

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal
College of Commerce & Economics (AUTONOMOUS)**

Name of Subject- Mass Media



**Shri Vile Parle Kelavani Mandal's
MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE &
AMRUTBEN JIVANLAL COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS)**

*NAAC Reaccredited 'A' grade, CGPA: 3.57 (February 2016),
Granted under RUSA, FIST-DST & -Star College Scheme of DBT, Government of
India,*

Best College (2016-17), University of Mumbai

**Affiliated to the
UNIVERSITY OF MUMBAI**

Program: Bachelor of Mass Media

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal
College of Commerce & Economics (AUTONOMOUS)**

Name of Subject- Mass Media

PROGRAMME SPECIFIC OUTCOMES (PSO'S)

On completion of the B.A.M.M.C/ B.M.M., the learners should be enriched with knowledge and be able to-

PSO 1 : Apply the knowledge of Media theories in Media Sector

PSO 2 : Know the structure and importance of Indian Media

PSO 3 : Understand the concept of New Media and Media Convergence and its implications

PSO 4 : Develop industry knowledge required to make a career in the field of print and **PSO**

PSO 5 : Advertising, Digital Marketing, Television media, Film etc.

PSO 6 : Train for software knowledge required in the above-mentioned Industries

PSO 7 : Enhance communication and language skills with particular reference to Media communication

PSO 8 : Using critical thinking to achieve efficiency in oral skills

PSO 9 : Develop structural and analytical reading, writing and thinking skills

Preamble

Mass Communication as a discipline that has undergone an unprecedented change during the past few decades. The change was mainly caused by the process of liberalization, privatization, technological advancement and globalisation. There is need for professional skills that will help students succeed in the media industry. There is need to enhance important skills such as research aptitude, critical thinking, verbal and presentation skills during the course.

The undergraduate level three-year program enhances the skills of the students who want to venture in the field of media— such as radio, television, film, newspapers, magazines, books, mainstream music etc.

The course is divided into six semesters over a period of three years. The first two semesters are dedicated to ensure that the students build strong foundation in the field of Humanities with subjects like Political Science, World Literature, Sociology etc. The semester in the second year encourages students to understand the different strands of the media. There are papers on Film Appreciation, Journalism, Advertising, Public Relations among others that expose the students to the working of these different areas.

The third year focuses on the core areas of the media ensuring that students learn the impact media creators have on forming public opinion. Students are introduced to key media theorists and their theories. They learn the tools for studying public opinion on key issues like policies, war, terrorism, status of women and marginalized societies. The program also provides basic components of news writing and reporting and familiarizes students familiarizing them with the news publishing process.

Moreover, they are also introduced to key elements of the Brand, namely its identity, position in the market and personality. They are equipped to understand the nature and behaviour of consumers at large display. It teaches how to grasp consumer's psychological determinants and their decision-making process. With this knowledge, future marketers and strategists can implement targeted advertising intended for purchase.

This program aims to provide an understanding of big media conglomerates and the role of Media on a global scale. It further introduces conflicts that exist globally and the critical literacy for navigating the internet skillfully. The program comprises of theory as well as practical training in the form of projects, assignments etc. Also, internship forms a significant component of the course that candidates need to take up usually in the third year.

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Evaluation Pattern

The performance of the learner will be evaluated in two components. The first component will be a Continuous Assessment with a weightage of 25% of total marks per course. The second component will be a Semester end Examination with a weightage of 75% of the total marks per course. The allocation of marks for the Continuous Assessment and Semester end Examinations is as shown below:

a) Details of Continuous Assessment (CA)

25% of the total marks per course:

Continuous Assessment	Details	Marks
Component 1 (CA-1)		15 marks
Component 2 (CA-2)		10 marks

b) Details of Semester End Examination

75% of the total marks per course. Duration of examination will be two and half hours.

Question Number	Description	Marks	Total Marks
Q-1	A. Theory question or Application based	15 Marks	
Q-2	A. Theory question OR B. Theory question	15 Marks 15 Marks	
Q-2			
Q-3	A. Theory question OR B. Theory question	15 Marks 15 Marks	
Q-3			
Q-4	A. Theory question OR B. Theory question	15 Marks 15 Marks	
Q-4			
Q-5	Short Notes (Any 3 out of 5)	15 Marks	
	Total	75 Marks	

Signature

Signature

Signature

HOD

Approved by Vice –Principal

Approved by Principal

**SVKM's Mithibai College of Arts, Chauhan Institute of Science & Amrutben Jivanlal
College of Commerce & Economics (AUTONOMOUS)**

Name of Subject- Mass Media

Program: Third Year Bachelor of Mass Media				Semester : V	
Course : Journalism and Public Opinion				Course Code: UAMABMM501 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					
<u>Learning Objectives:</u>					
<ul style="list-style-type: none"> • To assess the importance of the media vis-a-vis the public • To project a fair idea of the role of the media in creating and influencing Public Opinion 					
<u>Course Outcomes:</u>					
<ul style="list-style-type: none"> • To analyse the impact of the media and public opinion on socio political issues 					
<u>Detailed Syllabus: (per session plan)</u>					
Unit	Description				Duration
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, diversities and biases within the media				04 lectures

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Name of Subject- Mass Media

2	Media theories and their understanding of Public Opinion Walter Lippman - Modern Media and Technocracy Paul Lazarsfeld - Research, Two Step Flow of Information Noam Chomsky - Manufacturing Consent, Selective Perception, Propaganda Model Agenda Setting Vs Uses and Gratifications	10 lectures
3	Media and Political Opinion: Coverage of Political Parties, Personalities and General Elections by national and international media; media biases Use of Media for election campaigns; Democrats in U.S.A.; BJP in India	06 lectures
4	Media shaping opinion with respect to government's policies (reference to India): Nuclear policy; Economic policy; Current Foreign Policy	06 lectures
5	Role of Media in shaping public opinion during conflicts Vietnam War; Bangladesh Crisis 1971; Kargil conflict; Gaza Crisis 2008-09; 2014	10 lectures
6	How Public Opinion can translate into Public participation: Arab Spring - Tunisia; Libya; Egypt; Syria- role of social media	06 lectures
7	War on international terrorism - media coverage Islamic State (IS); Al-Qaeda; Taliban	04 lectures
8	Internal Conflicts and Media coverage: Post Kargil insurgency National media vis-à-vis regional media in India's North East - Manipur, Nagaland Bodo conflict	06 lectures
9	Portrayal of Women's issues in media - gender violence, rape, sexual assault, domestic violence; Nirbhaya case, Shakti Mills, Mathura rape case & other contemporary cases.	04 lectures
10	Media Coverage of Marginalised sections of Society: Perspective from Above' [Ignoring the marginalised] Dalits; Tribals; reservation; displacement, Forest Rights Act	04 lectures

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Name of Subject- Mass Media

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		
Reference Books: Deepa Viswam, (2010), Role of Media in Kashmir Crisis, Gyan Publishing house Tekwani Shyam, (2008), Media and Conflict Reporting in Asia, AMIC Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge Kak Manju, Tripathy Prajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House		
Any other information :		
INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)		75 MARKS
Duration: 2 ½ hours		

Signature/s
(Prepared by Concerned Faculty/HOD)

Signature
(Approved by Vice -Principal)

Signature
Principal

Program: Third Year Bachelor of Mass Media				Semester : V	
Course : REPORTING AND EDITING				Course Code: UAMABMM502 A	
Teaching Scheme				Evaluation Scheme	
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To enable students understand basic ethos of news and the news-gathering process
- To prepare them to write or present the copy in the format of news
- To train them to acquire news-gathering skills with traditional as well as modern tools

Course Outcomes:

- As an important segment of newspaper production, editing is a vital function.

The syllabus lays stress on language skill improvement

- It aims at orienting students to gain more practical knowledge in the print media scenario as well as writing for editions of papers

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	News Gathering A) How do reporters gather news Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programmes. Incident/On the spot coverage B) Sources	04 lectures

	<p>Primary & Secondary Official & Unofficial or Hidden or Confidential Off the record sources/Self Developed sources Role of anonymous sources Reliability and confidentiality of sources</p>	
2	<p>News-writing How to write a news story Construct the news- Intro, Dateline, Credit-line, Body-text Inverted Pyramid style as the basic requirement Use of news parlance. Use of verbs, adjectives, comment Follow-up Story</p>	10 lectures
3	<p>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 & Courts, Politics, State Administration, Transport (Road, Rail, Waterways and Aviation), Infrastructure, Education, Health, Entertainment, Defence New upcoming beats: Community, Women & Child welfare, Technology, Science & Environment, Youth & Career, Consumer</p>	04 lectures

4	<p>Importance of New Tools in the hands of Reporters RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover The use/misuse of these tools, Authenticity and credibility of these tools. Significance of pictorial/graphic element and support to your news story or any such extra audio-visual material supporting your story. Can it add value, efforts to get hold of it, can it have negative impact.</p>	06 lectures
5	<p>Investigative Journalism History of Investigative Journalism in the world and India. How to cover an investigative story, Do's and don'ts. The Role of Investigative Reporters in bringing about change in the respective establishments/society or the system. Limitations/Obstacles in covering an investigative story. Role of Whistle Blowers and also news tools. Sting Operations.</p>	08 lectures
6	<p>Ethical Issues in reporting/Credibility of Reporters. Yellow Journalism and its comparison with other forms. Privileges/Extra powers to Reporters. Myth or Reality? Imminent Dangers or threats in Reporting.</p>	08 lectures
7	<p>Case Studies Watergate Scandal, Tehelka - West End Deal Sting, Bofors Gun scandal, Nira Radia Case, 2 G Scam, Anna Hazare Movements Coverage, Maharashtra Irrigation Scam, 26/7 deluge in Mumbai and 26/11 Mumbai Terrorist Attack (coverage of disasters)</p>	06 lectures

	The Case studies are to be studied in the light of coverage done by reporters.	
8	Covering different writing styles, writing for broadsheet and tabloids, e papers and improving language skills. Commonly made mistakes Rewriting news. Holistic composition with general rules regarding editing. Familiarising national, international abbreviations, local usages, etc.	06 lectures
9	Justification of news placements. Beat speciality in writing news. Art of writing headlines. Types of headlines, strap lines, sub-headlines and slugs. Difference between Headline writing for broadsheets and tabloids. Layout and design. Different types of layouts.	04 lectures
10	Organisation and hierarchy chart for editorial department and functions at each level Photo and visual selection, writing captions, ethics for visuals Case Studies: a. Tabloid- Mumbai Mirror, Sandhyakal (Marathi)/Mumbai Chapter b. Broadsheet- Times of India, Asian Age c. Broadsheet (Regional): Lokmat d. International tabloid- The Sun e. International Broadsheet: The Washington Post	04 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		
Reference Books:		
<ol style="list-style-type: none"> 1. Modern Newspaper Editing, Gene Gilmore 2. Modern News Editing, Mark Ludwig 3. Newspaper Writing and Editing, Willard Grosvenor 4. Newspaper Layout and Editing, Ole Munk and Major Ribergard 		
Any other information :		

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

Signature

Signature
Principal

Program: Third Year Bachelor of Mass Media				Semester : V	
Course : BRAND BUILDING				Course Code: UAMABMM503 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To study the concept of Brands
- To study the process of building brands

Course Outcomes:

- To study its importance to the consumer and advertisers

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Brand • Definition • Importance of branding • Difference between Brand and Product • Process of branding	06 lectures

2	<p>Brand Identity</p> <ul style="list-style-type: none"> • Core Identity • Extended Identity • Brand Identity Traps 	06 lectures
3	<p>Brand Positioning</p> <ul style="list-style-type: none"> • Definition • Importance of Brand Positioning • Perceptual Mapping 	06 lectures
4	<p>Brand Personality</p> <ul style="list-style-type: none"> • Definition • The importance of creating Brand Personality • Attributes that affect Brand Personality • Factors that affect Brand Personality • Brand Personality Models (Relationship Model, Self-Expressive Model, Functional Benefit Model) • The Big Five • User Imagery 	06 lectures
5	<p>Brand Leverage</p> <ul style="list-style-type: none"> • Line Extension • Brand Extension • Moving Brand up/down • Co-branding 	06 lectures
6	<p>Branding Strategies</p> <ul style="list-style-type: none"> • The three perspective of Brand Strategic customer analysis • Completion self-analysis • Multi Product Branding • Multi Branding • Mix Branding • Brand Licensing • Brand Product Matrix • Brand Hierarchy • Brand Building Blocks 	06 lectures

7	Brand Repositioning <ul style="list-style-type: none"> • Meaning • Occasion of use • Falling sales • Making the brand contemporary • New customers • Changed market conditioning • Differentiating brands from competitors 	04 lectures
8	Brand Equity <ul style="list-style-type: none"> • Definition • Step in creating Brand Equity • Awareness • Perceived Quality • Brand Association • Brand Loyalty • Other Brand Asset 	06 lectures
9	Brand Equity Management Models <ul style="list-style-type: none"> • Brand Equity Ten • Y & R (BAV) • Equi Trend • Interbrand 	07 lectures
10	Brand Building Imperative <ul style="list-style-type: none"> • Co-ordination across organisation • Co-ordination across media • Co-ordinating strategy & tactics across markets 	07 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		

	Not Applicable	--
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Text Books:

Reference Books:

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. Brand positioning – Strategies for competitive advantage – Subroto Sengupta
5. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
6. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman - (this is purely on social media)

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)	25 MARKS
Component 1: Assignment/ Project	10 marks
Component 2: Group Work/ Presentation	15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours 75 MARKS

Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

Signature
Principal

Program: Third Year Bachelor of Mass Media				Semester : V	
Course : CONSUMER BEHAVIOUR				Course Code: UAMABMM504 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To understand role of marketing in influencing consumer behaviour
- To analyze the role of marketer & the consumer in advertising

Course Outcomes:

- To sensitize the students to the changing trends in consumer behaviour

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Introduction to Consumer Behaviour • Concepts • Need to study Consumer Behaviour • Factors influencing Consumer Behaviour • Changing Trends in Consumer Behaviour	10 lectures

2	<p>Consumer Behaviour & Marketing</p> <ul style="list-style-type: none"> • Marketing Segmentation - VALS • Components, Process of Marketing Communication • Message • Persuasion - Need & Importance, ELM, Appeal 	10 lectures
3	<p>Relevance of Perception & Learning in Consumer Behaviour</p> <ol style="list-style-type: none"> a. Concepts, Elements in Perception, Subliminal Perception b. Learning 	06 lectures
4	<p>Elements of Consumer Learning • Cognitive Theory – Social Learning • Behavioural Learning – Classical, Instrumental Theory</p>	06 lectures
5	<p>Psychological Determinants & Consumer Behaviour</p> <ol style="list-style-type: none"> a. Motivation – Needs, Types, Theories – Role of Motivation in Consumer Behaviour b. Personality & Attitude – Theories of Personalities & its application - Freudian, Trait, Jungian, Self-concept c. Formation of Attitude <ul style="list-style-type: none"> • Theories & its relevance in Consumer Behaviour • Cognitive Dissonance • Tricomponent • Changing attitude in Consumer Behaviour 	10 lectures

6	Social& Cultural aspects of Marketing & its impact on Consumer Behaviour • Family • Social Stratification – Class, Age, Gender • Group – Reference Group • Culture – Sub-Culture • Changing Indian Core Values	09 lectures
7	Consumer Decision Making • Process • Models • Levels • Opinion Leaders & Consumer Decision Making Adoption & Diffusion Process	09 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

Reference Books:

1. Leon G. Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour, Prentice Hall 2014
2. David L. Loudon, Albert J. Dello Bitta – Consumer Behaviour, Mcgraw – Hill 1993
3. Max Sutherland & Alice K Sylvester – Advertising & the mind of the consumer, Kroger, Page 2000
4. S. Ramesh Kumar – Consumer Behaviour & Branding, Pearson Education India, 2009
5. Satish K. Batra – Consumer Behaviour, Test & Cares, Excel Books India, Jan 2009

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Signature/s
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Signature
Principal

Program: Third Year Bachelor of Mass Media				Semester : V	
Course : Internet Issues and Global Media				Course Code: UAMABMM505 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
	Nil	Nil	2	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To help students understand the difference in the role and structure of the media across the globe.
- To develop an understanding of the hold of media conglomerates and the issues of cultural differences

Course Outcomes:

- To help students appreciate the potential of media in resolving conflicts.

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	EVOLUTION OF GLOBAL MEDIA North - South Divide, Imbalance in Global flows NWICO, MacBride Commission, Failure of NANAP Global Media Conglomerates, parachute journalism and embedded journalism Post Truth and avalanche of fake news Information Disorder	06 lectures

2	<p>MEDIA PROFILES, ISSUES AND ANALYSIS</p> <p>Contemporary Role of Global News Agencies</p> <p>Media in Europe</p> <p>Media in USA and Australia</p> <p>Media in Russia</p> <p>Media in Africa: talking drums; community radio</p>	06 lectures
3	<p>MEDIA PROFILES, ISSUES AND ANALYSIS</p> <p>Media in China</p> <p>Media in Japan</p> <p>Media in North Korea</p> <p>Media in Singapore</p> <p>Media in the Middle East and Role of Aljazeera</p> <p>Media in Malaysia</p>	06 lectures
4	<p>CONFLICT RESOLUTION</p> <p>Changing nature of conflict</p> <p>Media driver of peace or driver of conflict</p> <p>The shifting media landscape, Challenges for independent media</p> <p>The role media can play in conflict resolution and peace promotion</p> <p>Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka</p>	06 lectures
5	<p>MEDIA INFORMATION LITERACY</p> <p>Five Laws of MIL</p> <p>MIL and youth radicalization in cyberspace</p> <p>Preventing violent extremism</p> <p>MIL to tackle social polarization of Europe</p> <p>Encryption / Cryptography media communication landscape</p>	06 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	30 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

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Any other information :		
INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Program: Third Year Bachelor of Mass Media				Semester : V	
Course : AD DESIGN AND NEWSPAPER LAYOUT				Course Code: UAMABMMP56 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	Practical 100 marks	
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To make students understand the process of planning & production of advertisement

Course Outcomes:

- This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper-magazine making

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	1. Understanding Design: Design as a language of emotions/Communication <ul style="list-style-type: none">• Introducing to students to: Elements of design (as vocabulary). Point/Line/Shape/Tone/Colour/Texture• Introducing to students to: Principles of Design: (grammar of design Language) Proportion/Contrast/Harmony/Balance/Rhythm/Unity• Introducing students to the Rules: Gestalt principles	06 lectures

	<p>Proximity/Closure/Similarity/Continuation/Figure & ground</p> <p>2. Introduction to colour- colour harmonies</p> <p>3. Introduction to Illusion- Principles and elements of design</p>	
2	<p>Introduction to Typography/Calligraphy</p> <ul style="list-style-type: none"> • Typefaces, Fonts; Measures, leading, kerning, tracking, units etc. • Classification of typefaces: Serif/Sans Serif/Decorative etc. • Combination of Typefaces/To achieve contrast & harmony/Alignment 	10 lectures
3	<p>Word expression, Logo designing</p> <ul style="list-style-type: none"> • Logo unit: Understanding Logo as a company face/Brand identity/Character/Class • Elements of Logo: Shape/Typeface/Treatment/Colours/Symbol or symbolism used to fulfil the impression. • Tagline: typeface/alignment/placement etc. 	06 lectures
4	<p>Introduction to Graphic Principles</p> <ul style="list-style-type: none"> • Introducing how Contrast, Balance, Harmony work in overall organized look of a paper • Visual path in a picture & Visual syntax 	06 lectures

<p>5</p>	<p>Introduction to the Types of Layout, Layout designing</p> <ul style="list-style-type: none"> • Modular/Brace/Contrast & Balance • Adaption of one layout over other for a purpose • Types of Layout: All text/Text dominant/Picture dominant/Picture window • Stages of Layout: Thumbnail sketches/Rough layout/Finished rough/Comprehensive 	<p>08 lectures</p>
<p>6</p>	<p>Analysing the newspaper from layout point of view</p> <ul style="list-style-type: none"> • Understanding parts of newspaper; Style Book • Total Page Concept (TPC) • Terminology, Regulars, Weekly columns, Supplements, • Headline, Deck, Kicker - Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind each part • Errors: Orphan, Widow, Dog legging etc. 	<p>06 lectures</p>
<p>7</p>	<p>Introduction to Quark Express/InDesign</p> <ul style="list-style-type: none"> • Runaround, Inset, Box colour & Tone, Frame, Linking • Shortcuts & keys, • Style Sheets, Colour palate, Measurement bar 	<p>04 lectures</p>
<p>8</p>	<p>Introduction to Art direction for diff media: Role of an Art Director</p> <ul style="list-style-type: none"> • Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/Printing Q/Life/ reading habits etc. • Outdoor & indoor ad: Time available for reading/spotting frequency etc. • Transit ad: Psychology & mind-set of the TA/State of mind at the spot etc. • TVC/Radio: Advantage of Music/Voice modulation etc., Demonstration on TV • Web ad: Advantage of pop up/Key word SEO etc. 	<p>06 lectures</p>

	<ul style="list-style-type: none"> • Direct mailers: Advantage of prior knowledge/prior relation etc. 	
9	11. Campaign planning: Rest of the lectures in guiding the students through developing the campaign	04 lectures
10	12. Introduction to the process of Idea generation (Brainstorming/Mind-mapping) Understanding Brand (Brand building) Understanding TA's favourite place, shows, reading (Media research/planning) Understanding buying motives/habits/influences (Consumer behaviour) Understanding product/Market (demo-psycho)/Client/deriving message/Creative brief Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above Layout stages & final design	04 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		

	Not Applicable	--
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Text Books:

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Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)	25 MARKS
Component 1: Assignment/ Project	10 marks
Component 2: Group Work/ Presentation	15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours 75 MARKS

Program: Third Year Bachelor of Mass Media				Semester : VI	
Course : ENVIRONMENTAL CONCERNS AND CONTEMPORARY ISSUES				Course Code: UAMABMM601 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To understand and analyse some of the present day environmental, political, economic and social concerns and issues
- To highlight the importance of human rights and its implementation in India

Course Outcomes:

- To understand the present day problems and challenges and its implications on development

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Ecology and its related concerns <ul style="list-style-type: none">• Climate change and Global warming- causes, consequences and remedial measures• Deforestation- causes, consequences and remedial measures• Costal regulatory Zone- need and importance, CRZ Act• Sustainable development- concept, need and significance• Movements related to environmental protection	10 lectures

2	<p>Human Rights</p> <ul style="list-style-type: none"> • UDHR and its significance • CRC and CEDAW • DRD 	10 lectures
3	<p>Legislative measures with reference to India</p> <ul style="list-style-type: none"> • Women: Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013 • Child: Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000 • Education: Right to Education Act 2009 • Health: National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003, Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004 	10 lectures
4	<p>Political concerns and challenges</p> <ul style="list-style-type: none"> • Crime and Politics • Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill • Whistle Blowers- Whistle Blowers protection act 2011 • Anti- State violence- Naxalism and its Impact • Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue, AFSPA and its impact • Terrorism- causes, consequences and remedial measures 	10 lectures

5	Economic development and challenges <ul style="list-style-type: none"> • The Role of MIDC in the economic development of Maharashtra • Special Economic Zone: Its role and significance in Maharashtra • Food Security Act 2013 • Agrarian issues: rural indebtedness, farmers' suicides and its implications 	10 lectures
6	Social development and challenges <ul style="list-style-type: none"> • Tribal Issues: Marginalisation of the Tribals, Forest Rights Act, Land Acquisition Act • Police reforms: Problems faced by Police and the Need for Reforms • Illegal immigration from Bangladesh: Challenges and impact • Developmental Issues: Displacement and rehabilitation 	10 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

Reference

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.

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

Signature

Signature
Principal

Program: Third Year Bachelor of Mass Media				Semester : VI	
Course : DIGITAL MEDIA				Course Code: UAMABMM602 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- Understand digital marketing platform
- Understand the key goals and stages of digital campaigns
- Understand the use of key digital marketing tools

Course Outcomes:

- Learn to develop digital marketing plans

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	INTRODUCTION TO DIGITAL MEDIA Understanding Digital Media, Principles, Key Concepts, Evolution of the Internet, Traditional v/s Digital	06 lectures

2	<p>SEARCH ENGINE OPTIMIZATION (SEO)</p> <p>a. What are Search Engines?</p> <ul style="list-style-type: none">• Types of Search Engines• How Search Engines work and how they rank websites based upon a search term? <p>b. Introduction to SEO and what it involves</p> <ul style="list-style-type: none">• What is the importance of search for websites?• What are the areas of operation for Search Engine Optimization Professionals?• How do you search for the right keywords that will help bring in the most traffic? <p>c. What is On-Page Optimization?</p> <ul style="list-style-type: none">• Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, What are Meta Tags, Redirection Tags <p>d. What is OFF-Page Optimization?</p> <ul style="list-style-type: none">• What are Backlinks? How to Get Backlinks?• What is Google Page Rank? How to Increase Page Rank? <p>e. Search Engine Algorithms: What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, Why a Search Engine penalizes a Website, Google Panda Update</p>	16 lectures
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3	<p>SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs • Using Facebook: What Can You Do With Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application/Widget, Linking with YouTube, Creating Events, Building content calendar • Using Twitter: Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management Keyword Research Hashtags & Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex • Using LinkedIn: Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups <ul style="list-style-type: none"> • Using Blogs: How Blogging can be used as a tool 	16 lectures
4	<p>TOOLS & TRENDS</p> <ul style="list-style-type: none"> • Key terms and concepts • Web analytics • Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging 	02 lectures
5	<p>FEATURES OF A WEBSITE</p> <ul style="list-style-type: none"> • Homepage • Links • Navigation • Multimedia 	04 lectures

6	CONTENT WRITING • Blog • Twitter • Mobile	05 lectures
7	NEW CHALLENGES Cyber Crime and Challenges of the new media	05 lectures
8	CYBER LAWS • Information Technology Act • Copyright • Ethics • Digital Security	06 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--

Text Books:

Reference

1. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
2. Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
3. Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
4. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
5. Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000
6. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990.

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

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Principal

Program: Third Year Bachelor of Mass Media				Semester : VI	
Course : DIRECT MARKETING				Course Code: UAMABMM603 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To understand the concept and importance of Direct Marketing

Course Outcomes:

- To understand the various techniques of direct marketing and its advantages

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	INTRODUCTION TO DIRECT MARKETING <ul style="list-style-type: none">• Meaning and Introduction to Marketing• Traditional Versus Direct Marketing Techniques	04 lectures

<p>2</p>	<p>BASICS OF DIRECT AND INTERACTIVE MARKETING</p> <ul style="list-style-type: none"> • Meaning, Definition, Importance of Direct Marketing • Advantages and Disadvantages of Direct Marketing • Approaches of Direct Marketing • Reasons for the growth of Direct Marketing • Economics of Direct Marketing <ul style="list-style-type: none"> • 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention 	<p>10 lectures</p>
<p>3</p>	<p>CUSTOMER RELATIONSHIP MANAGEMENT</p> <ul style="list-style-type: none"> • What is Customer Relationship Management (CRM) • Importance of CRM • Planning and Developing CRM • Customizing Products to different needs • Studying the customers mix and Managing the Key customers • Relationship Marketing - Customer Loyalty 	<p>10 lectures</p>
<p>4</p>	<p>DATABASE MANAGEMENT - RESEARCH/ANLYSIS AND TESTING</p> <p>4.1 Database Management Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management</p> <p>4.2 Direct Marketing Strategies Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget</p>	<p>12 lectures</p>

	<p>4.3 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</p> <p>4.4 Direct Marketing Analysis List Selection, Prospecting, Market Segmentation, Product Customization Response Modelling 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</p>	
5	<p>DIRECT MARKETING AS AN INTEGRAL PART OF INTEGRATED MARKETING COMMUNICATION</p> <ul style="list-style-type: none"> • Meaning, Introduction of IMC • Role of IMC in the Marketing Process • Relationship of IMC with Direct Marketing • Importance of IMC, Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc. • Person to person, Group Selling, Direct Mail • Direct response Television (DR-TV) • Direct Response Print Advertising • Catalogues, Inserts, Videos, E-mail, Trade shows 	10 lectures

6	FUTURE OF DIRECT MARKETING SENARIO Growth of Direct Marketing in future, Indian and Global Perspective in Direct Marketing	07 lectures
7	DIRECT MARKETING CASE STUDY Product offering, re-generation, database management and methodology	07 lectures

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

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.

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Program: Third Year Bachelor of Mass Media				Semester : VI	
Course : MEDIA LAWS				Course Code: UAMABMM604 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To provide a perspective on the legal environment in India

Course Outcomes:

- To analyse the impact of the media and legal issues

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	The importance and the relationship between Self-Regulation, Ethics and the Law	02 lectures

2	<p>Press Council of India</p> <ul style="list-style-type: none"> • Its organisational structure, functions, history and rationale behind its establishment • Powers – the debate over punitive powers • PCI’s intervention in cases of communal rioting and protection of Press freedom • Code of conduct for journalists • Comparison with the News Broadcasting Standards Authority (NBSA) 	04 lectures
3	<p>Laws regulating the media</p> <ul style="list-style-type: none"> • Laws related to freedom of the Press – Article 19 clause (1) subclause (a) of Indian Constitution and how it guarantees freedom of the press • Clause 2 of article 19 and reasonable restrictions • Defamation –sections 499,500 • Contempt of Courts Act 1971 • Public Order – sections 153 A&B, 295A, 505 • Sedition (124A) • Obscenity (292,293) 	10 lectures
4	<p>Article 21 of the constitution and Right to Privacy</p> <ul style="list-style-type: none"> • Right to Privacy versus Right to Know • Right to Information Act 2005 • Official Secrets Act and conflict with RTI • Whistle Blowers Protection Act 2011-Implications and challenges 	10 lectures

5	<p>Introduction to laws connected with internet</p> <ul style="list-style-type: none"> • Information Technology Act 2000 and the amendment Act of 2008 Study of Section 66 and 67 of the Act that govern publishing of material on the internet • The Question of Net Neutrality and its relevance in Media 	04 lectures
6	<p>Copyright Act 1957 A Discussion on Intellectual Property Rights in the context of changing global environment Contempt of Parliament Press and Registration of Books Act The role of Prasar Bharati for advertisements in Public Broadcast Services</p>	08 lectures
7	<p>Laws pertaining to Media</p> <ul style="list-style-type: none"> • Drugs & Cosmetics Act • Drugs & Magic Remedies (Objectionable Advertisements) Act • Drugs Price Control Act • Emblems & Names (Prevention of Improper Use) Act • Indecent Representation of Women's Act • Intellectual Property Rights • Trademarks Act • Patents Act 	10 lectures
8	<p>Unfair Trade Practices & the Competition Act 2002 (False Promises, Incomplete Description, False & Misleading Comparisons, Bait & Switch offers, Visual Distortions, False Testimonials, Partial Disclosures, and Small print Clarifications)</p>	04 lectures

<p>9</p>	<p>Consumer Protection: Government initiatives including Standardization, Consumer Laws and Non- Government initiatives</p> <ul style="list-style-type: none"> • Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO • International Bodies- ISO, FDA, CMMI, Six Sigma & CE • Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds) • Essential Commodities Act 1955 • Consumer protection Act 1986 • Standards of Weights & Measures Act • Standards of Weights & Measures (Packaged Commodities) Act • Prevention of Food Adulteration Act • CGSI • CFBP • CERC • Grahak Panchayat 	<p>06 lectures</p>
<p>10</p>	<p>Bodies helping to maintain a Code of Ethical conduct in Media:</p> <ul style="list-style-type: none"> • ASCI • AAAI • BCCC • IBF • CENSOR BOARD FOR FILMS 	<p>02 lectures</p>

	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		
<p>References</p> <ol style="list-style-type: none"> 1. Laws of the Press by Durga Basu; 1996; Prentice Hall of India 2. Facets of Media Law by Madhavi Goradia Divan, Eastern Book Company 3. P. B. Sawant & P.K. Bandhopadhyaya- Advertising Laws & Ethics - Universal Law Publishing Co. 4. Vidisha Barua, Press & Media: Law Manual- Universal law Publishing Co. 5. Cyber Law Simplified - Vivek Sood Tata McGraw Hill 		
Any other information :		

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

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Principal

Program: Third Year Bachelor of Mass Media				Semester : VI	
Course : MEDIA PLANNING AND BUYING				Course Code: UAMABMM605 A	
Teaching Scheme			Evaluation Scheme		
Lecture (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment and Evaluation (CAE) (Marks - _____)	Term End Examinations (TEE) (Marks- _____ in Question Paper)
4	Nil	Nil	4	25	75
<u>Pre-requisite/Preamble:</u>					

Learning Objectives:

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying

Course Outcomes:

- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan

Detailed Syllabus: (per session plan)

Unit	Description	Duration
1	Introduction to Media Planning and Selection <ul style="list-style-type: none">• An Overview of Media Planning• Basic Terms and Concepts• The function of Media planning in advertising• Role of Media planner• Challenges in Media planning• Media Brief	10 lectures

	<ul style="list-style-type: none"> • Media Audit • NCCS Grid 	
2	<p>Sources of media research</p> <ul style="list-style-type: none"> • Nielson Clear Decision (NCD for Print) • Broadcast Audience Research Council • Audit Bureau of Circulation • RAM <ul style="list-style-type: none"> • Comscore - Digital 	10 lectures
3	<p>Media planning process</p> <ul style="list-style-type: none"> • Situation analysis and Marketing strategy plan • Setting Media objectives • Determining Media strategy • Selecting broad Media classes • Selecting Media within classes • Budget and Media Buying • Evaluation 	10 lectures
4	<p>Criterion for selecting media vehicles</p> <ul style="list-style-type: none"> • Reach • Frequency • GRPS/GVT Ratings TVT Ratings • Cost efficiency • Cost per thousand • Cost per rating • Waste • Circulation • Pass-along rate (print) 	04 lectures

5	Selecting suitable Media options and Media Buying <ul style="list-style-type: none"> • Newspaper • Magazine • Television (National, Regional and Local) • Radio • Outdoor and out of home • Cinema Advertising • Digital Advertising 	05 lectures
6	Communication Mix <ul style="list-style-type: none"> • Events • sponsorship • Merchandising • Point of purchase • In-film advertising • Mobile advertising • word of mouth • Ambient advertising 	05 lectures
7	Negotiation skills in Media Buying <ul style="list-style-type: none"> • Negotiation Strategies • Laws of Persuasion 	06 lectures
8	Digital Media Planning and Buying a. Various Digital channels <ul style="list-style-type: none"> • Search Engine Optimisation • Search Engine Marketing • Email marketing - (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL) • Targeting/Remarketing, Mobile advertising (WAP & APP) b. Various types of digital <ul style="list-style-type: none"> • Display Advertising ads and its various Ad formats • Video Advertising and its various Ad formats • Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc.) 	10 lectures

	<p>c. Buying Digital Advertising</p> <ul style="list-style-type: none"> • An Overview Paid media, Owned media and Earned media • Direct buys from the websites • Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)] • Cost per action (CPA), or pay per action (PPA) Cost per conversion or Revenue sharing or cost per sale • Advertising via Premium Publishers • Advertising via Networks and Exchanges 	
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	Total (Number of lectures of 1 hour duration each per Semester)	60 lectures
PRACTICALS		
	Not Applicable	--
Text Books:		

References

1. Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2. Advertising Media Planning- Jack Z Sissors, McGraw Hill 6th Edition

Any other information :

INTERNAL CONTINUOUS ASSESSMENT (ICA)		25 MARKS
Component 1: Assignment/ Project		10 marks
Component 2: Group Work/ Presentation		15 marks
TERM END EXAMINATION (TEE)	Duration: 2 ½ hours	75 MARKS

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Signature/s
(Prepared by Concerned Faculty/HOD) (Approved by Vice -Principal)

Signature

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Principal

Program: Third Year Bachelor of Mass Media	Semester : VI
Course : Internship Module (Credit : 2)	Course Code:

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(Prepared by Concerned Faculty/HOD)

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(Approved by Vice -Principal)

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Principal