPORTS JOURNALISM
BAMMC EJCR 2B606		6. CRIME REPORTING
BAMMC EJFNF 2B607		7. FAKE NEWS and FACT CHECKING
BAMMC EJTJ 2B608		8. TELEVISION JOURNALISM
	20	

COMPULSORY-CORE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRG-601
PAPER	DRG 1 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE	COURSE NAME and DETAILED SYLLABUS		
BAMMC DRG-601	DIGITAL MEDIA		
Course Outcome:			
- Understand digital marketing platform - Understand the key goals and stages of digital campaigns - Understand the of use key digital marketing tools - Learn to develop digital marketing plans			
Module	Topic	Details	Lectures
Module I	Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media e. Traditional Vs Digital Media	4
Module II	Search Engine Optimization	a. How search Engine works b. Introduction to SEO	8

	(SEO):	c. On Page Optimization d. Off Page Optimization e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	
Module III	Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	8
Module IV	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	08
Module V	Email marketing	1. key terms and concepts 2. Customer acquisition strategies 3. Best Practices: CRABS 4. Tools to enhance lead nurturing 5. Enhance better reach	3
Module VI	Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	6
Module VII	Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of Programmatic Marketing	3
Module VIII	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	6
Module IX	Cyber laws	a. Information Technology Act b. Copyright Act	2

		c. Cyber Ethics	
		d. Digital Security	
TOTAL LECTURES			48

BOS SYLLABUS SUB-COMMITTEE MEMBERS
1. Dr Hanif Lakdawala **(Convener)**
2. **2.** Mr Pradeep Sasidharan **(Subject Expert)**

Reference Books
1. Digital marketing By Seema Gupta
2. **2.** Digital Marketing By Puneet Singh Bhatia

COMPULSORY –CORE-02	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**VI**
COURSE:	**NEWSPAPER and MAGAZINE DESIGN**
COURSE CODE	**BAMMC DRG-602**
PAPER	**DRG 2 (COMPULSORY)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER VI	
COURSE CODE	**COURSE NAME and DETAILED SYLLABUS**
BAMMC DRG-602	**NEWSPAPER and MAGAZINE DESIGN**

Brief: Design-A Reading Experience
The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and oven within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Software such as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.

Course Outcome:

- The learner is required to understand the process of print media production since the content collection to the final print ready layout.
- This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
- Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
- Learners are expected to develop software skills to be employable in industry.
- Learners shall develop the aesthetic vision and understand the discipline behind a layout.

Module	Subtopics	Expansion	Lectures
01	**Design and Layout basics**		**10**
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	*02*
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	*02*
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	*02*
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	*02*
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	*02*
02	**Editing and Terminology**		**08**
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	*01*
	• Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	*02*
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	*02*
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	*02*
	• Errors	Widow, Orphan, Dog leg, Burries story	*01*
03	**Typography and Visual aids**		**06**
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	*01*
	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	*01*
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	*01*
	• Text path	Curvelinear, Baseline, Shift, Warp text, Text in shapes	*01*
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	*02*
04	**Working on Project Quark or InDesign**		**12**
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	*02*
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	*02*
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	*03*
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	*03*

		Creating Typo	Type templates i.e. Style sheets	*02*
05		**Planning and Production of Magazine**		**12**
	•	Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips,	Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	*03*
	•	Flat plan	Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	*02*
	•	Rough Layout	Rough idea of layout, Conceptualization, Judging weightage of pictures and text	*03*
	•	Logic of Cover design	Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	*02*
	•	Pagination and Print ready	Sequencing for printing, Form, Cut marks, Alley	*02*
Total Lectures				**48**
BOS SYLLABUS COMMITTEE MEMBERS				
	1. Mr. Arvind Parulekar (Convener) 2. Prof. Rani D'Souza 3. **Prof. Sandesh Patil**			

Instructions:

1. Content need not be original and can be sourced from Google or News sites.
2. Content should not be dummy or greeking not allowed. (Lorel Ipsum discouraged)
3. Rewriting of headline may be needed to fit the width and will be part of evaluation. (use editing techniques)
4. Pictures must be relevant and appropriate placement as well as proportional to news length necessary.
5. Pictures should not be in any case distorted. (broken aspect ratio deducts marks)
6. Use of illustrations recommended wherever necessary.
7. Picture placement and unity with the text in text frames is evaluative aspect.
8. Right content on right pages and in apt places has weightage in evaluation.
9. New original Masthead and design is evaluation aspect. (Discourage students from copying existing)
10. Enough issue details (day, date, pages, site etc.) on appropriate place count as layout element.
11. The script need not be Devanagari for Marathi medium learners and they can use English content. (Devanagari font problem is considered, However viva will be in Marathi or Hindi.
12. Viva voce will be conducted only against evaluation of the completed project.
13. Printout of the project may be in black and white in case of financial constraints, but then the original soft copy as well as pdf must be produced before the examiner.

Internal assessment:

Internal assessment is carried out based on following submissions to the internal faculty, but must be produced before external examiner.

i. Front page replica of broadsheet: This helps student to explore most of the tools to take his work close to the actual broadsheet page.
ii. Typography chart: Classification of typefaces into serif, sans serif, decorative and trendy. This helps them to understand the visual difference and readability of different fonts.

iii. Content plan for the magazine: The planning desk exercise to be carried out carefully before starting the magazine. Understanding parts of magazine and flow of the articles. Sections as well as front book, back book and main book concept.
iv. Flat plan: For judging facing page connectivity or discrepancy.
v. Pagination: A separate soft file with page sequence suitable for printing.

External Project:

1. **Broadsheet design and layout**: Broadsheet of 6 pages in Adobe InDesign OR Quark Express.
   a. Supportive software can be Adobe Photoshop for Image editing, Corel Draw or Illustrator for Masthead or Logo making and Illustrations wherever needed.
   b. Basic Layout must be either in Adobe InDesign or quark Express, one of the layout software.
   c. Learner may use Quark Express for Broadsheet and InDesign for Magazine and display his skills in both. (This will not fetch extra rewards.)
2. **Magazine Design and Layout:** Magazine of minimum 32 pages or in multiple of 4 pages thereof can be done.
   a. Content plan and Typo chart must be produced at the time of viva voce in print form.
   b. Broadsheet and Magazine shall be produced in print form as well as soft copy and examiner in his every right may ask for soft copy to be inspected on respective software.

References :

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: NcKay J. Routledge.
- Editorial Art and Design: Randy Stano Miyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	CONTEMPORARY ISSUES
COURSE CODE	BAMMC EJCI 2B601
PAPER	DSE 1 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC EJCI 2B601	CONTEMPORARY ISSUES

COURSE OUTCOME

- To stress the importance of social economic political aspects of the society as a media professional.
- To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.

MODULE	TOPICS	DETAILS	LECTURES
		SOCIAL MOVEMENTS	
I	**SOCIAL MOVEMENTS AND PROGRESS FOR SOCIETY**	• Define Social Movements, Elements, Types and Stages of Social Movements. • Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to "Swatch Bharat Abhiyaan") • Developmental issues- displacement and rehabilitation.	**(12)**
		GROWTH AND DEVELOPMENT	
II	**ECONOMIC GROWTH AND DEVELOPMENT**	• Economic issues in India. • Industry and Economic Growth – Factors, challenges, industrial robots and employment, • Agriculture and economic development- Factors, challenges and measures. • New age skills – Make in India, trends and challenges. • Entrepreneurship and its relevance. • Tourism-trends and challenges • Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013	**(14)**
		POLITICS	
III	**POLITICS AND SOCIETY**	• Crime and Politics • Role of whistle blower • Corruption- causes and remedial measures • Role of political parties and its impact on political system. • Changing trends in politics- Functions, features, agendas, majority vs coalition government. • Terrorism – causes, consequences, remedial measures.	**(12)**
		SOCIAL WELFARE SCHEMES	
IV	**SOCIAL WELFARE SCHEMES BY THE GOVERNMENT OF INDIA**	• With reference to women and child (any five) • Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India.	**(10)**

		• Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) "SAMPARK". • Rural (any three Schemes)	

BOS SYLLABUS COMMITTEE MEMBERS

1. DR. PADMAJA ARVIND (CONVENER)
2. PROF. RANI D'SOUZA(Subject Expert)
3. PROF. RUMINA RAI(Subject Expert)

INTERNAL EVALUATION METHODOLOGY

1. Continuous Assignments
2. Oral And Practical Presentations
3. Group/Individual Projects
4. Open Book Test
5. Group Interactions
6. Quiz

REFERENCES

1. Rush Ramona, Oukrop Carole, CreedonPamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications
4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7. Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19-45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
12. Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
13. V. K Puri and S.K Misra (ed) (2013)Indian Economy,31stedition.Himalaya Pub House.
14. Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
15. Dr. B Ramaswamy and Nitin Shrirang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J.Shivanand, Human Rights:Concepts and Issues,
18. Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R Desai, Rural Sociology.

21. Marilyn A .Brown and Benjamin K.Sovacool,Climate Change and Global Energy Security:Technology and Policy Options, Oxford Publications.
22. Bill McKibben, The End of Nature.
23. David Spratt and Philip Sutton,Climate Code Red:The Case for Emergency Action.
24. Jeffrey D.Sachs, The Age of Sustainable Development.

MAGAZINES AND JOURNALS

1. Down to Earth: Science and Environment Fortnightly
2. Economic and Political Weekly
3. YoJana

ELECTIVE 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	LIFESTYLE JOURNALISM
COURSE CODE	BAMMC EJLJ 2B602
PAPER	DRG 2 (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

		SEMESTER VI	
COURSE CODE		**COURSE NAME and DETAILED SYLLABUS**	
BAMMC EJLJ 2B602		**LIFESTYLE JOURNALISM**	
COURSE OUTCOME			
1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry. 2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. 3. It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21stcentury. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. 4. It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests			
MODULE	**TOPIC**	**DETAILS**	**LECTURES**
		LIFESTYLE JOURNALISM	
I	**INTRODUCTION TO LIFESTYLE WRITING**	• Lifestyle writer has very niche audience. Who are we writing for? • Lifestyle Journalist should know the publication house audience • Lifestyle News, critique/review/ evaluate on stories from magazines • Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture (newspapers) • Source of Lifestyle stories	10
		WRITING STYLE	
II	**WORDS, PICTURE, STORY AND EDITING**	• What is good Lifestyle writing? • Use of Pictures and Graphics, finding and focusing your story • Crafting and structure – the beginning, middle, and end • Reporting and Interviewing. Feature leads, Lifestyle Columns • Rewriting and self-editing	10
		TYPES OF LIFESTYLE WRITING	
III	**TYPES OF LIFESTYLE WRITING**	1. Review : Art show, Movie, Theatre Performance, Book 2. Travel : Various types of Travel writings 3. Food : Street, Restaurant food, Food festival, Restaurant review 4. Health and Fitness : Gym, Yoga, various new forms of workout 5. Other forms fashion, Garden, Home and General Tips and guidelines	10
		FASHION INFLUENCERS	
IV	**ROLE and IMPORTANCE OF FASHION INFLUENCERS IN LIFESTYLE JOURNALISM**	1. Fashion, Gender and Social Identity 2. The impact of fashion bloggers and magazines on the society 3. E-fashion markets defining the trends amongst the youth 4. Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle **5.** Role of Music's Fashion in the society	08
		SOCIAL MEDIA	
V	**LIFESTYLE AND ROLE OF SOCIAL MEDIA :**	• The power of marketing in the contemporary fashion world • Labelling and branding: The power of representation • Shakespearian theatre and the aesthetic image: how	10

		Shakespearian productions reflect contemporary fashion trends	
		• The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines	84
		• Fashion Lifestyles and Hashtags	
		• Lifestyle advertising , Collaborations and Co-Marketing of Brands, Fashion and Social Media Campaigns	
BOS SYLLABUS COMMITTEE MEMBERS			
	1. Prof. Rani D'souza(Convener) 2. Dr.Yatindra Ingle 3. Prof. Aparajita Deshpande (Industry Expert)		

REFERENCES
1. **Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing**
2. **Lifestyle Journalism, Media, Consumption and Experience, 1st Edition Edited by Lucia Vodanovic**
3. **Lifestyle Journalism byJean Ann Colbert In: Encyclopedia of Journalism**
4. **Feature Writing –Susan Pape and Sue Featherstone (A practical introduction)**
5. **http://www.thelifestylejournalist.in/**
6. **https://www.reuters.com/news/lifestyle.**

ELECTIVE 03	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**VI**
COURSE:	**PHOTO AND TRAVEL JOURNALISM**
COURSE CODE	**BAMMC EJPT 2B603**
PAPER	**DSE 3 (ELECTIVE)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

		SEMESTER VI	
COURSE CODE		**COURSE NAME and DETAIL SYLLABUS**	
BAMMC EJPT 2B603		**PHOTO AND TRAVEL JOURNALISM**	

COURSE OUTCOME

1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.
2. The learner will be able to spread knowledge about different destinations through writings
3. To understand the diverse audiences that are interested in travel and lifestyle-related content.
4. To understand the use of camera and images to drive interest in stories.

MODULE	TOPIC	DETAILS	LECTURES
		BEGINNING OF THE STORY	
I	**INTRODUCTION TO TRAVEL WRITING**	• Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for? We should know our publication house audience • Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be avoided. Factoring in cultural diversity • Building a theme and narrative structure: What makes a travel narrative feel whole? • Drawing characters from real life: How can we reproduce memorable encounters? Travel journalists don't just report, they become a source of information for many other stories. • Submitting writings for publications: How do we catch the interest of an editor?	10
		CREATION OF THE STORY	
II	**WORDS, PICTURES AND STORY TELLING**	• What is good travel writing? Salient examples. • Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions. • Bring your story to life – characters and descriptions • Show don't tell – exercises in enlivening your writing • Elements of style – use of first person, developing your voice, rewriting and self-editing • The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers. • The dos and don'ts from professionals	10
		WHERE TO WRITE THE STORY	
III	**TYPES OF TRAVEL WRITING**	1. Freelance Travel writing 2. Travel blogging 3. Books 4. General Tips and guidelines 5. Travel writing for guidebooks and apps	08

			CAMERA –EYEPIECE OF A TRAVEL JOURNALIST	
IV	PHOTO JOURNALISM		• Introduction to Photo Journalism • Basic Concepts of photography and photo editing • Fields of Photojournalism • Digital Photography, Camera Topology and Operations • Analysis of Photo Journalist's work, Photo Journalism Ethics, Case Studies in Photo Journalism	12
			NICHE MARKET, INTERNET AND PRINT	
V	MARKETING YOUR STORY		• **Online Travel Journalism** • networking, niche markets, travel trends, market research • communicating with editors of different media , preparing the manuscript for submission	06

SYLLABUS DESIGNED BY

1. PROF. RANI D'SOUZA (CONVENER)
2. MR. ADITH CHARLIE (INDUSTRY EXPERT)
3. DR. YATINDRA INGLE
4. **PROF. APARAJITA DESHPANDE (INDUSTRY EXPERT)**

REFERENCES

1. How To Be A Travel Writer (Lonely Planet) By Don George
2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor)
3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel.
4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil

ELECTIVE 04	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	MAGAZINE JOURNALISM
COURSE CODE	BAMMC EJMJ 2B604
PAPER	DSE (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
SEMESTER VI	

COURSE CODE	COURSE NAME and DETAIL SYLLABUS
BAMMC EJMJ2B601	MAGAZINE JOURNALISM

COURSE OUTCOME:

This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.

MODULE	TOPIC	DETAILS	LECTURES
Module I	History of magazine journalism	• A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine magazine journalism versus newspaper journalism, Survival of Magazines in digital era – issues , challenges , prospects	10
Module II	Definition and Genres of Magazines	• Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel ,environment , education , B2B magazines magazines, literary magazines, Sunday magazines and journals; online magazines-e-zines, • webzines, web-edition magazines; a review of leading general interest magazines in English , • Hindi and Marathi. Magazine formats.	10
Module III	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05
Module IV	Cover Story	Cover and cover story – functions of the cover-cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratibility	10
Module V	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , interviews	05
Module VI	Magazine Design	–format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08

Suggested assignments

Visit a publication house to understand the content designing and printing of a magazine
Design a magazine using N design or coral draw
Cover a story for the magazine
Internship in a magazine publication

REFERENCES

• Tim HolmesandLiz Nice

- Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
- Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
- Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
- Shanto Iyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
- Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS,
- 2014
- Subhomoy Bhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
- Mark Tatge, New York Times Reader: Business and the Economy. 2010

BOS SYLLABUS SUB-COMMITTEE
Dr. Navita Kulkarni –(Convener)
Dr. Mahesh Patil
Mr. Sachin Parab

05	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**V**
COURSE:	**SPORTS JOURNALISM**
COURSE CODE	**BAMMC EJSJ 2B 605**
PAPER	**5 DSE 2B (ELECTIVE)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER VI	
COURSE CODE	**COURSE NAME and DETAILED SYLLABUS**
BAMMC EJSJ 2B 605	**Sports Journalism**

COURSE OUTCOME:
 1. To provide learners with tools and techniques of sports writing and analysis.
 2. To acquaint learners with importance of different sports tournaments from commercial point of view.
3. To educate learners about careers in sports journalism.

Module		Details	Lectures
1	**Unit I**		**10**
	1.	Definition Of Sports News and Characteristics of Sports Journalist	
	2.	Sports Journalism: Trends and Theories.	
	3.	Analysis of Sports News for Doordarshan and Radio. Writing for magazines and cyber media.	
	4.	Heading of Sports News: Theories and Importance, Various Types of Sports Headings.	

	5.	Print media tradition, Digital Age, Printing and Proof Reading, Various Aspects of Writing for Sports Journalism.	
2	**Unit II**		**10**
	1.	Affairs related to various sports and events. National and international games.	
	2.	Information related to various Authorities, academies and structure of various sports departments.	
	3.	Changes in rules and new amendments for the different games. New records, achievements, awards and statistics of games.	
	4.	Law related to sports and important decisions, ruling and guidelines in sports.	
	5.	The writing of sports stories, in short form and long form The gathering of sports information, at games, practice, through social media, and interviews, attending matches on the ground	
3	**Unit III**		**10**
	1.	Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.	
	2.	Management of event, planning, organizing, conducting and documentation of events.	
	3.	Preparing handouts, broachers, jingles, reports, punch lines and slogans for society to communicate the importance of sports.	
	4.	Publication material, tools of propaganda, various modes of Communication. Event coverage planning and management.	
	5.	The role race, gender and culture play in sports coverage and in newsrooms The relationship between hard-news and opinion-based presentations in sports journalism, in print and in other media	
4	**Report on National and International Sports News**		10
	1.	How to use your research, refining it for use in the best medium suited for the particular story you are telling	
	2.	Regional sports- Kho-kho, Kabaddi, etc.	
	3.	National sports- National games, Tournaments, etc.	
	4.	International sports- FIFA World cup, Cricket, Commonwealth games, Olympic games, Asian games, Wimbledon, etc.	
	5.	New version of sports- IPL, Pro Kabaddi, HIL, PBL, etc.	
5	**Career Outlook**		08
	1.	Journalist Photographer/videographer/podcast/photography	
	2.	Writer in digital/print/TV/radio and social media	
	3.	Editor across multi-platforms Producer across multi-platforms	
	4.	Host Remote journalist Areas of Employment	
	5.	Magazines TV Radio Online Multi-platform outlets	

Definition of sports reporting; Language of sports journalism; Sports news and sports feature; Sports columns; Interviewing techniques; Sports photography; Examples of great sports writers; Ethical issues

Phil Andrews, Sports Journalism: A Practical Introduction. SAGE, 2013

The Sports Writing Hand Book: Thomas Fensch.

06	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**VI**
COURSE:	**CRIME REPORTING**
COURSE CODE	**BAMMC EJCR 2B 606**
PAPER	**6 DSE 2B (ELECTIVE)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER VI	
COURSE CODE	**COURSE NAME and DETAILED SYLLABUS**
BAMMC EJCR 2B 606	**CRIME REPORTING**
Course objectives	

Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case, there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,

UNIT	TOPIC	LECTURES
I	➢ **The ethics of crime and justice coverage:** • Fairness and objectivity, sensationalism and integrity • conflicts of interest • Interesting versus important. • Balancing justice: • justice to victim and the accused • No assumption of guilt or innocence.	10
II	➢ **Law enforcement machinery:** • Structure and hierarchy. Different entities: police, ATS, SBI, CID, SID, SRPF, Para-military forces, Rapid Action Force etc. ➢ **Understanding the Police system :** • Introduction to IPC • Important sections of IPC. Terminology and jargon, procedures of registering a crime. Prisons and jails. ➢ **Sensitive law and order situation:**	10

	• Agitations, congregations for various reasons, elections.		
	• Deployment of extra forces		
III	➢ **Covering Crime:**	10	
	• Types and definitions.		
	➢ **Police Investigation techniques:**		
	• From conventional to Modern techniques		
	• Cognizable and non-cognizable offences.		
	➢ **Basic principles of crime reporting:**		
	• News values:		
	• New, unusual, interesting, significant and about people.		
	➢ **Sources of Crime Reporting:**		
	• Collecting and cross checking information		
	• Developing sources, verifying facts. Reporting agitations, riots.		
	• Possible risks and precautions.		
IV	➢ **Covering Courts:**	08	
	• Structure of judicial system in India.		
	• Hierarchy, functions and jurisdictions of each court.		
	• Granting of bail to accused.		
	• Types of cases heard in courts.		
	• Tribunals, consumer and family courts. PILs, appeals etc.		
V	➢ **Contemporary crime journalism:**	10	
	• Crime shows on TV.		
	• Emphasis on crime reporting in		
	• Newspapers. Its impact.		
	• Media influencing investigations and/or court proceedings?		
	• Trial by media.		
	➢ **Case studies on Indian Crime Reporting**		
	• The Hindu's Bofors Expose		
	• Tehelka's Defence Deals Expose		
	• Indian Express's Cement Scam Expose		
	• Indian Express's Human Trafficking Expose		
	• Open Magazine's Nira Radia Tapes		
BOS SYLLABUS COMMITTEE MEMBERS			
1. **Prof. Gajendra Deoda**			
2. **Prof. Rashmi Gehlot**			
3. **Dr. Yatindra Ingle**			

References
1. Across the Bench: Insight Into the Indian Military Judicial System
2. book by Gyan Bhushan
3. Legal and Constitutional History of India: Ancient legal, judicial, and constitutional system book by Rama Jois
4. Police Administration and Investigation of Crime by J.C. Chaturvedi
5. Police Diaries: Statements, Reports and Investigation (With Special Reference to Scientific Evidence, DNA, Brain Mapping Tests, Narco-analysis Tests, Forensic Science and Cyber Crimes by P Venkatesh Revised by S K Sinha Ray
6. Indian Politics by Yassin Mohammad ,Srinanda Dasgupta
7. Breaking The Big Story: Great Moments in Indian Journalism by Penguin India
8. Crime and Justice in India edited by: N. Prabha Unnithan
9. Handbook of Journalism and Mass Communication book by V. S. Gupta and Vir Bala Aggarwal
10. Journalism, Democracy and Civil Society in India (book)
11. History of Indian Journalism book by J. Natarajan

Indian Journalism in a New Era: Changes, Challenges, and Perspectives (book)

07	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**VI**
COURSE:	**FAKE NEWS and FACT CHECKING**
COURSE CODE	**BAMMC EJFNF 2B 607**
PAPER	**7 DSE 2B (ELECTIVE)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER VI		
COURSE CODE	**COURSE NAME and DETAIL SYLLABUS**	
BAMMC EJFNF 2B 607	**FAKE NEWS and FACT CHECKING**	
COURSE OUTCOME		
1. **To give media students the understanding of the differentiation between real news and fake news.** 2. **To make media students aware of information disorder.** 3. **To give students a thorough knowledge of information literacy and media.** 4. **To give students a hand on knowledge on fact checking.** 5. **To give students a practical overview of social media verification.** **Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in International Fact Checking Network, Jobs in Social Media as Fact Checkers**		

Sr. No.		Modules	Lecture
1.	**Introduction**		**6**
	1.Concepts	Definition: News and Fake News**,**	
	2.News Integrity	Journalistic Integrity and News Production.	
	3.Propaganda	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda	
2	**Information Disorder:**	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	6
	1.Digital Technology:	Digital convergence transforming content-commissioning, production, publication and distribution	
	2.Social Media Platforms	Different Social Media Platforms	
	3.Role of News Organization	Covering 'fake news' and countering 'information disorder.	
	4. Source credibility	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	
3	**Media and Information Literacy (MIL)**		10
1	1.Requisite Literacy	Importance of acquiring the requisite literacy	
	2.Detection method	Detection of both flawed journalism and fraudulent news in various media	

	3.Healthy Skepticism	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	
4.	**Fact Checking**		14
	1.Fact-checking organizations around the world	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario	
	2.Basic image verification	Common types of false imagery and basic verification steps	
	3.Advanced verification	Approaches for content analysis, including metadata analysis and Geolocation of News	
	4. Reverse Image Search	Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
5.	**Social Media Verification**		12
	1.Verification tools	YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check	
	2.Account Analysis	Facebook and Tweeter account analysis : fake news generated on social media platforms	
	3.EXIF Viewer	EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone cameras at the point of capture	

BOS SYLLABUS COMMITTEE MEMBERS
1. **Dr. Priyadarsini Poddar (Convener)**
2. **Mr. Sagar Bhalerao (Subject Expert)**
3. **Dr. Neil Joshi (Industry Expert)**

Reading and References:
- Philip N. Howard, Unless The Government Acts Soon, Fake News Will Produce Deep Information Inequality
- Peter Pomerantsev and Michael Weiss, "The Menace of Unreality: How the Kremlin Weaponizes Information, Culture and Money"
- Edward Lucas and Peter Pomerantsev: "Winning the Information War"
- Hannah Arendt: "Totalitarian Propaganda" Hannah Arendt: "Totalitarian Propaganda"

08	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-JOURNALISM**
SEMESTER	**VI**
COURSE:	**TELEVISION JOURNALISM**
COURSE CODE	**BAMMC EJTJ 2B 608**
PAPER	**8 DSE 2B (ELECTIVE)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER VI		
COURSE CODE	**COURSE NAME and DETAIL SYLLABUS**	
BAMMC EJTJ 2B 608	**TELEVISION JOURNALISM**	

COURSE OUTCOME:

4. To provide students with technique of narration and story telling
5. To share the art of developing a story idea
6. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

	MODULE	DETAILS	LECTURES
1	**History and Development**		10
	11.	Brief History of the development of TV journalism- Globally and in India.	
	12.	Emerging Trends in journalism	
	13.	The International Scenario- John Baird (Inventor of TV) till date-Timeline.	
2	**Indian scenario - Doordarshan -**		
	16.	News; Entertainment, Culture, Sports and Films.	
3	**Private and Satellite channels**		
	16.	Growth of Private International, National and Regional TV Networks	
4	**Regional channels- Impact and critical study of**		
	19.	News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak	
	Module II		10
	Television formats : Content and presentation		
	30.	**News:** Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis	
	31.	**Features on TV :** Talk Shows • Reviews • Interviews • Discussions. • Documentaries. • Docudramas. • Commentaries.	
	32.	**Other Programs** • Music • Sports	
	Module III		
1	**Developing skills**		10
	1. Anchoring	Reporting or shooting anchor links in public . How and what to give in PTC or piece to camera . How to approach people for sensitive stories.	
	2. Beat reporting	Educational, Crime, Science, Court, Environmental, Political	
	3.Reporting	**Reporting national and International events**	
	4. Scripting and presentation	Scripting for Interviews/Documentary/Feature/Drama/Skits o TV.	

		Story idea, development and Presentation- Web series	
	5. Editing	Skills of editing, online and offline	
Module – IV :			**08**
Current and Emerging Trends in Television Journalism :			
	1. **24/7 news broadcast**	• Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, • Fake News on Internet v/s news on broadcast	
	2. **Ethics**	(Including Censorship) in presentation of News.	
Module – V :			**10**
	1.	Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news – Catering to Transnational audiences, Advertising and promotion.	
Total Lectures			**48**

BOS SYLLABUS COMMITTEE MEMBERS
1. Dr. Navita Kulkarni (Convener)
2. Prof. Aparajeeta Deshpande (Subject expert)
3. Prof. Gajendra Deoda (Subject expert)

Reference Books
1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
5. Television Production by Phillip Harris.
6. Broadcast Journalism by David Keith Cohler (Prentice Hall).
7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
8. Awasthi, G. C. Broadcasting in India. Allied Publi

SEMESTER V-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1. GLOBALIZATION & INTERNATIONAL ADVERTISING
BAMMC EABB 1502		2. BRAND BUILDING
BAMMC EAAM 1503		3. AGENCY MANAGEMENT
BAMMC EAAP 1504		4. ACCOUNT PLANNING & ADVERTISING
BAMMC EASM 1505		5. SOCIAL MEDIA MARKETING
BAMMC EADM 1506		6. DIRECT MARKETING & E-COMMERCE
BAMMC EACB 1507		7. CONSUMER BEHAVIOUR
BAMMC EADF 1508		8. DOCUMENTARY & AD FILM MAKING
TOTAL	20	

COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	3. COPY WRITING
BAMMC DRGA-502	04	4. ADVERTISING & MARKETING RESEARCH

COMPULSORY 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	**COPYWRITING**
COURSE CODE	BAMMC DRGA-501
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMC DRGA-501	COPYWRITING

COURSE OUTCOME:

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
5. In an ad agency, as a copywriter, one cannot *"Just be creative and express self"* – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

	MODULE	DETAILS	LECTURES
1	**MODULE I**		**10**
	1.INTRODUCTION TO COPYWRITING	a. Basics of copy writing b. Responsibility of Copy writer	
	2.CREATIVE THINKING	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act	
	3.IDEA GENERATION TECHNIQUES	Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics	
	4.TRANSCREATIVITY	a. Introduction	

		b. Purpose	
2	**MODULE 2**	**WRITING FOR ADVERTISING**	**08**
	1. BRIEFS	a. Marketing Brief b. Creative Brief	
	2.WRITING PERSUASIVE COPY	a. Tone of Voice b. What's the Tone? c. Tonality and character matters, d. How to make your Writing, walk, Talk, and breathe e. Creating Breakthrough Writing f. How to Control the "Command Center" in Your g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling	
3	**MODULE 3**	**CURRENT ADVERTISING CAMPAIGNS**	**12**
	COPY WRITING STYLE OF CURRENT ADVERTISING CAMPAIGNS OF THE BEST ADVERTISING AGENCIES FOR THEIR CLIENTS.	Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide • At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. • Student to be taught the following when discussing the Campaigns: a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling	
4	**MODULE 4**	**MEDIA AND AUDIENCES**	**10**
	1.WRITING COPY FOR VARIOUS MEDIA	a. Print: Headlines, sub headlines, captions, body copy, and slogans b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals | Power of silence, formats of TVS's c. Outdoor posters d. Radio e. Digital copy for social media like facebook,	

		Instagram etc f. Copy for web page	
	2.WRITING COPY FOR VARIOUS AUDIENCES	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
5	**MODULE 5**	**WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION**	**08**
	1. **HOW TO WRITE COPY FOR**	a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
	2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign	
	3.THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN	a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. **PROF.DR HANIF LAKDAWALA (CONVENER)**
2. **PROF. RANI D'SOUZA (SUBJECT EXPERT)**

MANDATORY REQUIREMENT:

COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND

INTERNALS (The objective of internal exercise is to help the learner acquire skills)
                                                                                25 MARKS

Producing the following:
  a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.
  b. A poster on any one social issue.
Every student should be instructed to maintain a scrap book where they write copy for one brand every week.

Reference Book

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing

Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan
   Sullivan , Sam Bennett , Edward Boches

COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC -ADVERTISING
SEMESTER	V
COURSE:	ADVERTISING & MARKETING RESEARCH
COURSE CODE	BAMMC DRGA-502
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-502	ADVERTISING & MARKETING RESEARCH	
COURSE OUTCOME:		

1. The course is designed to inculcate the analytical abilities and research skills among the students.
2. To understand research methodologies – Qualitative Vs Quantitative
3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
4. To understand the scope and techniques of Advertising and Marketing research, and their utility.

	MODULE	DETAILS	LECTURES
I	Fundamentals of Research	What is Literature review 2. Statement of the problem 3. Aims and objectives' of the study 4. Relevant Research questions	02
2	Research design	1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. 2. Types- Descriptive, Exploratory and Causal.	03
3	Preparing Questionnaire	1. Survey instruments 2. Designing the questioning using projective 3. technique for Qualitative research 4. Designing the Questionnaire using attitude 5. measuring scale for Quantitative research	03

4	Sampling	1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage.	**06**
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	**03**
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	**03**
7	Methods of Data Analysis	The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis	**04**
8	Report Writing	FORMAT OF RESEARCH REPORTS The research report shall have the following Components. 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography	**06**
9	Advertising Research	1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name 3. testing, c. Slogan testing 4. Copy testing measures and methods: a. Free 5. association, b. Direct questioning, c. Direct 6. Mail tests, d. Statement comparison tests, e.	**10**

		7. Qualitative interviews, f. Focus groups
		8. Pretesting:
		   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.
		   G. Broad casting Pretesting:
		      a. Trailer tests,
		      b. Theatre tests,
		      c. Live telecast tests, d. Clutter tests
		   H. Challenges to pre-testing. Example: The Halo effect
		9. Post testing:
		   a) Recall tests,
		   b) Recognition test,
		   c) Triple association test,
		   d) Sales effect tests ,
		   e) Sales results tests,
		   f) Enquires test	

	Physiological rating scales	1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis	03
10	10. Marketing Research	1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing	05
		TOTAL LECTURES	48

INTERNALS (The objective of internal exercise is to help the learner acquire skills)

25 MARKS

Sr. no.	Project/Assignment
01 Print Media	Content Analysis
02 Electronic Media	Flip class presentation
03 Field work	Feature based in Mumbai or vicinity on any one of the issues of social justice

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. Dr. Hanif Lakdawala (Convener)

2. Prof. Payal Agarwal (Subject Expert)

3. Prof Sangeeta Makkad (Subject Expert)

Guidelines for Internals:

a. Internals should focus on conducting field survey on either Marketing or Advertising research with sample size not less than 125

Producing the following:

a. Complete Research report of the survey conducted

| **Reference Books and material** |
| 1. Research for Marketing Decisions Paul E. Green, Donald S. Tull |
| 2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition |
| 3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf |

ELECTIVE 01	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-Advertising**
SEMESTER	**V**
COURSE:	**GLOBALIZATION AND INTERNATIONAL ADVERTISING**
COURSE CODE	**BAMMC EAGI 1501**
PAPER	**1 DSE 1A (Elective)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER V	
COURSE CODE	**Course Name & Detailed Syllabus**
BAMMC EAGI 1501	**Globalization and International Advertising**
COURSE OUTCOME:	

1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.

2. To help the student understand and practice Global Communication.

3. To develop media student's understanding on Global Brands.

4. To introduce to media students about concept and process of International advertising.

5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.

6. **Career opportunities: As** Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market.

	MODULES	DETAILS	LECTURES
1.	**INTRODUCTION**		8
	1.Globalization	Concept, meaning, a brief history on Globalization, advantages and dis-advantages of globalization.	
	2.Global and International Market	A brief study on global and international market, overview of global and international marketing and the differences between them.	
	3.Global Media	Evolution of Global Media, Globalization and Media, Evolution of Free trades Across continents.	
	4.International Advertising	Meaning, objectives, evolution of International Advertising.	
	5.Globalization and Advertising	Impact of Globalization on Indian Advertising, Impact of Globalization on International Advertising.	
2	**GLOBAL COMMUNICATION**		**8**
	1.Introduction to Globalization and International Communication	Concept and meaning, a brief note on world as a global village, cosmopolitan and importance of identifying local habitat to define identity, theory and problems of Global Communication.	
	2.Flows of Global Content:	Non-Western and Western Media Contents, Compare and contrast between Western and Non-Western Media Content,	
	3.Popularity of Global Brands due to Content	Popularity of popular brands due to flow of Global content.	
	4.Culture and Global Communication:	Cultural heterogeneity, Cultural Barriers.	
	5.Culture and Social Groups	Cultural practices of different social groups globally	
3	**GLOBALIZATION & ITS IMPACT ON GLOBAL BRANDS**		**8**
	1.Immergence of Global Brands, trends	Immergence of Global Brands, Global Trends,	
	2.Local Going Global	Globalizing Brands - Local going Global, Advantage and Disadvantage of Global Branding and Advertising,	
	3.Brand Awareness	Brand Awareness Strategy	
	4.Global Brand Positioning and Perception	Global Brand Positioning & Perception	
	5.Regulations	Global Advertising Regulations	
4	**CONCEPTUAL UNDERSTANDING OF INTERNATIONAL ADVERTISING**		**12**
	1.Rise	Rise of International Advertising, International Advertising as an Industry.	

	2.Social Force	International Advertising as a Social Force,	
	3.Communication Process	International Advertising as a Communication Process	
	4.Promotion and Propaganda	International Advertising & Promotion, International Advertising and Propaganda	
	5.Rationale,Standardisation and Localization	Rationale for International Advertising, Standardization visa a vise Localization Adaptation (as a general tendency of the Cross National Advertising Literature), Evolution of the impact of International brands on Local Societies.	
5	**Insights of International Advertising**		**12**
	1.International Advertising Strategy -	A Review, Reassessment & Recommendation	
	2.International Advertising	Adaptation v/s Standardization International Advertising & Global Consumer.	
	3.The International Environment	Economic Environment, Demographic Environment, Cultural Environment, Political / Legal Environment.	
	4.Steps for creating Successful International Advertising Campaign	Conduct Market Research, Tailor your website to your target market, Export your experiences, Successes & Failures, and Customize your campaigns, Structuring your account: the most common methods.	
	5.Barriers and Challenges to International Advertising	Culture, Language, Education, Government regulation, Media limitation Internal Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations, Product Based Challenges: Projection Based Challenges, Execution Based Challenges, Legal Consideration, Cultural Diversity, Media Limitation	
	Total Lectures		48

BOS SYLLABUS SUB-COMMITTEE MEMBERS
1. **Prof. Dr. Priyadarsini Poddar (Convener)**
2. **Prof. Harjeet Bhatia (Subject Expert)**

References:

- Chowdhury, P. (2010) "Bollywood Babes: Body and Female Desire in the Bombay Films" in Mehta B., and Pandharipande R., Bollywood and Globalization. Anthem Press, pp.51-73.
- Ganti, T. (2002) "And Yet My Heart is still Indian", in Ginsburg F. et. al Media Worlds,

Berkeley: UC Press, pp.281-300.
- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin 1994. Philip Kotler and Eduardo L Roberto, Social marketing strategies for changing public behaviour - The free Press-1989. Jib Fowles, Advertising and popular culture-Sage Publications 1996 Mary Cross, Advertising and Culture-Prentice Hall 2001

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	BRAND BUILDING
COURSE CODE	BAMMC EABB 1502
PAPER	2 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EABB 1502	BRAND BUILDING
COURSE OUTCOME:	
1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building.	

MODULE		DETAILS	LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING		10
	1. Introduction to Brand Building	Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	

	3. Brand Positioning	Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Corne stones of positioning strategy Basis	**02**
2	**BRANDING LEVERAGING ,STRATEGIES, EQUITY , MODELS**		**08**
	1. Brand Leveraging	Line, Brand extension, Types of Brand Extensions, their advantages and disadvantages, Moving up/ Down, Co- branding	
	2. Brand Strategies	Multi- branding, Mix branding, Hierarchy-Building Equity at Different Hierarchy Levels, Brand Product Matrix, Brand Architecture- Breadth of a Branding Strategy, Depth of a Branding Strategy.	
	3.Brand Equity and Models	Elements/ Sources. Measurement. (Brand awareness, Brand loyalty) Models: Yand R – Graveyard model Brand Asset Valuator, Brand Equity Ten, Inter brand Equity brand	
3	**BRAND BUILDING THROUGH IMPERATIVE , GLOBAL AND CORPORATE IMAGE**		**10**
	1. Brand Imperatives	Co-ordination across organization,. Co-ordination across geography, Re-branding, revitalizing, Rural Advertising and brands.	
	2.Global Brands	Emergence of global brands, Advantages and Disadvantages, Global leadership brands and position , Globalization	
	3.Corporate image Building through brands	Corporate Image in Contemporary Management, , Advertising and Corporate Image	
4	**BRAND BUILDING THROUGH CSR ,BRANDS TO DIFFERENT SECTORS, BRAND LIFE CYCLE**		**10**
	1.Brand Building though Corporate Social Responsibility	CSR as part of business environment management, How CSR activities can be used for Brand Building ,Social activities other than CSR to enhance the brand	
	2. Conception and Growth	Important factors in conception and various stages of growth and maturity of brands with various case studies	
	3.Branding in Different Sectors	Customer, Industrial, Retail and Service Brands	**02**
		TOTAL NUMBER OF LECTURES	**48**
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			**25 MARKS**

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness

BOS SYLLABUS COMMITTEE MEMBERS	
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)	

References :

1. 1. David, A Aker, Building strong brands, the free press, 1996
2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
3. Brand management – the Indian context – Y L R Moorthi
4. Strategic Brand Management by Kevin keller, M.G Parameshwaran,Issac Jacob
5. Brand positioning – Strategies for competitive advantage – SubrotoSengupta
6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007
7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
8. What great brands do Building Principles that Separate the ..Denise Lee yohn .
9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
10. Brand Equity: An Indian Perspective by SangeetaTrott (Author), Vinod V. Sople (Author)

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	AGENCY MANAGEMENT
COURSE CODE	BAMMC EAAM 1503
PAPER	3 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAM 1503	AGENCY MANAGEMENT
COURSE OUTCOME:	

1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.
2. How an ad agency works and what opportunities exist
3. To familiarize students with the different aspects of running an ad agency
4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.

	MODULE	DETAILS	LECTURES
1	**Module I**		10
	1 .Advertising Agencies	a. Agencies role, Functions, Organization and Importance b. Different types of ad agencies	
	2. Account Planning	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process	
	3.Client Servicing	a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives	
	4.Advertising campaign Management	a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation	
2	**Module II**		**08**
	1.Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	1. Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class 15 room. a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide 2. At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room. The application questions are Expected on the latest campaigns.	

3	**Module III**		**10**
	1.Entrepreneurship	a. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship	
	2.Sources of capital for startup Company	a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans.	
	3.Creating and Starting the Venture	a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	
4	**Module IV**		**10**
	1.Business Plan for Setting up anAgency	a. Business plan introduction, b. Various Stages in setting up a new Agency	
	2.Marketing plan of the client	a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan	
5	**Module V**		**08**
	1.The Response Process	a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
	2.Agency Compensation	a. Various methods of Agency Remunerations	
	3.Growing the Agency	a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR	
	4.Sales Promotion Management	a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion	*02*

		c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of Consumer-Oriented Sales Promotion f. Techniques of Consumer-Oriented Sales Promotion	

Total Lectures	48

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. PROF. GAJENDRA DEODA (CONVENER)
2. PROF. DR.HANIF LAKDAWALA (SUBJECT EXPERT)

INTERNAL EVALUATION	25 MARKS

Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week.

2. The college should support the Incubation projects or the start up agency of their own students

Mandatory Requirement:

1. Agency Management lectures compulsory should be held in audio video room with proper projector and sound.

Suggested Reading:

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

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ELECTIVE 04

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	ACCOUNT PLANNING & ADVERTISING
COURSE CODE	BAMMC EAAP 1504
PAPER	4 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAP 1504	ACCOUNT PLANNING & ADVERTISING
COURSE OUTCOME:	

1. You will learn the skills of a strategist/planner, which include learning how to:
2. To familiarize the students with the concept of Account Planning
3. Provide students with an understanding of the discipline of account planning and strategy development, and advertising research methods.
4. Think critically and analytically
5. Connect what a brand offers to what an audience wants
6. Persuade others to see what you see
7. Telling a compelling story, verbally and in writing (persuasive communications)

	MODULE	DETAILS	LECTURES
1	**Modules I**		**10**
	1.Introduction	a. Definition b. Various views and practice in account planning	**01**
	2.What is Account Planning	a. Knowing the difference between facts and insights b. The Creative Pursuit of Insights c. Identifying the true problem d. Asking the right questions, in the right ways. e. Setting objectives	**02**
2	**Module II**		**08**
	1. Where Does Insights Come From	a. Consumer insights b. Cultural insights c. Future insights d. Project insights e. Brand insights f. Market insights g. Purchase insights h. Usage insights i. Owner insights	
	2.Study of insight of three awards winning advertising campaign of the Previous two years.	a. What kind of insight is been used by the campaign should be Discussed.	
	3.Research In Accounts Planning	a. Techniques of In-depth interviews for discovering consumer insights b. Ethnography for in-depth consumer insight c. Google analytics for digital account planning	
3	**Module III**		**10**
	1.The Account Planning Process	a. Role of account planning in advertising b. Role of Account Planner c. Account Planning Process	
	2.The Importance Of Preparation	a. Why it's so important to prepare b. how to prepare c. Why this skill is vital for planners and strategists.	

	3.Propogation Planning	a. Definition b. Adoption curve with propagation c. Propagation platforms d. Propagation process	
	4.Transmedia Planning	a. Definition b. Who does trans media planning c. Why trans media d. How is trans media different e. Elements of Trans media Storytelling	
4	**Module IV**		**10**
	1.Review of different types of briefs from – major agencies	a. JWT b. Ogilvy and Mather c. DDB d. FCB e. BBDO f. YandR ⦿ Discussion on the role of the briefing. ⦿ What's the hallmark that makes a brief inspiring? Uninspiring? Pitfalls and how to avoid them	
5	**Module V**		**10**
	1.Defining the Benefit	a. What is an Attribute? b. Attribute Versus Benefit c. Attribute to Functional Benefit d. Emotional Benefits e. Plus or Minus Emotions f. Benefit Laddering g. Benefit Matrix	**02**
	2.Developing a Brand Story	a. The Story Problem b. Elements of story c. Building story brand d. Crafting the Story e. SB7 Frame work (CHARACTER, PROBLEM, GUIDE, PLAN, CALLS THEM TO ACTION, FAILURE, and SUCCESS).	
Total Lectures			**48**

BOS SYLLABUS SUB-COMMITTEE MEMBER
1. **Dr. Hanif Lakdawala (Convener)**

MANDATORY REQUIREMENT:
Account Planning and Advertising, lectures compulsory should be held in audio video room with proper projector and sound

Suggested reading:
 Truth, Lies and Advertising: The Art of Account Planning by Jon Steel, John Wiley and Sons, 1998 The Practical Pocket Guide to Account Planning by Chris Kocek, Yellow Bird Press Building a story brand by Donald Miller

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	SOCIAL MEDIA MARKETING
COURSE CODE	BAMMC EASM 1505
PAPER	5 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EASM 1505	SOCIAL MEDIA MARKETING
COURSE OUTCOME:	

Learn to communicate and tell stories through the web.
1. Students learn real-world skills from leading designers, artists, and entrepreneurs.
2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
4. Identify and apply strategies to improve and succeed no matter what their initial skills.
5. Solve problems and learn from creative risks by using people skills, design principles, and processes.
6. Build a strong foundation in all aspects of design and production for storytelling in motion.
7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

	MODULE	DETAILS	LECTURES
1	**Digital ERA**		10
	1.Introduction to E-Marketing	What is the E-marketing? The changing marketing landscape. The internet and business.	
	2.E-Marketing	E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2Cand C2B) E –marketing and Online advertising. E- marketing and Consumer segmentation , E- marketing and Sales and Trade promotions	
	3.Types of Digital Marketing	Types E- mail marketing, Types Internet marketing Types of Mobile marketing	
	4.Generation Y	Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India	
2	**Social Media Marketing**		08

	1.Introduction to Social Media Marketing	Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing	
	2.Content Strategy For Social Media Marketing	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms	
	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	
	5.Instagram Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads	
	6.Linked In Marketing	LinkedIn for personal branding, LinkedIn for Company pages ,Brand marketing for LinkedIn, Ads on LinkedIn	
	7.Pinterest Marketing	Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins	
	8.Youtube Marketing	How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements	
4	**Social Media Marketing Plan, and Campaign management**		**10**
	1.Social Media Marketing Plan	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success	
	2.Campaign Marketing	What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	
5	**Ethics and Careers**		**10**
	1.Ethics	Code of ethics , 9 Rules of engagement for Social Media Marketing	
	2.Careers	Careers in Social media marketing	
Total Lectures			**48**

BOS SYLLABUS SUB-COMMITTEE MEMBERS
- Prof. Shobha Venkatesh (Convener)
- Prof. Dr. Hanif Lakdawala (Subject Expert)
- Prof. Vishal Parekh (Industry Expert)

INTERNALS   (The objective of internal exercise is to help the learner acquire skills)

	25 MARKS
Sr. no.	Project/Assignment
01	Launch online campaign for Facebook, Instagram, YouTube, and LinkedIn

References
1. **Digital marketing by Vanadana Ahuja**
2. **Social Media Marketing: a strategic approach by Barker and Barker**

ELECTIVE 06

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	V
COURSE:	DIRECT MARKETING & E-COMMERCE
COURSE CODE	BAMMC EADM 1506
PAPER	6 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE
COURSE OUTCOME:	

1. To understand the awareness and growing importance of Direct Marketing
2. The objective is to use various direct marketing techniques (traditional and modern) for
reaching to ultimate customers and build up customer loyalty and database management
3. To understand increasing significance of E-Commerce and its applications in business and various sectors.
4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.

MODULE		DETAILS	LECTURES
1	**Introduction to Direct Marketing , Integrated Marketing Communication& Customer Relationship Management**		10
	1.Introduction to Marketing, Basics of Direct and Interactive Marketing, Legal framework towards Direct Marketing	Meaning and Introduction to Marketing, Evolution of Marketing, Study of Marketing Mix, Traditional Versus Modern Marketing Techniques, Meaning and Definition of Direct Marketing, Importance of Direct Marketing, Advantages and Disadvantages of Direct Marketing, Approaches of Direct Marketing, Reasons for the growth of Direct Marketing, Techniques of Direct Marketing, Economics of Direct Marketing, Economics of Direct Marketing, Laws pertaining to Patents, Trademark, Copyright, etc., Privacy -	

		The key Issue.	
	2.Integrated Marketing Communication versus Direct Marketing	Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,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	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus	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, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation	*02*
2	**Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory**		**08**
	1.Understanding the business of Direct Marketing – Database Management/ Marketing Strategies	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. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.	
	2.Direct Marketing Research and Testing	What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.	
	3.Direct Marketing Analysis	List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,	

		Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling	
3	**Introduction to E-commerce, E-business , Building up a Website**		**10**
	1.Introduction to E-Commerce	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E-Commerce in Sectors like: Retail, Banking, Tourism, Government, Education	*02*
	2. E-Business	Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning	*02*
	3.Website	Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website	*02*
4	**Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media**		**10**
	1.Electronic Payment Systems	Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business	
	2.Payment Gateway	Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security	
	3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media	What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business	
	Total Lectures		**48**

BOS SYLLABUS COMMITTEE MEMBERS
    ❖   **Prof. Shobha Venkatesh (Convener)**
    ❖   **Dr. Rinkesh Chheda (Subject Expert)**
    ❖ **Prof Deepali Mangrekar (Subject Expert)**	

INTERNALS (The objective of internal exercise is to help the learner acquire skills) **25 MARKS**	

Sr. no.	Project/Assignment
01	Individual / Group – Presentation Marketing plan integrating both Direct marketing and E-

	commerce on any product or Service	

References
1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
3. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob Stone (Author), Ron Jacobs (Author)
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash
7. The New Direct Marketing: How to Implement a Profitdriven Database, by Rajeev Batra
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp
9. Digital marketing (E commerce) – Vandana Ahuja.

ELECTIVE 07

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507	CONSUMER BEHAVIOUR	
COURSE OUTCOME:		
1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. 3. To sensitize students to the changing trends in consumer behaviour.		

	MODULE	DETAILS	LECTURES
1	Module I		10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world	
	2.MARKETING & CONSUMER BEHAVIOUR	1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.	
2	Module II		08

		1. Motivation – Types & Theories – Maslow.	

	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	2. Attitude – Characteristics – Theories – Tricomponent.
		3. Multiattitude Model.
		4. Cognitive dissonance.
		5. Personality - Facets of personality.
		    i. Theories – Freud & Jung.
		    ii. Personality traits & consumer behaviour.
		    iii. Self-Concept.
		Application of these theories in the marketing and consumer behaviour.	

3	**Module III**		**10**

	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	1. Perception - Elements in perception.
		    a. Subliminal perception.
		    b. Perceptual Interpretation – Stereotyping in advertising.
		2. Learning – Elements in Consumer Learning.
		3. Behavioral & Classical Theory.
		4. Cognitive Learning.	

4	**Module IV**		**10**

	1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	1. Family - Role of family in Socialization & Consumption – FLC.
		2. Culture – Role & Dynamics.
		    i. Subculture & its influence on consumption.
		    ii. Changing Indian core values.
		    iii. Cross culture consumer perspective.
		3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour.
		4. Economic- social class as the economic
		5. determinants of consumer behaviour	

5	**Module V**		**10**

	1. CONSUMER DECISION MAKING.	a. Process of decision making.
		    b. Models of decision making.
		    c. Opinion Leadership.
		2. Diffusion & Adoption Process.
		    a. Process of decision making.
		    b. Models of decision making.
		    c. Opinion Leadership.
		3. Diffusion & Adoption Process.	

Total Lectures			**48**

BOS SYLLABUS COMMITTEE MEMBERS
   1. **PROF. PAYAL AGGARWAL (Convenor)**
   2. **PROF.DR. PADMAJA ARVIND (Subject Expert)**			

INTERNAL EVALUATION METHODOLOGY	25 MARKS

1. Continuous Assignments
2. Oral & Practical Presentations
3. Projects
4. Class Test
5. Open Book Test
6. Group Interactions
7. Debates & Discussions
8. Quiz

Reference Book

- Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour.
- Pearson 11th Edition.
- David.L.Louder, Albert Jdello Bitta, Consumer Behaviour - Concepts & Applications. Mcgrow Hill.
- Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

ELECTIVE 08

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	DOCUMENTARY & AD FILM MAKING
COURSE CODE	BAMMC EADF 1508
PAPER	8 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADF 1508	DOCUMENTARY & AD FILM MAKING
COURSE OUTCOME:	

1. Understanding the planning involved in making audio visual communication effectively.
2. To prepare students for effective and ethical public communication.
3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
4. Equip students with skills to write and shoot effective Documentary and Ad film.

	MODULE	DETAILS	LECTURES
1	**Understanding Documentary**		**10**
	1.Category	**Non-fiction (Limitation and Wonders)/Docu-drama** Anthropological/Ethnographic Biographical/Historical Arts/Cultural Science and Technology Promotional Environment including Agricultural Social Issues Educational Investigative Family Values Exploration/Adventure	*08*
	2.Writing	Formation of Concept Research Modes : Library, Archives, Location, Life stories, ethnographic. Synopsis Script and Visualization Commentary Subtitling/Translation	*04*
	3.Production	**Pre-Production** : Engaging technical team & equipments. Acquiring shooting permissions. Production : On locale and studio shooting. Technology involved. **Post Production** : Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling. Making final master& telecast copy.	*18*
2	**AD Film Making**		08
	1.Ad Film Making	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval.	*10*
	2.Pre to Post Production	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	*08*
Total Lectures			**48**

BOS SYLLABUS COMMITTEE MEMBERS
1. **Prof. Gajendra Deoda (Convener)**
2. **Prof. Mathur (Subject Expert)**
3. **Prof. Ganatra (Industry Expert)**

INTERNALS
(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)   **25MARKS**

SEMESTER VI-ADVERTISING		
COURSE CODE	**CREDITS**	**COURSE NAME**
COMPULSORY-CORE	**04X2=08**	**DRG(DISCIPLINE RELATED GENERIC)**
BAMMC DRGA-601	**04**	**1. DIGITAL MEDIA**
BAMMC DRGA-602	**04**	**2. ADVERTISING DESIGN**
ELECTIVES-	**03X04=12**	**DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)**
BAMMC EAAC 2601		1. ADVERTISING IN CONTEMPORARY SOCIETY
BAMMC EABM 2602		2. BRAND MANAGEMENT
BAMMC EAMP 2603		3. MEDIA PLANNING & BUYING
BAMMC EAAS 2604		4. ADVERTISING & SALES PROMOTION
BAMMC EARM 2605		5. RURAL MARKETING & ADVERTISING
BAMMC EARE 2606		6. RETAILING & MERCHANDISING
BAMMC EAEM 2607		7. ENTERTAINMENT & MEDIA MARKETING
BAMMC EATP 2608		8. TELEVISION PROGRAM PRODUCTION
TOTAL	**20**	

COMPULSORY 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	DIGITAL MEDIA
COURSE CODE	BAMMC DRGA-601
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI			
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**		
BAMMC DRGA-601	**DIGITAL MEDIA**		
COURSE OUTCOME:			
1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans			
MODULE	**DETAILS**		**LECTURES**
1	**About features**		**10**
	1.Introduction to Digital Marketing	a. Understanding Digital Media b. Advantages of Digital Media c. Principles of Digital Media Marketing d. Key Concepts in Digital media	**04**

		e. Traditional Vs Digital Media	
2	2.Search Engine Optimization (SEO):	a. How search Engine works b. Introduction to SEO c. On Page Optimisation d. Off Page optimisation e. SEO Audit, Tools and Measurement f. SEO Resources, Careers in SEO	**08**
3	3.Search Engine marketing (SEM)	a. What is SEM? b. Why SEM c. What is Google Adwords? Why Google Adwords d. Google network e. Adwords terminologies f. Campaign types g. Creation of Google Display NETWORK (GDN) h. Display Ads format i. Conversion tracking j. GDN Campaign creation (DEMO) k. Remarketing l. What are Google shopping Ads	**04**
4	Social Media Marketing (SMM)	a. Introduction to Social Media b. Facebook Marketing c. Intagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a successful social media strategy	**04**
5	Email marketing	1.key terms and concepts 2.Customer acquisition strategies 3.Best Practices : CRABS 4.Tools to enhance lead nurturing 5.Enhance better reach	**05**
6	Web Analytics	a. Introduction to analytics b. Social CRM and analysis c. Google analytics d. Digital Analytics e. Content performance analytics f. Visitor analysis g. Social media analytics	**06**
7	Affiliate Marketing and Programmatic Marketing	a. Affiliate Marketing b. Definition, Purpose, Resources required, Top Players in Affiliate Marketing, Segregation of Affiliate marketing c. Programmatic Marketing d. Evolution and growth of programmatic Marketing e. Real Time bidding, f. Types of Programmatic Advertising, Advantages and Challenges, Myths of	**10**

8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	**04**
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	**02**

Total Lectures	**48**

BOS SYLLABUS COMMITTEE MEMBERS
1. Prof. Pradeep Sasidharan (Convener)
2. **Prof. Dr Hanif Lakdawala(Subject Expert)**

Reference Book And Material
1. Digital marketing By Seema Gupta
2. **Digital Marketing By Puneet Singh Bhatia**

COMPULSORY 02

PROGRAM	**BAMMC**
YEAR	**TYBAMMC-Advertising**
SEMESTER	**VI**
COURSE:	**ADVERTISING DESIGN**
COURSE CODE	**BAMMC DRGA-602**
PAPER	**DRGA (COMPULSORY)**
TOTAL MARKS	**100 (75:25)**
NO OF LECTURES	**48**

SEMESTER VI	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMC DRGA-602	**ADVERTISING DESIGN**

COURSE OUTCOME:
1. Learner shall understand the process of planning & production of the advertisement.
2. To highlight the importance of visual language as effective way of communication.
3. To provide practical training in the field of advertising & make learner industry ready.

MODULE		DETAILS	LECTURES
1	**INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN**		10
	1. Project Paper	**Intro to Project paper & Campaign** **Campaign outline, Elements to be produced, Viva voce**	
	2.Role of Agency Departments	1.Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	

		Creative thinking, Execution, 4. Production dept.: (in-house or outsource) Photography, TVC, Print of promotional material.	
	3.Process of Design	Research of: 1. Product (features & benefits) 2. Market: (TA) Psycho & Demography 3. Message Strategy: What to say & How 4. Competition & claim 5. Visualisation& Copy 6. Illustration: Choosing one among 7. Execution: Graphic design	
	4.Art Direction	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	
	5.Analysing Ads & Logos	Discussion of existing ads: Print ads: For layout, Colours, Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place, Consumer psychology	
2	**DESIGN BASICS: LANGUAGE OF VISUALS**		08
	1.Elements of Design	Vocabulary: Point, Line, Shape, Size, Tone, Colours, Texture, Space	
	2.Principles of Design	Grammar: Proportions, Contrast. Harmony, Balance, Rhythm, Unity	
	3.Rules of Design	Rules/Guides: Emphasis, Proximity, Alignment, Visual path, Syntax Gestalt: Completion, Closure, Invariance, Multi-stability, Figure & ground etc	
	4.Optical illusions	Visual Influence: Shapes & proportions, Tones & contrast, Lines & length	
	5. 5.Typography	Type as Design element: Classification: Serif, Sans serif, Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc. Word Expression, Meaning expressed by appearance	
3	**LAYOUT: THE BLUE PRINT**		10
	1.Types of Layout	Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	2.Stages of Layout	Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.Choosing Picture	Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	4.Choosing Typo	Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc.	
	5.Putting all	Choosing canvas size, Trying formats, orientations,	

		Together	Various proportions of verbal & Visual	
4		**PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT**		**10**
		1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
		2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
		3.Idea generation	Coming to big idea, Trying various idea generation techniques	
		4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5		**EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)**		**10**
		1.Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
		2.Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
		3.Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
		4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
		5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
	Total Lectures			**48**

BOS SYLLABUS SUB-COMMITTEE MEMBERS
1. **Prof. Arvind Parulekar (Convener)**
2. **Prof. Arvind Hate (Subject Expert)**
3. **Prof. Ashish Gandhre (Industry Expert)**

Note:
1. Students have to choose an existing product with new fresh brand name & new logo &

not the existing brand.

2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)

3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.

4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak.

Internal Assessment: (25 Marks)

Learning process in art has four phases:
1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment comprise of:

Scrap book: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.

Logos has to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.

Drawing book: (imitation & inspiration)The exercise in the book is based on various design principles such as harmony, contrast, illusions etc& to carry out rough layout & rough designs for new logo. This also comprise of idea generation & rough story board.

Final campaign: Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi.

1. Logo Design: (Fresh) presented in Logo Manual
2. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.
3. Press Ads: Series of 3 ads for Newspaper maintaining synergy.
4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional
5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)
6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service
7. Point of Sale: Standee/ Danglers/ Strut cad/ Tent card/ kiosk etc: any one suitable
8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO
9. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

References:
1. Art & Ideas: G. S. Rege
2. Art & Production: N. N. Sarkar
3. Advertising by Design Robin Landa
4. Elements of Graphic Design Alexander White
5. Ogilvy on Advertising David Ogilvy

ELECTIVE 01

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI

COURSE:	ADVERTISING IN CONTEMPORARY SOCIETY
COURSE CODE	BAMMC EAAC 2601
PAPER	1 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAC 2601	ADVERTISING IN CONTEMPORARY SOCIETY

COURSE OUTCOME:

1. To understand the environment of Advertising in Contemporary Society
2. To understand Liberalization and its impact on the economy and other areas of Indian society
3. To compare and analyse the advertising environment of different countries

Sr. no.	Module	Details	LECTURES
01	Module 1. Changes in Advertising Environment	Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, Entry of MNCs in India, It's effect on Indian Companies and the advertising strategy. Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style	**10**
02	Module 2. Effect of Advertising, Criticism of Advertising, Social implication of advertising	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of advertising on market and economy.	**10**
03	Module 3. Types of Advertising; Internet Advertising and Digital Advertising	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media	**08**
04	Module 4. The analysis of Advertising environment of India and other foreign countries	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	**12**
05	Module 5.	Social Marketing: Definition, Need for Social	**08**

	Social Marketing	Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	
		TOTAL NUMBER OF LECTURES	**48**

BOS SYLLABUS COMMITTEE MEMBERS
1. **Prof. Gajendra Deoda (Convener)**
2. **Prof. Smita Jain (Subject Expert)**
3. **Prof. Ashish Mehta (Subject Expert)**

Reference Books and material
1. Advertising by Amita Shankar
2. Advertising by London & Britta
3. Advertising by Ramaswamy & Namakeeman

ELECTIVE 02

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	BRAND MANAGEMENT
COURSE CODE	BAMMC EABM 2602
PAPER	2 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMC EABM 2602	BRAND MANAGEMENT

COURSE OUTCOME
1. To understand the awareness and growing importance of brand management.
2. To know how to build, sustain and grow brands
3. To know the various sources of brand equity.
4. To know about the global perspective of brand management

	MODULE	DETAILS	LECTURES
1	**INTRODUCTION TO BRAND MANAGEMENT**		**12**
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,	
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)	
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences	
2	**PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS**		**12**
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,	

		Types of Brand Elements, Integrating Marketing Programs and Activities	
	2.Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3.Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3	**GROWING AND SUSTAINING BRAND EQUITY**		**12**
	1.The Brand Value Chain- Model	Value stages and implication , What to track , designing brand tracking studies	
	2.Brand Equity	Meaning , Importance , Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3.Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4	**MEASURING AND INTERPRETING BRAND PERFORMANCE**		**12**
	1.Brand Performance and Management	Global Branding Strategies ,Brand Audit, Role of Brand Managers	
	2.Brand Communication	Online Brand Promotions, Role of Brand Ambassadors , Celebrities , Loyalty Program	
	3.Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	**48**
BOS SYLLABUS SUB COMMITTEE MEMBERS			
1. **PROF. SHOBHA VENKATESH (CONVENER)** 2. **PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT)** 3. **PROF. POONAM CHINTANKAR (SUBJECT EXPERT)** 4. **PROF. CHETAN DUBEY (INDUSTRY EXPERT)**			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) **25 MARKS**			
PROJECT/ASSIGNMENT • Rebranding or Revitalizing of a well-known national brand or global brand			
Reference books: 1. Strategic Brand Management – Building measuring and managing brand equity Kevin			

Lane
2. Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)
3. Brand Management – Text and cases by Harsh Verma
4. Strategic Brand management – Indian Edition by Richard Eilliot and Larry percy
5. Brand Management – Principles and Practices by Kirti Dutta

ELECTIVE 03

PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	MEDIA PLANNING & BUYING
COURSE CODE	BAMMC EAMP 2603
PAPER	3 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAMP 2603	MEDIA PLANNING & BUYING	
COURSE OUTCOME:		
1. To develop knowledge of major media characteristics 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation **4.** To understand budget allocation for a Media plan and fundamentals		
MODULE	**DETAILS**	**LECTURES**
1	INTRODUCTION TO MEDIA PLANNING	06
	1.Introduction to Media Planning	a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	
	2.Negotiation skills in Media Buying	a. Negotiation Strategies b. Laws of Persuasion	02
	3.Media planning process	a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy	06

		e. Media budgeting f. Media Buying g. Evaluation	
	3.Media Mix	Factors Affecting Media Mix Decision	**02**
	4.Media Measurement	a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice	**06**
	5.Sources of media research	a. Nielson Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa	**06**
	6.Selecting suitable Media option (Advantages and disadvantages)	a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising	**04**
	7.Media Buying	a. Newspapers b. Magazine c. Television d. Radio	**04**
	8.Communication mix	Communication mix	*02*
	9.Digital Media Buying	1.Buying Digital Advertising: An Overview Paid media, Owned media and Earned media). 2. Digital Sales Funnel 3. Direct buys from the websites / Impact Buys 4. Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] 5. Advertising via Premium Publishers 6. Advertising via Networks and Exchanges 7. Affiliate Network (Click bank, Commission junction, adfuncky,	**10**

		7search.com)	
		8. The Local Publishing Market	
		9. OTT Platforms	
		10. Influencers Marketing or social media influencers	
		11. Content advertising	
		12. Native advertising	
		13. App installed campaign	
		14. Push notification	
		15. Google ads	
		16. Bing ads	
		17. Lead Progression	
		a. Cost per impression	
		b. Cost per click(CPC)	
		c. Cost per lead (CPL)	
		Cost per action (CPA) or pay per action (PPA)	
		d. cost per conversion or Revenue sharing or cost per sale.	
		TOTAL NUMBER OF LECTURES	**48**

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. **PROF.DR. HANIF LAKDAWALA (CONVENER)**
2. **PROF DEEPALI MANJREKAR (SUBJECT EXPERT)**
3. **PROF SANGEETA MAKKAD (SUBJECT EXPERT)**

GUIDELINE FOR INTERNALS:

Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and city to be given by the faculty.

a. Six hours workshop on Media scheduling software conducted by industry practitioner

b. Two case studies on actual Media plans particularly "television media plan".

Reference Books and material:

Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition

2. Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

ELECTIVE 04

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING & SALES PROMOTION
COURSE CODE	BAMMC EAAS 2604
PAPER	4 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**	
BAMMC EAAS 2604	**ADVERTISING & SALES PROMOTION**	
COURSE OUTCOME:		

1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,
2. Use a framework to make effective sales promotion decisions, and
3. Adopt the necessary skills and point of view of an effective sales promotion campaign

	MODULE	DETAILS	LECTURES
1	**1. INTRODUCTION**		10
	1. Introduction	a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions	
	2.Theories in Sales Promotion	a. Push promotion b. Pull Promotion c. Combination theory	
	3.The psychological theories behind sales promotion	a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low	
2	**Module III**		08
	1. Methods of consumer oriented sales promotion	a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service	
	2.Methods of Trade oriented sales promotion	a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies	

	3.Methods of sales force oriented sales promotion	a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition	
3	**Module IV**		10
	1.Study and analyse sales promotion campaign of the major brands	a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) e. Two sales promotion of any luxury brands	
4	**Module V**		08
	1. Predicting Sales Promotion Effects	a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour	
	2. Steps in Designing of sales promotion campaign	a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty	
	3. Coordination sales promotion & Advertising	a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing	
	4. Sales promotion Abuse	a. Over use b. Sales promotion trap	
	TOTAL NUMBER OF LECTURES		48

BMM BOS SYLLABUS COMMITTEE MEMBERS
   1. PROF. PRADEEP SHASHIDHARAN (CONVENER)
   2. PROF.DR. HANIF LAKDAWALA (SUBJECT EXPERT)			

ELECTIVE 05

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	**RURAL MARKETING & ADVERTISING**

COURSE CODE	BAMMC EARM 2605
PAPER	5 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMC EARM 2605	**RURAL MARKETING & ADVERTISING**

COURSE OUTCOME:

1. To introduce to Media students about the concept of Rural Marketing and Rural economy.
2. To make students to understand about Rural Environment and demography of Rural India.
3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.
4. To develop communication skills in media students and to understand Rural communication in contemporary society.
5. To help students for developing more creative skills for advertising strategies.

MODULE		DETAILS	LECTURES
1	**INTRODUCTION TO RURAL MARKETING**		**10**
	1.	Introduction, Scope and an overview of Rural Marketing. Evolution of Rural Marketing in India. Emerging trends of Rural Marketing in India.	
	2.	Rural Market Research	
	3.	Agricultural marketing: Marketing of Agricultural Produce.	
	4.	Rural Economy : Concept and characteristics of Rural Economy, Factors affecting rural economy, Basic needs of rural economy, Rural-Urban disparities and Policy interventions, Role of Agriculture in the economic development of India.	*02*
	5.	Channels of Distribution like ITC E-choupal, Godrej Adhar, HUL ,Shakti and Trade Management, Rural Retailing	*01*
2	**RURAL ENVIRONMENT**		**08**
	1.	Demography of Rural marketing- Population, Occupation Pattern, literacy rate	
	2.	Income source, Expenditure Pattern, Rural Demand and Consumption pattern, Rural Infrastructure Housing, Education, Electricity, Roads.	
	3.	Understanding Rural Consumer Behaviour: Rural Society- Demographic Sociological, cultural perspective and lifestyle of Rural India.	
	4.	Factors affecting rural consumer behaviour- Globalization/Modernization and Technological factors	
	5.	Rural consumer V/s Urban consumers- Understanding	

3	**MARKETING MIX STRATEGIES FOR RURAL CONSUMER**		10
	1.	Rural market strategies with special reference to segmentation, targeting and positioning.	
	2.	Product and service strategies. Rural Product categories-FMCGs, Agriculture Goods and Service. Importance of Branding, Packaging and labeling.	
	3.	Pricing strategies, Promotional strategies. Segmentation, Targeting and Positioning for Rural marketing.	
	4.	Challenges and Innovative measures for Rural marketing	
4	**RURAL COMMUNICATION METHODS AND RURAL ADVERTISING**		10
	1.	Rural Communication: Meaning and scope. Communication strategies for rural market Advertising and Sales Promotion Strategies New Product launch Techniques for Rural Markets	
	2.	Different approaches of Rural communication in contemporary Rural Society- Rural radio. Community based Radio. Television. Audio Visual media.	
	3.	Rural Advertising. Meaning and definition of Advertising. Objectives of Advertising. Characteristics of Advertising. Effects of advertising on Society.	
	4.	Traditional Media- Puppetry, Dance-Drama, Rural Specific Art forms like 'Harikatha' etc. Decorated Bullock carts. Folk Theatre. Demonstration house to house. Hats and Mela. Wall paintings. Posters. Agricultural Games.	
	5.	Modern Media: Selecting Media mix- Radio. Television. Print Media. Cinema hall. Outdoor. POPs. Music Records. Study Classes.	
5	**ADVERTISING STRATEGIES FOR RURAL MARKETING**		10
	1.	Understanding Rural Consumer.	
	2.	Effective use of Language and content.	
	3.	Copy writing and creative advertisement for Rural Consumer. Designing the Message.	
	4.	Determining Communication objects. Effective use of	

| | | basic difference between Rural and Urban consumers behavior, Understanding nature of competition in Rural marketing | |

		Conventional and Non-Conventional media. Branding and Positioning.	
	5.	Case study- TATA Namak, Coco-Cola, Colgate toothpaste. Dabur Dantmanjan Tooth powder. Case study – Rural and Urban Babool Tooth Pest. Navratan Hail Oil.	

Total Lectures	48

BOS SYLLABUS SUB-COMMITTEE MEMBERS

1. **PROF. DR. PRIYADARSINI PODDAR (CONVENER)**
2. **PROF. DR. KOEL ROY CHOUDHURY (SUBJECT EXPERT)**
3. **PROF. DR. SAVITRI DHOLEY (SUBJECT EXPERT)**

INTERNALS   (The objective of internal exercise is to help the learner acquire skills)
25 MARKS

Sr. no.	Project/Assignment
01	Rural Economy and Education
02	Rural economy and government policies
03	Role of Modern Communication in Rural Economy
04	Project on contrastive advertising campaign for the same product category in rural and urban set-up.
05	Designing Advertising Campaign for rural area.
06	Designing Communication strategies for Rural Market

References:
1.Chaudhuri C.M, Rural Economics, Jaipur, Sublime Publication
2.Dutt, Rudra and Sundaram, Indian Economy, New Delhi
3.Kashyap Pradeepand Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers. ISBN: 978-81-317-6035-2
4. Dogra B. and Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill. ISBN: 81-7992-085-2
5. Krishnamacharyulu C.S.G. and Ramakrishnan Lalitha (2011), Rural Marketing Text and Cases, Pearson Education ISBN:978-81-317-3263-2
6.Agricultural Marketing in India – S. S Acharya and N L Agarwal -Oxford and IBH Publishing Co Pvt. Ltd Calcutta.

ELECTIVE 06

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	RETAILING & MERCHANDISING
COURSE CODE	BAMMC EARE 2606
PAPER	6 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	**COURSE NAME & DETAILED SYLLABUS**
BAMMC EARE 2606	**RETAILING & MERCHANDISING**

COURSE OUTCOME:
1 To introduce the students the concept of Retailing.
2 To make them understand the strategies of Retail Marketing.
3 To make the students aware about the need of retail consumers and their behavior.
4 To introduce the concept of merchandising.
5 Introducing social behavior and attitude of consumers over merchandising and Retailing.
6 Introduces students to different skills of merchandising.
7 Skills of retail communication and trends of information technology tools.

	MODULE	DETAILS	LECTURES
1	**ABOUT FEATURES**		10
	1.Introduction to the World of Retailing	Introduction to the World of Retailing	
	2.Types of Retailers,	Multichannel Retailing , Customer Buying Behaviour, Retail Market Strategy , Overview of Merchandising	
	3.Identifying and Understanding Retail Consumer:	Factors affecting retail strategies, Consumer Demographic and lifestyles,	
	4.Social Factor	Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers' actions	
	5.Formats based on Pricing	Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price retailing	
2	**RETAIL COMMUNICATION AND IT**		08
	1.Managing Communication for a Retail Store Offering:	Introduction, Objectives, Marketing Communication, Thematic Communication,	
	2.Methods of Communication	Methods of Communication, Graphics, Signage	
	3.IT for Retailing:	Information Systems, Barcoding, Retail ERP	
	4.Trends & Innovation	Analytics & Tools	
3	**INTRODUCTION TO MERCHANDISING**		10
	1.Concept of Retail Merchandising	Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers	
	2.Merchandise	Merchandise Mix, Concept of Assortment	

	Mix	Management, Merchandise Mix of Show off	
	3.Merchandise Displays	Concept of Merchandise Displays, Importance of Merchandise Displays	
	4.Space Management	Concept of Space Management, Role of IT in Space Management, Concept of Planogram	
	5.Formats based on Merchandise selection:	Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist	
4	**VISUAL AND ON-LINE MERCHANDISING**		**12**
	1. Visual Merchandising	Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising	
	2. Visual Merchandising in India	Visual Merchandising in India, Product Positioning and Visual Merchandising	
	3.Non Store Merchandising	Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising	
	4.Online Merchandising	Internet retailing/online shopping, Catalogue Management	
	5.Trends &Innovation	Analytics and Tools	
	Total Lectures		48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF. DR. PRIYADARSINI PODDAR (CONVENER) 2. PROF. YOGESH DHANJANI (SUBJECT EXPERT) 3. PROF. RAJESH NAIR (SUBJECT EXPERT)			

Reading and References:

Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild

Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan Berman, Retail Management. New Jersey, Prentice Hall

Lucas, G. H. , Retail Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication

Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.

ELECTIVE 07	
PROGRAM	**BAMMC**
YEAR	**TYBAMMC-Advertising**
SEMESTER	**VI**
COURSE:	**ENTERTAINMENT & MEDIA MARKETING**

COURSE CODE	BAMMC EAEM 2607
PAPER	07 DSE 2B (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAEM 2607	ENTERTAINMENT & MEDIA MARKETING

COURSE OUTCOME:

 1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector
2. Introducing the students to television industry and film industry.
3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.
4.Will help to know the impact of media industry on the viewers, understanding its characteristics

	MODULE	DETAILS	LECTURES
1	**INTRODUCTION TO MARKETING**	• What is marketing? • Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the phenomenon • 7 Ps • Brand Basics • Case Studies	*06*
2	**LATEST ENTERTAINMENT MARKETING STRATEGIES**	• Integrated Marketing Communications • Experiential Marketing • Advertiser Funded Programing • Why Entertainment Marketing? • The Scope and Growth of Entertainment Marketing Practice • The Effect of Entertainment Marketing on Consumers	*06*
3	**OVERVIEW OF INDIAN MEDIA INDUSTRY**	• Explore various media in terms of size and impact • Media characteristics • Compare various media • Opportunities for cross-promotions	*08*

4	MARKETING IN TELEVISION INDUSTRY	• Structure and function of TV • Terminology used in TV • TV Planning, Marketing • Future trends in TV • Maintaining aggressive promotion and packaging approach for all programmes. • Hold on to the leadership position in prime time slot through timely innovations based on audience feedback. • Expand the market by launching programmes that are relatable to all generations' audience. • Advertisement of programmes by print media • Celebration of festivals • Broadcasting famous TV show for full day	*08*
5	NICHE MARKETING	• Niche TV and there marketing strategies (Sports TV, Lifestyle TV, Kids TV, Regional TV)	*02*
6	MARKETING IN FILM INDUSTRY	• Marketing and Distribution Structure of films (Domestic and International) • Create Film Marketing Plan. • Research for reach to target market. • Set up marketing schedule. • Film marketing budget. • Designing EPK (Electronic Press Kit)	06
7	MARKETING IN ONLINE AND SOCIAL MEDIA	• Strategy and Case studies of social media marketing in India. • **Using Social Media Marketing For Entertainment Industry** • *YouTube Marketing For Entertainment Industry* • *Facebook Marketing For Entertainment Industry* • *Instagram Marketing For Entertainment Industry* • **Launch Trailers, Teasers, Snippets** • **Keep Sharing Across Social Media Platforms** • **Actively Engage With Your Audience** • **Post A Variety Of Content** • **Capitalize On The Power Of IGTV**	06
	8.MARKETING IN RADIO INDUSTRY	• Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies • Strengths of Radio in Communicating a Message niche market and listening	*06*

		demographic
		• Variety of promotional activities by Radio stations
		• Radio advertising works as an everywhere medium
		• Cost-effectiveness of advertising on radio

Total Lectures	48

BOS SYLLABUS SUB- COMMITTEE MEMBERS	
1. Gajendra Deoda (Convener) 2. Priyanka Khanvilkar (Subject Expert) 3. Atul Ketkar (Industry Expert)	

INTERNALS	25 MARKS
Group presentations that will explore both product build and marketing campaigns.	

Recommended Readings:

The Insider's Guide to Independent Film Distribution by Stacey Parks

The Complete Independent Movie Marketing Handbook by Mark Steven Bosko

Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich

Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk

Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John

Durie, Annika Pham and Neil Watson

ELECTIVE 08

PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	TELEVISION PROGRAM PRODUCTION
COURSE CODE	BAMMC EATP 2608
PAPER	8 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EATP 2608	TELEVISION PROGRAM PRODUCTION
COURSE OUTCOME:	

1. Making Understand the Indian Television History.
2. Will help to analyse the cultural impact of television on the audience.
3. Understating Television Journalism.
4. Introducing the Contemporary Trends of Television programming to students.
5. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television.

MODULE	DETAILS	LECTURES
1	**TELEVISION IN INDIA**	10
	News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel	
2	**FORMATS AND TYPES OF TV PROGRAMMES**	08
	Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots	
3	**TELEVISION NEWS GATHERING**	10
	The Camera - News for TV Finding the Story and Sources Packaging Ethical issues in TV Journalism	
4	**PRESENTING REALITY IN TV**	10
	News/Debates/ Opinions Breaking News Interviews The Soap Constructing Reality in Reality shows	
5	**CONSUMING TELEVISION**	10
	SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on	
Total Lectures		**48**
SYLLABUS DESIGNED BY: **1.Gajendra Deoda (Convener)** **2.Priyanka Khanvilkar (Subject Expert)** **3.Atul Ketkar (Industry Expert)**		
Indicative Reading List Boyd, Andrew. Broadcast Journalism, Oxford. • Broughton, Iry. Art of Interviewing for Television, Radio &Film, Tab Books Inc.1981. • Kumar, Keval J. Mass Communication in India, Jaico Publishing House. • Lawrence Lorenz, Alfred andVivian John. News Reporting and Writing, Pearson Education. • Mankekar, Purnima. Screening Culture, Viewing Politics: An Ethnography of Television, Womanhood, and Nation in Postcolonial India, Duke University Press Books, 1999. • Trevin, Janet, Presenting on TV and Radio, Focal Press. • Yorke, Ivor, Television News (Fourth Edition), Focal Press.		

***********The End*********