Vivekanand Education Society's

College of Arts, Science and Commerce

(Autonomous)

Sindhi Society, Chembur, Mumbai, Maharashtra – 400 071.

Accredited by NAAC "A Grade" in 3rd Cycle - 2017
Best College Award – Urban Area, University of Mumbai
(2012-13) Recipient of FIST Grant (DST) and STAR College
Grant (DBT)

Affiliated to the

University of Mumbai

Credit based System for Holistic Development

Syllabus for
Program B.A.M.M.C
(Bachelors of Multimedia and Communication)

(Program code: VESUAMC)

As per NEP 2020
with effect from Academic Year 2025 - 2026

Program Outcomes (PO):

A leaner completing Bachelor of Arts Multimedia and Mass Communication students will be able to:

PO1   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.

PO2   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

PO3   This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.

PO4   Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

PO5   Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

PO6   Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.

PO7   Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PO8   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.

PO9   Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PO10   They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.

PO11   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.

* subjects are 100% practical & viva subjects and no theory

DEPARTMENT OF BAMMC - SYLLABUS RESTRUCTURE 2024-25 Term 2
Applicable from the Academic Year 2025-26

TY BAMMC (Ad & Journo) - SEM 5

	Subject Name	Modules	Credits	
1	**Course title:** **GLOBALIZATION & CULTURAL UNDERSTANDING** **Course code:** **Objective**: To make students aware of Globalization & Cultural Understanding **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Globalization & Culture **LO2** - Students will gain knowledge of Globalization & Power Identity **LO3** - Students will be made aware of Cultural Nuances & Advertising **LO4** - Student will learn about Globalization, The Future & Resistance	Module 1: Introduction to Globalization & Culture ● Defining globalization ● Its various dimensions ● Historical perspectives on globalization. ● The rise of global capital and markets. ● The impact of globalization on cultures ● Cultural identities. ● Understanding cultural diversity ● Its implications for advertising. Module 2: Globalization & Power Identity ● The rise of global brands ● Their advertising strategies. ● Standardization vs. localization in global advertising. ● The role of media and technology in global advertising. ● Global power structures and cultural dominance. ● The impact of globalization on marginalized cultures. ● Cultural imperialism and counter-hegemony. Module 3: Cultural Nuances & Advertising ● Understanding cultural values, beliefs, and behaviours. ● Analysing cultural symbols and their use in advertising. ● Case studies of successful and unsuccessful global advertising campaigns.	4	MJR MAN

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		Case Studies on - 1) Globalization and popular culture (e.g., music, film, fashion). 2) Globalization and food cultures. 3) Globalization and religious practices. ● The impact of globalization on local cultures and traditions. ● The role of advertising in shaping cultural identities. ● The challenges and opportunities of preserving local cultures in a globalized world. Module 4: Globalization, The Future & Resistance ● The future of globalization and culture. ● Challenges and opportunities in a globalized world. ● Promoting cultural diversity and understanding. ● Cultural resistance to globalization. ● Social movements and globalization. ● The role of civil society in shaping globalization.		
Reference Books: 1. "Globalization and Culture" – John Tomlinson (SAGE Publications India) 2. "Globalization and Media: Global Village of Babel" – Jack Lule (Oxford University Press India) 3. "Cultural Globalization: A User's Guide" – J. MacGregor Wise (SAGE India) 4. "Advertising and Culture" – Mary Cross (Viva Books India)				
2	**Course title: BRAND BUILDING** **Course code:** **Objective**: To make students aware of Brand Building **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Brand Building **LO2** - Students will gain knowledge of Brand Building Strategies	Module 1: Introduction to Brand Building ● What is Brand & Introduction to Branding: Meaning, Product Vs Brand, Why Brand Matters, Process of Branding, Types, Brand Building Blocks, Global Brand ● Brand Identity & Brand Personality: Consumer, Industrial, Retail, Global, National, International, Advocacy ● Brand Positioning: Product Class, Consumer Segmentation, Perceptual	4	MJR MAN

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| **LO3** - Students will be made aware of Brand Growth
LO4 - Student will learn about Brand Content | Mapping, Cornerstones of Positioning Strategy Basis

Module 2: Brand Building Strategies
● Brand Leveraging: Line, Extension, Types of Brand Extensions, Their Advantages & Disadvantages, Moving Up & Down, Co-Branding
● Brand Strategies: Multi Branding, Mix Branding, Hierarchy Building, Equity at Different Hierarchy Level, Brand Product Matrix, Brand Architecture, Depth of Branding Strategy
● Brand Equity Models: Elements, Measurement, Brand Awareness, Brand Loyalty, Y & R Graveyard Model, Brand Asset Valuator, Brand Equity Ten, Inter Brand Equity Brand

Module 3: Brand Growth
● Coordination across Organizations, Re-branding, Revitalizing, Rural Advertising & Brands
● Corporate Image & Management
● Building brand through CSR
● Stages of Brand Building, Maturity of Module and how to overcome this stage
● Case Studies of Branding in Different Sectors

Module 4: Brand Content
● Definition, Importance, and Evolution of Content in the Digital Age.
● Types of Content: Written, Visual, Audio, and Multimedia Content.
● Identifying Target Audiences and Content Platforms (Social Media, Blogs, Podcasts, YouTube, OTT, etc.).
● Content Calendars and Scheduling.
● Understanding Trends, Hashtags, and Algorithms.
● Basics of SEO and Keyword Research for Online Visibility | | |

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Reference Books:
1. "Strategic Brand Management" – Kevin Lane Keller (Pearson India)
2. "Branding: A Very Short Introduction" – Robert Jones (Oxford University Press India)
3. "Building Strong Brands" – David Aaker (Free Press India)
4. "Content Inc." – Joe Pulizzi (Pan Macmillan India)

3	**Course title: DOCUMENTARY & AD FILM MAKING** **Course code:** **Objective**: To make students aware of Documentary & Ad Film Making **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Documentary & its types **LO2** - Students will gain knowledge of Ad-Film Making Production	Module 1: Documentary & its types ● Introduction to Documentaries & Notable Documentaries of India, world. ● Genres of Documentaries: Non-Fiction, Docu-Drama, Anthropological, Ethnographic, Biographic, Historical, Arts & Culture, Science and Technology, Promotional, Environmental, Social Issues, Educational, Investigative, Family Values, Exploration ● Pre-Production, Production and Post-Production (including Distribution & Marketing) of Documentary Module 2: Ad-Film Making Production ● Writing a selling copy, Budgeting, Crew list, Log File ● Preparing the Script & Story Boarding ● Pre to Post Production: Finalization of cast and crew, set erection, Scheduling, Shooting, Editing, Voice over, Foley, Effects & Graphics, Sound Re-recording and Mixing, DI and Subtitling, Making final master & Telecast copies, ● Top Ad Films of India & International	2	MJR MAN

Reference Books:
1. "Introduction to Documentary" – Bill Nichols (Oxford University Press India)
2. "Documentary & Ad Film Making" - Nimit R. Sachde & Takshak Shegokar (Sheth Publication)
3. "The Filmmaker's Handbook" – Steven Ascher & Edward Pincus (Plume/Available in India)
4. "Crafting Truth: Documentary Form and Meaning" – Louise Spence & Vinicius Navarro (Viva Books India)
5. "Advertising and Integrated Brand Promotion" – Thomas C. O'Guinn, Chris Allen, Richard Semenik (Cengage India)

4	**Course title: SOCIAL MEDIA MARKETING**	Module 1: Introduction to Social Media Marketing	4	MIN

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Course code: **Objective**: To make students aware of Social Media Marketing **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Social Media Marketing **LO2** - Students will gain knowledge of Campaign Planning & Management **LO3** - Students will be made aware of Practical Aspects of Social Media Marketing	• What is Social Media Marketing? • Tools of Social Media Marketing • Generational Differences, Importance of Generation Y in the rise of Social Media • Changing Landscape • The behavioral internet (B2C, B2B, C2C and C2B) E –marketing and Online advertising. E-marketing and Consumer segmentation • Types E- mail marketing, Types Internet marketing, Types of Mobile marketing • 10- step framework for creating successful SMM strategy • Myths and Careers in Social Media marketing Module 2: Campaign Planning & Management • 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 • What is campaign management? How to use campaign management for Facebook, Twitter etc, Sentiment Analysis, Module 3: Practical Aspects of Social Media Marketing 1 • Facebook Marketing • LinkedIn Marketing • Influencer Marketing • X Marketing Module 4: Practical Aspects of Social Media Marketing 2 • YouTube Marketing • Email Marketing • Content Marketing • Mobile Marketing • Emerging Trends

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Reference Books:
1. "Social Media Marketing" - Nimit R. Sachde & Dr. Roshini Udhwani (Sheth Publication)
2. "Social Media Marketing for Dummies" – Shiv Singh & Stephanie Diamond (Wiley India)
3. "Digital Marketing" – Seema Gupta (McGraw Hill Education India)
4. "Social Media ROI" – Olivier Blanchard (Pearson India)
5. "Crushing It!" – Gary Vaynerchuk (HarperCollins India)

5	FP/CEP	FP/CEP	2	FP/CEP

TY BAMMC (Ad) - SEM 5

	Subject Name	Modules	Credits	
1	**Course title: TELEVISION PRODUCTION & MARKETING** **Course code:** **Objective**: To make students aware of Television Production & Marketing **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Formats & Applicable Theories of TV Programmes **LO2** - Students will gain knowledge of Presenting reality in TV **LO3** - Students will be made aware of Marketing & IMC **LO4** - Student will learn about Marketing Trends in TV Industry	Module 1: Formats & Applicable Theories of TV Programmes ● Introduction to Indian T.V. Industry, Timeline & Audience segmentation in T.V. Industry ● Theories of Visual Literacy - Gestalt & Semiotics ● Use of Graphics & Special Effects in Television industry ● Positioning of Camera for TV Shots ● Finding Story and Sources, Packaging in News Module 2: Presenting reality in TV ● News / Debates / Opinions ● Interviews ● The Soap Opera ● Live Comedy Shows ● Constructing reality shows Module 3: Introduction to Marketing & IMC ● Introduction to Marketing & 7 Ps of Marketing ● Integrated Marketing Communication ● Experiential Marketing ● Advertiser Funded Programming ● Why Entertainment Marketing? ● Scope, Shift & Effects of Entertainment Marketing ● Cross Promotions	4	MJR ELC

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		Module 4: Marketing Trends in TV Industry ● Structure & Function of TV Industry ● Terminologies used in TV ● TV Planning & Marketing ● Aggressive promotion & Packaging approach ● Prime time and different positions in TV ● 360 advertisement approach ● Celebration of Festivals & Culture in TV ● Budgeting & Scheduling of TV Marketing, Future Trends		

Reference Books:
- "Television Production" – Jim Owens (Routledge India)
- "Basics of Television Journalism" – I. Arul Aram & M. Nalin Mehta (PHI Learning)
- "Basics of T.V. & Radio" - Nimit R. Sachde (Sheth Publications)
- "Television in India: Satellites, Politics and Cultural Change" – Nalin Mehta (Routledge India)
- "Marketing to Moviegoers: A Handbook of Strategies Used by Major Studios and Independents" – Robert Marich (Focal Press India edition available)
- "Visual Communication" - Arvind Parulekar (Sheth Publications)

2	**Course title: ARTIFICIAL INTELLIGENCE IN NEW MEDIA** **Course code:** **Objective**: To make students aware of Artificial Intelligence in New Media **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Machine Learning & Artificial **LO2** - Students will gain knowledge of Practical Applications of A.I. tools	Module 1: Machine Learning & Artificial Intelligence: Applications in Media ● Understanding Artificial Intelligence (AI) and Machine Learning (ML): Definitions & Concepts. ● Key AI Technologies: Natural Language Processing (NLP), Computer Vision, Deep Learning. ● Evolution of AI in Media: From Automation to Generative AI. ● Content Creation & Curation ● Audience Insights & Personalization ● Automated Transcription and Translation ● Video & Image Analysis & AI in Production ● Ad Targeting & Optimization ● Automated Content Moderation ● Chatbots, Virtual Assistants & AI-driven Customer Engagement. ● Predictive Analytics & Audience Engagement ● Data analytics & Visualization	2	SEC

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● Automation in Social Media ● AI-generated Art, Music, and Video (Deepfake technology, AI music composers). ● Ethical Responsibilities Module 2: Practical Applications of A.I. tools ● Practical use of Canva ● Website Building - Web 2.0/3.0		

Reference Books:
1. "Artificial Intelligence: A Guide for Thinking Humans" – Melanie Mitchell (Penguin India)
2. "Artificial Intelligence in Practice" – Bernard Marr (Wiley India)
3. "AI in Marketing, Sales and Service" – Peter Gentsch (Palgrave Macmillan India)
4. "Machine Learning for Media Professionals" – Nikhil Malhotra (BPB Publications, India)

TY BAMMC (Journo) - SEM 5

	Subject Name	Modules	Credits	
1	**Course title: JOURNALISM AND CONTEMPORARY SOCIETY** **Course code:** **Objective**: To make students aware of Journalism and Contemporary Society **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Reporting **LO2** - Students will gain knowledge of Investigative Journalism **LO3** - Students will be made aware of Social Movements & Growth **LO4** - Student will learn about Polity and Social Welfare	Module 1: Reporting ● 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 ● How do reporters gather news? ● Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. ● Incident/On the spot coverage. ● Primary and Secondary Sources ● Citizen journalism ● Role of anonymous sources. ● Beat System in Journalism Module 2: Investigative Journalism	4	MJR ELC

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| | | • Who is an Investigative Reporter? Role of Investigative Reporter.
• Qualities, Essentials and Careers in Investigative Journalism
• CIJ, Ethical and Unethical use of Sting Operations
• Records & Confidentiality of Sources
• Designing Investigative Stories, Stages
• Case Studies

Module 3: Social Movements & Growth
• Define types of Social Movements, Types & Stages of Social Movements
• Major Social Movements of India, Landmark Events
• Economic Facts of India, Economic Issues of India
• Industry Growth Timeline, Factors for Growth, Challenges in Growth, Employment Issues, Industry Robots
• Agriculture and Economic Contribution and Challenges
• New Ages Skills, Make in India
• Tourism & Trends
• MIDC & Green Zones

Module 4: Polity and Social Welfare
• Crime & Politics
• Role of Whistleblowers
• Corruption: Causes and Overview
• Role of Political Parties in Democracy, Changing Trends in Politics
• Terrorism: Challenges, Causes & Remedial
• Smart Cities & SAMPARK
• Any 6 Social Welfare Policies of different sectors | | |

Reference Books:
1. "News Reporting and Editing" – K.M. Shrivastava (Sterling Publishers)
2. "Journalism in India: History, Growth, Development" – R. Parthasarathy (Sterling Publishers)
3. "Investigative Journalism in India" – Prabhat Kumar (Reference Press India)
4. "The Indian Media Business" – Vanita Kohli-Khandekar (SAGE India)

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		Module 1: The State of Mobile: • Influence of mobile technology on contemporary journalism. • Mobile-centric approaches to reporting and editing. • Conceptualizing the mobile device as a 'newsroom.' • Strategies for branding news via social media. • Catering mobile news content to niche audiences. • Evolution and impact of mobile learning (M-Learning) among youth through mobile applications.		
2	**Course title: MOBILE JOURNALISM AND TECHNICAL MEDIA** **Course code:** **Objective**: To make students aware of Mobile Journalism and Technical Media **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to The State of Mobile **LO2** - Students will gain knowledge of workflows in mobile journalism **LO3** - Students will be made aware of Designing for Mobile Journalism **LO4** - Student will learn about Technical Media	Module 2: Mobile Journalism • Understanding news workflows in mobile journalism. • Identifying the seven fundamental steps of mobile reporting. • Creating and sharing branded mobile journalism content. • Utilizing mobile applications for audio or video documentaries and narrated photo-essays. • Selecting accessories to enhance the quality of smartphone cameras and audio. • Introduction to mobile applications for news generation and uploading processes. • Setting up blogs and writing for mobile platforms. • Creating news trends using hashtags, tagging, and linking accounts. Module 3: Designing for Mobile Journalism • Principles of intuitive design for mobile platforms. • Understanding tactile interactions: tap, flick, pinch, drag, etc. • Differences between mobile design and traditional desktop design. • Best practices for integrating design, development, and content.	2	SEC

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| | | ● Analyzing mobile analytics to understand audience behavior.
● Social newsgathering and listening for story ideas and content.
● Collaborative efforts between social media and M-Learning.
● Strategies for content going viral and the role of mobile journalists.

Module 4: Technical Media
● Various approaches to mobile development and their respective advantages and challenges.
● Comparing responsive designs, mobile apps, and mobile-optimized sites.
● Planning and building mobile products, including considerations like staffing and timelines.
● Understanding the digital framework for news story placement and timing.
● Addressing issues like fake news and establishing social media policies and ethics.
● Ensuring verification and authenticity of information.
● Exploring the evolution of wearable technologies.
● The rise and implications of devices like Google Glass.
● Augmented reality storytelling in journalism.
● Emerging forms of news management, including 360-degree videos and wearable accessories.
● Managing changes in newsroom culture and evolving business models for M-Learning.
● Studying social media analytics to gauge content effectiveness.

Note: To teach FIGMA Tool Under New Media Journalism | | |

Reference Books:
1. "Mobile Journalism: Reporting with Mobile Media" – Ivo Burum & Stephen Quinn (Routledge India)
2. "MOJO: The Mobile Journalism Handbook" – Ivo Burum (Focal Press India edition available)
3. "Digital Journalism: Making News, Breaking News" – Janet Jones & Lee Salter (SAGE India)
4. "New Media Communication" – C.S. Rayudu (Himalaya Publishing House)

TY BAMMC (Ad & Journo) - SEM 6

	Subject Name	Modules	Credits	
1	**Course title: ELEMENTS OF MEDIA DESIGN** **Course code:** **Objective**: To make students aware of Elements of Media Design **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Foundational Design Principles Typography: Font Selection **LO2** - Students will gain knowledge of Newspaper-Specific Design & Magazine-Specific Design Elements **LO3** - Students will be made aware of Brand-Specific Design Elements **LO4** - Student will learn about Execution of Elements of Media Design	Module1: Foundational Design Principles ● Typography: Font Selection: Understanding different font families (serif, sans-serif, script, etc.) and their suitability for headlines, body text, and captions. Readability: Exploring factors like font size, line spacing, and kerning for optimal legibility. Hierarchy: Using typography to create visual emphasis and guide the reader's eye. ● Visual Hierarchy: Emphasis: Techniques for drawing attention to key elements (headlines, images, etc.). Order: Arranging elements logically to guide the reader's eye through the page. ● Colours Palettes: Brand Consistency: Using color schemes that align with the publication's brand identity. Colours Psychology: Understanding how colors evoke different emotions and messages. Accessibility: Ensuring color choices are accessible to readers with visual impairments. ● Image Placement: Composition: Principles of image composition (rule of thirds, leading lines, etc.). Scale and Proportion: Using images effectively to enhance the visual impact of the page. Captions and Credits: Proper placement and formatting of captions and image credits. ● Grid Systems: Structure: Using grids to create a consistent and organized layout. Modular Design: Understanding how	4	MJR MAN

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grids facilitate modular design and flexibility.
- Whitespace: Balance: Using whitespace to create visual breathing room and prevent clutter. Emphasis: Using whitespace strategically to highlight important elements.

Module 2: Newspaper-Specific Design & Magazine-Specific Design Elements:
- News Article Structure: Headlines: Crafting compelling and informative headlines. Leads: Writing concise and engaging lead paragraphs. Body: Organizing information logically and providing context.
- Page Layout: Breaking News: Designing layouts that prioritize speed and efficiency. Feature Articles: Creating layouts that allow for more in-depth storytelling. Visual Appeal: Using images, graphics, and typography to make the newspaper engaging.
- Newspaper Design Software: Software Proficiency: Familiarity with industry-standard software like Adobe InDesign.
- Magazine Layout: Content Variety: Designing layouts that accommodate a mix of articles, images, and advertisements. Visual Storytelling: Using images and layout to create a cohesive visual narrative. Target Audience: Tailoring the design to appeal to the magazine's target audience.
- Magazine Design Software: Software Proficiency: Familiarity with industry-standard software like Adobe InDesign.
- Magazine Types: General Interest Magazines: Designing layouts that appeal to a broad audience. Specialized Magazines: Tailoring the design to the specific interests of the audience.
- Advertising: Placement: Understanding how to effectively integrate

advertisements into the magazine layout.
Design: Designing advertisements that are visually appealing and effective.

Module 3: Brand-Specific Design Elements:
- Research [Product (features & benefits), Market: (TA) Psycho & Demography ,Message Strategy: What to say & How, Competition & claim, Visualization & Copy, Illustration: Choosing one among ,Execution: Graphic design] , Role of art director in various media, Detailing in illustration, Detailing in TVC: Location, Models, Costume, Working on storyboard, 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
- Language of Visuals: Elements of Design, Principles of Design, Rules of Design, Optical illusions, Typography
- The Blue Print: Types of Layout, Stages of Layout, Choosing Picture, Choosing Typo Putting all together

Module 4: Execution:
- 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
- Logo Manual: Creating a Logo design Philosophy, Explaining the logic behind choice of Type, Choice of color, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse
- 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

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		typo Creating headlines suitable to image (syntax) ● Outdoor ad Innovative/ Transit /Ambient Point of purchase: Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spot ability, Appropriate headlines ● 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 Note: Students have to prepare any two of the following for their 100 marks practical project black book: (1) Advertising Campaign (2) Newspaper (3) Magazine		

Reference Books:
1. "Graphic Design: The New Basics" by Ellen Lupton & Jennifer Cole Phillips – Princeton Architectural Press
2. "Advertising Design" by Arvind Parulekar - Sheth Publications
3. "Newspaper Magazine Making" by Arvind Parulekar - Sheth Publications
4. "Thinking with Type" by Ellen Lupton – Chronicle Books
5. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau – Rockport
6. "Logo Design Love" by David Airey – New Riders

2	**Course title: DIGITAL MEDIA** **Course code:** **Objective**: To make students aware of Digital Media **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Digital Media Typography: Font Selection **LO2** - Students will gain knowledge of SEO & SEM **LO3** - Students will be made aware of Email Marketing & Analytics **LO4** - Student will learn about	Module 1: Introduction to Digital Media ● Understanding Digital Marketing ● Advantages of Digital Marketing ● Principles of Digital Marketing ● Key Concepts of Digital Marketing ● Traditional Media vs Digital Media Module 2: SEO & SEM ● How Search Engine works ● Introduction to SEO Optimization ● On Page Optimization (SEO) & Off Page Optimization ● SEO Audit, Tools and Careers ● What is SEM & Why is SEM ● What is Google AdWords?	4	MJR MAN	

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| Execution of Affiliate Marketing & Cyber Laws | Why is Google (SEM) AdWords Google Network AdWords Terminologies Campaign types Creation of Google Display Networks (GDN) Display Ads format Conversion tracking GDN Campaign Creation (DEMO) Remarketing What are Google Shopping Ads
Module 3: Email Marketing & Analytics
Key Terms of Email Marketing
CRABS Practices in Email Marketing
Tools to Enhance reach and working
Google Analytics
Audience Analytics and Segmentation
Real-time analytics of Content Performance
Social Media Analytics & Sentiment Analysis
Web Analytics
A/B Testing & Predictive Analysis
Module 4: Affiliate Marketing & Cyber Laws What is Affiliate Marketing? & it's working What is Programmatic Marketing? & it's working Real-time bidding Cyber Crime & Ethics | | |

Reference Books:
1. "Digital Marketing - A Guidebook for Start-Up's" by Nimit R. Sachde & Dr. Roshini Udhwani. (Sheth Publication)
2. "Introduction to Digital Marketing" by Nimit R. Sachde & Dr. Roshini Udhwani (Sheth Publication)
3. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry – Wiley India
4. "SEO 2024" by Adam Clarke – CreateSpace
5. "Email Marketing Rules" by Chad White – CreateSpace
6. "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey & Fiona Ellis-Chadwick – Pearson India

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3	**Course title: MARKETING RESEARCH METHODOLOGY** **Course code:** **Objective**: To make students aware of Marketing Research Methodology **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Format of Research Writing & Data analysis **LO2** - Students will gain knowledge of Marketing Research	Module 1: Format of Research Writing & Data analysis ● Title Page ● Index ● Introduction & Research Objective ● Industry overview ● Literature review ● Drafting Statement of Problem ● Drafting Hypothesis & Types ● Research Methodology & Design ● Data Interpretation & Analysis ● Findings ● Conclusion ● Suggestion & Recommendations ● Annexure ● Bibliography/Reference ● Types of Data Visualization for different factors Module 2: Marketing Research ● Rationale & Philosophy behind your topic of Research ● Different Types of Tests used ● New Product Research ● Branding Research ● Pricing Research ● Packaging Research ● Product Testing ● Pre-Testing & Post Testing	2	MJR MAN

Reference Books:
1. "Marketing Research: An Applied Orientation" by Naresh K. Malhotra – Pearson India
2. "Research Methodology: Methods and Techniques" by C.R. Kothari & Gaurav Garg – New Age International
3. "Business Research Methods" by Donald R. Cooper, Pamela Schindler – McGraw-Hill India
4. "Quantitative Techniques for Management" by N.D. Vohra – McGraw-Hill Education India

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TY BAMMC (Ad) - SEM 6

	Subject Name	Modules	Credits	
1	**Course title: CONSUMER**	Module 1: Introduction to Consumer Behavior &	4	MJR ELC

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BEHAVIOR **Course code:** **Objective**: To make students aware of Consumer Behavior **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Consumer Behavior & Marketing **LO2** - Students will gain knowledge of Psychological Determinants & Relevance of Learning in Consumer Behavior **LO3** - Students will be made aware of Socio - Economic & Cultural Determinants of Consumer Behavior **LO4** - Student will learn about Execution of Consumer Decision Making, Diffusion & Adoption Process	Marketing ● Need to study Consumer behavior ● Psychology & Sociology Dynamics of consumption ● Consumer behavior in a dynamic & digital world ● Segmentation Strategies ● Communication process ● Persuasion Module 2: Psychological Determinants & Relevance of Learning in Consumer Behavior ● Motivation – Types & Theories ● Attitude- Characteristics – Theories – Tricomponent ● Multi-attitude Model ● Cognitive Dissonance ● Personality-Facets of personality ● Theories – Freud & Jung ● Personality traits & Consumer Behavior ● Perception – Elements in Perception ● Subliminal perception ● Perceptual Interpretation – Stereotyping in advertising ● Learning – Elements in Consumer Learning ● Behavioral & Classical Theory ● Cognitive Learning Module 3: Socio - Economic & Cultural Determinants of Consumer Behavior ● Family: Role of family in Socialization & Consumption ● Cultural: Role & Dynamics 1) Subculture & its influence on consumption 2) Changing Indian core values 3) Cross culture consumer perspective ● Social group: primary and secondary and role of Reference group & Consumer Behavior ● Economics: Social class as the economics ● Determinants of Consumer Behavior Module 4:		

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		i) Consumer Decision Making, Diffusion & Adoption Process ● Process of Decision making ● Models of Decision making ● Opinion Leadership ii) Diffusion & Adoption Process ● Process of Decision making ● Models of Decision making ● Opinion Leadership		

Reference Books:
1. "Consumer Behaviour" by Leon G. Schiffman, Joseph Wisenblit & S. Ramesh Kumar – Pearson India
2. "Consumer Behaviour: Insights from Indian Market" by Ramanuj Majumdar – PHI Learning
3. "Consumer Behaviour and Marketing Strategy" by J. Paul Peter & Jerry C. Olson – McGraw-Hill India
4. "Consumer Behaviour" by Suja R. Nair – Himalaya Publishing House

2	**Course title:** **UNDERSTANDING NATIONAL & GLOBAL SCENARIO** **Course code:** **Objective**: To make students aware of Understanding National & Global Scenario **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Market Structures & Economic Environment **LO2** - Students will gain knowledge of National Market Trends & Government Policies **LO3** - Students will be made aware of Global Trade, Financial Markets & International Institutions **LO4** - Student will learn about Execution of Market Analysis, Consumer Behavior & Future Trends	Module 1: Introduction to Market Structures & Economic Environment ● Understanding Market Structures: Perfect competition, monopoly, oligopoly, and monopolistic competition. ● Indian Economic Environment: GDP, inflation, fiscal policy, monetary policy, and government interventions. ● Global Economic Environment: Developed, developing, and emerging economies. ● Trade & Business Cycles: Economic booms, recessions, and depressions; their impact on markets. ● Role of Media in Shaping Market Perception: Influence of news media, advertising, and digital platforms on markets. Module 2: National Market Trends & Government Policies ● Key Sectors of Indian Economy: Agriculture, manufacturing, services, and IT industry. ● Industrial Policies & Reforms: Liberalization, privatization, and globalization (LPG reforms of 1991).	4	MNR ELC

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| | | Startup Ecosystem & MSMEs in India: Growth, challenges, and government initiatives like Startup India & Make in India. Role of Regulatory Bodies: SEBI, RBI, TRAI, IRDAI, Competition Commission of India (CCI). Impact of Budget & Economic Surveys on Markets: Analysis of fiscal policies, taxation, and subsidies. <p>Module 3: Global Trade, Financial Markets & International Institutions</p> International Trade & Agreements: WTO, Free Trade Agreements (FTA), Regional Trade Blocs (EU, ASEAN, NAFTA). Foreign Direct Investment (FDI) & Foreign Portfolio Investment (FPI): Trends and impact on Indian markets. Global Financial Markets & Stock Exchanges: NYSE, NASDAQ, London Stock Exchange, Shanghai Stock Exchange, and BSE/NSE in India. International Monetary Institutions: IMF, World Bank, BRICS Bank, Asian Development Bank. Impact of Global Events on Markets: Wars, pandemics, oil price fluctuations, and financial crises. <p>Module 4: Market Analysis, Consumer Behavior & Future Trends</p> Media Industry & Market Trends: OTT platforms, influencer marketing, and advertising revenues. Artificial Intelligence & Automation in Markets: Impact on employment, businesses, and economy. Future of Global & Indian Markets: Emerging industries, climate change policies, and sustainability in business. | | |
| Reference Books:
 1. "Indian Economy" by Ramesh Singh – McGraw-Hill India | | | | |

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2. "The Global Economy" by Frances Cairncross – Harvard Business School Press
3. "International Economics" by Dominick Salvatore – Oxford University Press India
4. "Global Political Economy" by John Ravenhill – Oxford University Press India

TY BAMMC (Journo) - SEM 6

	Subject Name	Modules	Credits	
1	**Course title: LIFESTYLE & MAGAZINE JOURNALISM** **Course code:** **Objective**: To make students aware of Lifestyle & Magazine Journalism **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Lifestyle Journalism **LO2** - Students will gain knowledge of Practical Aspects of Lifestyle Journalism **LO3** - Students will be made aware of Magazine Journalism **LO4** - Student will learn about Execution of Practical Aspects of Magazine Journalism	Module 1: Introduction to Lifestyle Journalism ● Lifestyle Writer has a Niche Audience. Who are we writing for? Audience Understanding ● Lifestyle stories in various tools of Media ● Balance between Elite and Mass Lifestyle Culture ● Sources of Lifestyle Stories ● Writing a Good Lifestyle Coverages ● Crafting, Structure and Visuals in Lifestyle Stories ● Reporting, Editing, Future Leads and Lifestyle Columns Module 2: Practical Aspects of Lifestyle Journalism ● Review Articles: Art, Movie, Theatre and Book, Food, Festivals, Events, Garden, Business ● Travel and Types of Travel Writing ● Photo Journalism and Writing for Photo Journalism. Basic Concepts of Photo Journalism ● Writing for Fashion and Fashion Shows ● Health and Fitness as a Sub Genre in Lifestyle Writing ● General Tips and Guidelines sections, importance of this section for consumer engagement ● Writing for Music. Module 3: Introduction to Magazine Journalism ● Brief history of magazine journalism, global scenario, and current trends in magazine journalism in India.	4	MJR ELC

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		The magazine boom in India and the glorious years of news magazines. ● Comparison between magazine journalism and newspaper journalism. ● Survival of magazines in the digital era- issues, challenges, and prospects. ● Organizational structure of a magazine- editorial, advertising, circulation, promotion, and business departments. ● Reporting and editing operations in a magazine. ● Magazine journalism terminology. Module 4: Practical Aspects of Magazine Journalism ● 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, literary magazines, Sunday magazines, and journals. ● Online e- magazines, webzines, web-edition magazines. ● A review of leading general interest magazines in English, Hindi, and Marathi. ● Magazine formats. ● Cover and cover story functions of the cover, cover design formats, cover blaze, cover lines. ● Contents page. ● Cover story selection criteria.		

Reference Books:
1. "Feature Writing for Newspapers and Magazines" by Edward Jay Friedlander and John Lee – Pearson India
2. "The Magazine from Cover to Cover" by Sammye Johnson and Patricia Prijatel – Oxford University Press
3. "Lifestyle Journalism" by Folker Hanusch – Routledge India
4. "Writing Feature Articles" by Brendan Hennessy – Focal Press

2	**Course title: PRINT PRODUCTION & MARKETING**	Module 1: Technologies of Printing & Stages ● Introduction to Printing Technology: Evolution of printing, historical	4	MIN ELC

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Course code: **Objective**: To make students aware of Print Production & Marketing **Learning Outcomes (LO):** On successful completion of this course students will be able to: **LO1** - Students will be introduced to Technologies of Printing & Stages **LO2** - Students will gain knowledge of Organizational Structure's in Print Production **LO3** - Students will be made aware of Stages & Commercial Aspects of Printing **LO4** - Student will learn about Execution of Marketing & Latest Trends of Marketing	development, and significance in mass communication. ● Printing Techniques: Letterpress, Offset Printing, Flexography, Gravure, Digital Printing, 3D Printing. ● Pre-press: Designing, Layout, Typesetting, Proofing. ● Press: Printing Process, Color Theory, CMYK & RGB, Plate Making. ● Post-press: Binding, Finishing, Packaging, and Distribution. ● Emerging Printing Technologies: Augmented Reality (AR) in Print, AI in Printing, and Sustainability in Print Media. Module 2: Organizational Structure's in Print Production ● Types of Print Organizations: Newspaper Printing Houses (Broadsheets, Tabloids, Magazines). Book Publishing Houses (Academic, Fiction, Non-Fiction). Commercial Printing Presses (Advertising & Promotional Prints). ● Departments & Roles in a Print Organization: Editorial: Content Development, Proofreading, Copyediting. Production: Print Technicians, Designers, Photographers. Marketing & Sales: Circulation, Subscription, Advertising, PR. Distribution & Logistics: Supply Chain in Print Production. ● Challenges in Print Organizations: Cost, Distribution, Digital Competition, and Sustainability Issues. Module 3: Stages & Commercial Aspects of Printing ● Stages of Print Production: Planning, Prepress, Printing, Post-press, and Distribution.		

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● Costing & Budgeting in Print Production: Raw Material Cost (Paper, Ink, Printing Plates).
● Printing Cost Analysis (Equipment, Labor, Overheads). Distribution & Logistics Expenses.
● Revenue Models in Print Media: Subscription & Circulation Revenue. Advertisement Revenue (Classifieds, Display Ads, Supplements). Sponsored Content & Collaborations.
● Legal & Copyright Aspects in Print Media: Copyright Act, Print Media Regulations, Ethical Guidelines.

Module 4: Introduction to Marketing & Latest Trends of Marketing
● Basics of Media Marketing: Market Segmentation, Target Audience, Consumer Behavior.
● Branding & Positioning of Print Products (Newspapers, Magazines, Books).
● Print Advertisements vs. Digital Advertisements.
● Integration of Social Media & Print Marketing.
● Customization & Personalization in Print Marketing.
● QR Codes & Interactive Print (Augmented Reality in Magazines & Packaging).
● Sustainability & Eco-friendly Print Campaigns.

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Reference Books:
1. "Print Production Handbook" by Michael Barnard – Wiley India (available in select Indian bookstores)
2. "Print Production Management" by Lalit Popli – PHI Learning
3. "Media Planning and Buying" by Arpita Menon – Tata McGraw-Hill India
4. "Advertising and Promotion: An IMC Perspective" by George Belch & Michael Belch – McGraw-Hill India

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Note: 2 Credits = 2 Lectures and 2 Modules only
4 Credits = 4 Lectures and 4 Modules only

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Modality of assessment

The performance of the learners shall be evaluated into two parts. The learner's performance shall be assessed by Internal Assessment with 40% marks in the first part & by conducting the Semester End Examinations with 60% marks in the second part for 4 & 2 credit subjects.

Practical Examination will consist of End Sem examination.

Student will have to score 40% of marks in Internal assessment as well as End Sem examination to pass the course.

The allocation of marks for the Internal Assessment and Semester End Examinations are as shown below:-

Internal Assessment: It is defined as the assessment of the learners on the basis of internal evaluation as envisaged in the Credit & Choice based system by way of participation of learners in various academic and correlated activities in the given semester of the programme.

Semester End Assessment : It is defined as the assessment of the learners on the basis of Performance in the semester end Theory/ written/ Practical examination.

A. For 4 Credit Subjects
Theory - Internal assessment 40%   **40 marks**

Sr No	Evaluation type	Marks
1.	- Tests, Assignments, - Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.), - Class Test (multiple choice questions / objective) - TVC, Short films, Documentaries.	35
2.	- Active participation in routine class activity - Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.	05

Theory - External examination - 60%   **60 marks**

Semester End Theory Assessment

Duration - Each paper shall be of 2 hours duration.
       Theory question paper pattern :-
   . There shall be one compulsory questions, one based on Case Study or Practical Application
  a. Each question shall carry 15 marks.

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b. Each question should be subdivided into four sub questions a, b and c , d with internal choice in each.

Question no.	Details	Marks
Q1.	**Based on Case Study & Practical Application Question Only (Compulsory)**	**15**
Q2.	**Based on Unit I, II, III**	**15**
	a) Attempt the following b) Attempt the following OR c) Attempt the following d) Attempt the following	7 8 7 8
Q3.	**Based on Unit II,III,IV**	**15**
	a) Attempt the following b) Attempt the following OR c) Attempt the following d) Attempt the following	7 8 7 8
Q5	**Based on Unit I, III, IV**	15
	Attempt Short Notes (Any 3 out of 5)	15

B. For 2 Credit Subjects
Theory - Internal assessment 40%   **20 marks**

Sr No	Evaluation type	Marks
1.	• Tests, Assignments, • Project based learning activities (Group Research/ Case studies/ Reports / Assignments / Presentations / Skit / Poster / etc.), • Class Test (multiple choice questions / objective) • TVC, Short films, Documentaries.	15
2.	• Active participation in routine class activity • Overall conduct as a responsible student, with respect to good behaviour, leadership qualities, interpersonal skills etc.	05

Theory - External examination - 60%   **30 marks**

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Semester End Theory Assessment

Duration - Each paper shall be of 1.5 hours duration.

        Theory question paper pattern :-

a.   There shall be one compulsory questions, one based on Case Study or Practical Application and be of 15 marks.

b.   Question 2 carries 8 marks with internal choice.

c.   Question 3 carries 7 marks with internal choice.

Question no.	Details	Marks
Q1.	**Based on Case Study & Practical Application Question Only (Compulsory)**	**15**
Q2.	**Based on Unit I, II, III**	**8**
	a) Attempt the following OR b) Attempt the following	8 8
Q3.	**Based on Unit II,III,IV**	**7**
	a) Attempt the following OR b) Attempt the following	7 7

C. For 4 Credit Practical Subject.

Practical - External Assessment - 100%	**100 Marks**
Evaluation Type: Viva & Black Book	

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Overall Examination and Marks Distribution Pattern

SEMESTER V

Course	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - CEP/FP	VESUA MC -	VESUAM C -	Grand Total
Theory	60	60	30	60	50	60	30	330
Internals	40	40	20	40		40	20	220

SEMESTER VI

Course	VESUA MC -	VESUA MC -	VESUA MC -	VESUA MC - OJT	VESUA MC -	VESUA MC -	Grand Total
Theory	60	60	30	100	60	60	330
Internals	40	40	20		40	40	220

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