



Dnyan Ganga Education Trust's

DEGREE COLLEGE OF ARTS, COMMERCE & SCIENCE

Opp Unnathi Greens, Near Haware Citi, Kasarvadavali, G.B. Road, Thane – (W) 400615
TELEPHONE:+91 98330 24368 EMAIL:dgetadmin@dgetcollege-edu.org Website:<https://dgetcollege-edu.org>

SYLLABUS

Bachelor of Arts in Multimedia & Mass Communication

F.Y.B.A.M.M.C Semester - I		F.Y.B.A.M.M.C Semester - II	
Subject	Subject Code	Subject	Subject Code
1. Effective communication –I	BAMMEC-101	1. Effective communication – II	BAMMEC-201
2. Foundation course –I	BAMMFC-102	2. Foundation course –II	BAMMFC-202
3. Visual Communication –I	BAMMVC-103	3. Content Writing	BAMMCW-203
4. Fundamentals of Mass Communication	BAMMFMC-104	4. Introduction to Advertising	BAMMID-204
5. Current Affairs	BAMMCA-105	5. Introduction to Journalism	BAMMIJ-205
6. History of Media	BAMMHM-106	6. Media, Gender & Culture	BAMMMGC-206

S.Y.B.A.M.M.C Semester - III		S.Y.B.A.M.M.C Semester - IV	
Subject	Subject Code	Subject	Subject Code
1. Theatre and Mass Communication-I	BAMMC TMC-3012	1. Writing and Editing for Media	BAMMC WEM-402
2. Corporate Communication and Public Relations	BAMMC CCPR-302	2. Media Laws and Ethics	BAMMC MLE-403
3. Media Studies	BAMMC MS-303	3. Mass Media Research	BAMMC MMR-404
4. Introduction to Photography	BAMMC IP-304	4. Film Communication II	BAMMC FCO-405
5. Film Communication-I	BAMMC FCO-305	5. Computer Multimedia II	BAMMC CMM-406
6. Computers and Multimedia-I	BAMMC CMM-306	6. Theatre and Mass Communication-II	BAMMC TMC-4012

T.Y.B.A.M.M.C Semester - V (Advertising)		T.Y.B.A.M.M.C Semester - VI (Advertising)	
Subject	Subject Code	Subject	Subject Code
1. Copy Writing	BAMMC DRGA-501	1. DIGITAL MEDIA	55331
2. Advertising & Marketing Research	BAMMC DRGA-502	2. ADVERTISING IN CONTEMPORARY SOCIETY	55332
3. Brand Building	BAMMC EABB 1502	3. BRAND MANAGEMENT	55333
4. Consumer Behaviour	BAMMC EACB 1507	4. MEDIA PLANNING & BUYING	55334
5. Social Media Marketing	BAMMC EASM 1505	5. ADVERTISING & SALES PROMOTION	55335
6. Direct Marketing & E-Commerce	BAMMC EADM 1506	6. ADVERTISING DESIGN	BAMMC DRGA-602



Bankey
I/C Principal
Dnyan Ganga Education Trust's Degree College
Kasarvadavali, G. B. Road, Thane (W)

AC : 10 May, 2019

Item No. 4.20

UNIVERSITY OF MUMBAI



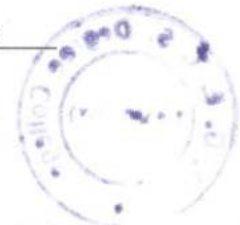
Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Eligibility for Admission	12 th pass.
3	Passing Marks	40%
4	Ordinances / Regulations (if any)	--
5	No. of Years / Semesters	Sem - I & II 03 years & 06 semesters
6	Level	P.G. / <input checked="" type="checkbox"/> U.G./ Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
8	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2019-20</u> in Progressive manner.

Date :

Date : April 26, 2019.

Signature :

Name of BOS Chairperson / Dean : Dr. Sunder Rajdeep



CHOICE BASED CREDIT SYSTEM

BA in Multimedia and Mass Communication (BAMMC) (Choice based) Semester - I & II revised Syllabus to be sanctioned & implemented from 2019-20.

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

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Semester I	
Course code	Course Name
BAMMEC-101	Effective communication -I

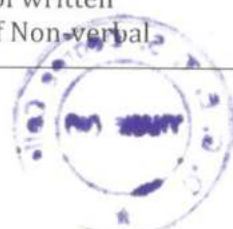


BAMMFC-102	Foundation course -I
BAMMVC-103	Visual communication
BAMMFC-104	Fundamentals of mass communication
BAMMCA-105	Current Affairs
BAMMHM-106	History of Media

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	EFFECTIVE COMMUNICATION-I
COURSE CODE	BAMMEC-1-101
PAPER	1 (LANGUAGE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER I

COURSE CODE	COURSE NAME & DETAILED SYLLABUS		
BAMMEC-1-101	EFFECTIVE COMMUNICATION -I		
COURSE OUTCOME :			
<ol style="list-style-type: none"> 1. To make the students aware of functional and operational use of language in media. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 			
MODULE	TOPICS	DETAILS	LECTURES
1		Introduction to Communication	
1.The concept of communication		Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication.	
2.Types of Communication		Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal	



		Communication.	
3.	Oral communication and media	Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
4.	Listening Skills	Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.	
2	Reading -English, Hindi OR Marathi		
	1.Types of Reading	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling	
	2.Various aspects of Language	Recognizing various aspects of language particularly related to media , Vocabulary 100 media words	
	3.Grammar & Usage	Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms , Phrases, proper usage of homophones, homonyms etc. (<i>Kindly provide practice session- Test , Quiz etc</i>)	
3	Thinking and Presentation		
	1.Thinking	Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time scale ,Egocentricity Prejudices ,Adversary Thinking	
	2 .Presentation	Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation	
4	Translation		
	1.Introduction To Translation	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation	
	2.Interpretation	Interpretation: Meaning, Difference between interpretation and translation	
	3Role of a translator	Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	

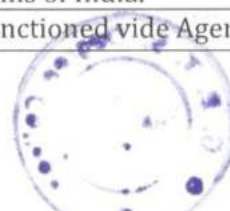


Total Lectures	48
SYLLABUS DESIGNED BY:	
<ol style="list-style-type: none"> Gajendra Deoda (Convenor) Smita Jain. Shobha Venkatesh. 	
INTERNAL EVALUATION METHODOLOGY	
(any two to be selected- one individual and one group evaluation)	20 Marks
<ol style="list-style-type: none"> Project/Assignment Debate & Group discussion Presentation Skit /Play in any 2 languages Translation of any famous short story or folk or fable 	
BIBLIOGRAPHY:	
<ol style="list-style-type: none"> Word Power Made Easy by Norman Lewis Six Hats of thinking by Edward de Bono Communication Skills by Sanjay Kumar Wren and martin for English Grammar 	

02

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	FOUNDATION COURSE -I
COURSE CODE	BAMMFC-101
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER 1	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-101	FOUNDATION COURSE -I
COURSE OUTCOME :	
<ol style="list-style-type: none"> To introduce students to the overview of the Indian Society. To help them understand the constitution of India. To acquaint them with the socio-political problems of India. 	
Note:	Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of



AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS has unanimously decided to follow the syllabus for BAMB for Semester -I.

MODULE	Topics	COURSE OUTCOME:	Lectures
Unit : 1 :	Overview of Indian Society:	Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation; Understand regional variations according to rural, urban and tribal characteristics; Understanding the concept of diversity as difference.	05
Unit : 2 :	Concept of Disparity - 1:	Understand the concept of disparity as arising out of stratification and inequality; Explore the disparities arising out of gender with special reference to violence against women, female foeticide (declining sex ratio), and portrayal of women in media; Appreciate the inequalities faced by people with disabilities and understand the issues of people with physical and mental disabilities.	10
Unit : 3 :	Concept of Disparity - 2 :	Examine inequalities manifested due to the caste system and inter-group conflicts arising thereof; Understand inter-group conflicts arising out of communalism; Examine the causes and effects of conflicts arising out of regionalism and linguistic differences.	10
Unit : 4 :	The Indian Constitution :	Philosophy of the Constitution as set out in the Preamble; The structure of the Constitution-the Preamble, Main Body and Schedules; Fundamental Duties of the Indian Citizen; tolerance, peace and communal harmony as crucial values in strengthening the social fabric of Indian society; Basic features of the Constitution.	10
Unit : 5 :	Significant Aspects of Political Processes :	The party system in Indian politics; Local self-government in urban and rural areas; the 73rd and 74th Amendments and their implications for inclusive politics; Role and significance of women in politics.	10
Unit : 6 :	Growing Social Problems in	<ul style="list-style-type: none"> a. Substance abuse- impact on youth & challenges for the future b. HIV/AIDS- awareness, prevention, treatment 	15

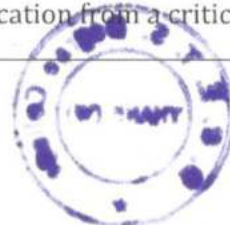


	India :	<p>and services</p> <p>c. Problems of the elderly- causes, implications and response</p> <p>d. Issue of child labour- magnitude, causes, effects and response</p> <p>e. Child abuse- effects and ways to prevent</p> <p>f. Trafficking of women- causes, effects and response.</p> <p>Note: 15 lectures will be allotted for project guidance</p> <p>Unit Number 6 will not be assessed for the Semester End Exam</p>	
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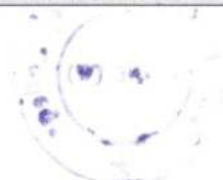
03	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	VISUAL COMMUNICATION
COURSE CODE	BAMMVC 103
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48

SEMESTER I	
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMVC 103	VISUAL COMMUNICATION

COURSE OUTCOME
<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective



MODULE	TOPICS	DETAILS	LECTURES
DEVELOPMENT OF VISUAL COMMUNICATION			
I	INTRODUCTION TO VISUAL COMMUNICATION	<ol style="list-style-type: none"> 1. History and development of Visuals 2. Need and importance of visual communication 3. Visual Communication as a process and as an expression, Language and visual communication 4. Visible concepts <ul style="list-style-type: none"> • Plans and organisational charts • Maps • Chronologies 5. Invisible Concepts <ul style="list-style-type: none"> • Generalisation Theories • Feelings or attitudes 	10
THEORIES OF VISUAL COMMUNICATION			
II	SENSUAL THEORIES	<ol style="list-style-type: none"> a) Gestalt b) Constructivism c) Ecological 	10
	PERCEPTUAL THEORIES	<ol style="list-style-type: none"> a) Semiotics b) Cognitive 	
IMPACT OF COLORS			
III	Colors and Design in Visual Communication	<ol style="list-style-type: none"> 1. Color theory 2. Psychological implications of color 3. Colors and visual pleasure 4. Elements of Design 	08
CHANNELS OF VISUAL COMMUNICATION			
IV	Tools/Mediums of Visual communication	<ol style="list-style-type: none"> 1. Painting & Photography 2. Film & Television, Documentaries, Script writing & visualization 3. Comics & Cartoons, Digital Images, Animation & VFX 4. News Papers, Advertisements, Photo Journalism 5. Folk & Performing Arts, Theatre 	12
LANGUAGE AND CULTURE IN THE AGE OF SOCIAL MEDIA			
V	Visual communication in the age of social media	<ol style="list-style-type: none"> 1. Ethics 2. Impact of Language and culture, Images and messages, Signs & Symbols (GIF, etc.) 3. Audience Behavior 4. Citizen Journalism, Going Viral 5. Visual stereotyping in social media 	08
SYLLABUS DESIGNED BY			



1. RANI D'SOUZA(CONVENOR)
2. RENU NAURIYAL
3. ARVIND PARULEKAR
4. BINCY KOSHY

INTERNAL EVALUATION METHODOLOGY

(any two to be selected- one individual and one group evaluation)

20 Marks

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCE BOOKS

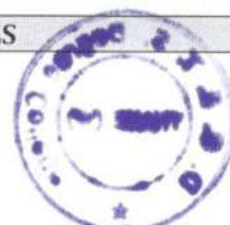
1. HANDBOOK OF VISUAL COMMUNICATION EDITED BY KEN SMITH/SANDRA MORIARTY/GRETCHEN BARBATSIS & KEITH KENNY
2. VISUAL COMMUNICATION THEORY AND RESEARCH BY SHAHIRA FAHMY, MARY ANGELA BOCK & WAYNE WANTA
3. VISUAL COMMUNICATION BY RALPH E WILEMAN

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	FUNDAMENTALS OF MASS COMMUNICATION
COURSE CODE	BAMMFMC 104
PAPER	4 (CORE-I)
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER I
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFMC-104	FUNDAMENTALS OF MASS COMMUNICATION

COURSE OUTCOME :

- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.
- To understand the concept of New Media and Media Convergence and its implications.

MODULE	TOPICS	DETAILS	LECTURES
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I	Introduction and overview	<ol style="list-style-type: none"> 1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital 3. Communication etc. 4. Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste-differentiated Audience Model, Hub Model, Sadharanikaran. 	12
II	History of Mass communication	<ol style="list-style-type: none"> 1. From oral to communication (kirtan, Davandi, Powada, Nagara) 2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape 	12
III	Major forms of mass media	<ol style="list-style-type: none"> 1. Traditional & Folk Media: 2. Print: Books, Newspapers, Magazines 3. Broadcast: Television, Radio 4. Films 5. Internet 	12
IV	Impact of Mass Media on Society	<p>A. I. Social Impact (With social reformers who have successfully used mass communication)</p> <p>II. Political Impact (With political leaders who have successfully used mass communication)</p> <p>III Economic Impact (With how economic changes were brought about by mass communication)</p> <p>IV. Developmental Impact (With how the government has successfully used mass communication)</p> <p>B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</p>	12
V	The New Media and media convergence	<ol style="list-style-type: none"> 1. Elements and features of new media, Technologies used in new media, 2. Major challenges to new media Acquisition-personal, social and national, 3. Future prospects. 	12

SYLLABUS DESIGNED BY

1. NAVITA KULKARNI - CONVENER
2. SAURABH DESHPANDE- MEMBER



3. RASIKA SAWANT- MEMBER

INTERNAL EVALUATION METHODOLOGY

(any two to be selected- one individual and one group evaluation)

20 Marks

1. ORAL & PRACTICAL PRESENTATIONS
2. PROJECTS / ASSIGNMENTS
3. DEBATES /GROUP DISCUSSION
4. OPEN BOOK TESTS
5. QUIZ

REFERENCES:

1. Mass Communication Theory: Denis Mcquail
2. Mass Communication: Rowland Lorimer
3. The Media in Your Life: An Introduction to Mass Communication : Jean Folkerts and Stephen Lacy (Pearson Education)
4. Mass Communication Effects: Joseph Klapper
5. Mass Communication & Development: Dr. Baldev Raj Gupta
6. Mass Communication in India: Keval J Kumar
7. Mass Communication Journalism in India: D S Mehta
8. The Story of Mass Communication: Gurmeet Singh
9. Perspective Human Communication: Aubrey B Fisher.
10. Communication Technology & Development: I P Tiwari
11. The Process of Communication: David K Berlo
12. Cinema & Television: Jacques Hermabon& amp; Kumar Shahan.
13. Mass Media Today: Subir Ghosh
14. Mass Culture, Language & arts in India: Mahadev L Apte
15. Communication Facts & Ideas in Business: L. Brown (Prentice Hall).
16. India's Communication Revolution: ArvindSinghal and Everett Rogers.
17. The Myth of Mass Culture: Alan Swing wood
18. Communication: C.S. Rayadu,(Himalaya Publishing House, Mumbai).
19. Communication-concepts & Process: Joseph A Devito
20. Lectures on Mass Communication: S Ganesh.

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I
COURSE:	CURRENT AFFAIRS
COURSE CODE	BAMMCA 105
PAPER	5 (CORE-II)
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER I
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCA 105	CURRENT AFFAIRS



COURSE OUTCOME	
1.	To provide learners with overview on current developments in various fields.
2.	To generate interest among the learners about burning issues covered in the media
3.	To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.
4.	Twenty minutes of newspaper reading and discussion is mandatory in every lecture
Syllabus	

Module	Details	Lectures
1	Current National stories	10
	1. Three political stories of national importance.	04
	2. Political leaders : news makers of the season (Brief profile of any three)	02
	3. One dominating economic /business news	02
	4. One dominating environment news stories	01
	5. One story of current importance from any other genre.	01
2	Polity and governance	08
1	Ministries of Government of India Autonomous government bodies	01
2.	Ministry of Home Affairs Enforcement Organizations Internal Security Police	01
3	Communal tensions Review of latest episodes of communal tensions	02
4.	The tensions in J&K	02



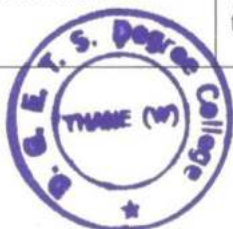
		Background, Political players Update on the current situation	
	5.	Review of any three Central Government projects and policies	02
3	International Affairs		10
	1	Security Council Structure and role	01
	2.	Issues that currently engage the SC	01
	3	Role of United Nations ,General Assembly ,Other main organs of the UNO	2
	4.	Issues that currently engage the UNO	2
	5.	Four conflicts/ issues of international importance	4
4	Maharashtra Issues		10
	1.	Political parties reach and challenges, political leaders	02
	2.	An update on the current political dynamics of Maharashtra	02
	3.	News relating to the marginalized and displaced tribes	02
	4.	The latest news on floods and drought, unemployment, health issues, etc	02
	5.	Update two ongoing state projects	02
5	Technology		10
	1. Mobile Application for Journalists	Mobile apps help in content creation Examples of Mobile apps used by journalists worldwide	02



	2. Artificial Intelligence & Content Automation Tools	Introduction to AI and data science Introduction to Content Automation tools Examples of content automation tools in content creation	02
	3. Augmented Reality & Virtual Reality in Media	Introduction to Augmented Reality Introduction to Virtual Reality Examples of Augmented Reality games and apps Examples of Virtual Reality news websites worldwide	02
	4. Digital Gaming Industry	Introduction to Digital Gaming Industry	02
	5. Digital gaming in India	Overview of Indian digital gaming	02

Total Lectures	48
It is recommended that 15 minutes of every lecture is devoted to reading/discussing the major news stories of the day.	
Internal exercise:	20 Marks
The objective of internal exercise is to help the learners cultivate an interest in news and developments across fields.	

Sr no	Project/Assignment	Reason/Justification
01	Quiz on current affairs	This is an interesting way of engaging learners with news and personalities making news.
02	Group Discussion on burning issues	Bouncing of ideas and opinions is an effective way of enhancing understanding on a subject
03	Group presentations on any one current issue	This also gives the learners an opportunity to address the issues that come up in a team work and the ability to work through these. It also challenges their ability to collect



		relevant information and package effectively,
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SYLLABUS DESIGNED BY
<ul style="list-style-type: none"> • Renu Nauriyal- CONVENER • Shridhar Naik- MEMBER • Rajat Bandopadhyay - MEMBER
Reference Books/Journals/Manuals <ol style="list-style-type: none"> 1. Manorma Yearbook published by Malayala Manorma 2. Competition Success Review 3. Competition Master 4. Yogana published by Publication Division, Ministry of Information and Broadcasting 5. The Virtual Reality Primer- Casey Casey Larijani 6. The Secret of Viral Content Creation- Priyanka Agarwal 7. https://www.lucidpress.com/blog/top-30-social-media-automation-tools 8. Understanding Augmented Reality: Concepts and Applications- Alan B Craig 9. https://www.forbes.com/sites/suparnadutt/2018/03/09/how-online-gaming-in-india-is-growing-fast-into-a-billion-dolla 10. 70 years in Indian politics and policy https://www.livemint.com/Politics/.../70-years-in-Indian-politics-and-policy.htr-market/#7e8eddbd55b6



PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	I



COURSE:	HISTORY OF MEDIA
COURSE CODE	BAMMHM 106
PAPER	6 CORE III
TOTAL MARKS	100 (75 : 25)
NUMBER OF LECTURES	48

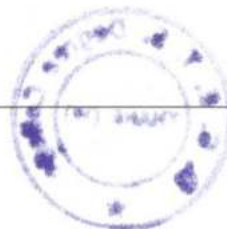
COURSE OUTCOME

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learner will develop the ability to think and analyze about media.
6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

MODULE	TOPIC	DETAILS	LECTURES
INTRODUCTION			
I	EVOLUTION OF PRESS IN INDIA	a. Newspaper – the rise of the voice of India during British rule b. India's Freedom Struggle and Role of Media c. Independence and rise of Newspapers, Newspapers – a social aspect for freedom struggle, PRESS ACTS of India d. Press during the Emergency Period	10
LANGUAGE PRESS			
II	HISTORY OF INDIAN LANGUAGE PRESS IN INDIA	a. Rise of Hindi Language Newspapers (detailed report on vernacular press in India referring to newspapers) b. Regional Press and its popularity of Indian regional languages in various regions c. Vernacular Press Act 1876	10
DOCUMENTARIES & FILMS			
III	HISTORY OF DOCUMENTARIES AND FILMS	a. Genesis of documentaries and short films, (screening of few documentaries is essential- like	10



		<p><i>Hindustan Hamara, Zalzala, The Vanishing Tribe)</i></p> <p>Role of Documentarians - P V Pathy, D G Tendulkar ,H S Hirlekar, Paul Zils and FaliBillimoria</p> <p>Anandpatwardhan,</p> <p>b. Evolution of film making in India - brief history, Photography to moving films</p> <p>c. Origin of Hindi cinema</p> <p>d. Origin of Short films to what it is today, role of you tube and WhatsApp</p> <p>e. Great masters of world cinema</p>	
BROADCASTING			
IV	HISTORY OF RADIO AND TELEVISION IN INDIA	<p>a. Radio & Television as Mass Media</p> <p>b. Radio and Television Broadcasting</p> <p>c. The beginning of Radio and Television Shows</p> <ul style="list-style-type: none"> • A New Era in Broadcasting in India • Satellite Television & Privatization in Broadcasting • Advertising in India <p>d. Internet Protocol Television</p>	10
MEDIA ICONS			
V	ROLE OF MEDIA ICONS IN THE HISTORY OF INDIAN MEDIA	<ol style="list-style-type: none"> 1. Raja Rammohan Roy 2. Bal GangadharTilak 3. M.K.Gandhi 4. B.R. Ambedkar 5. KP Kesava Menon 6. K.C MammenMapillai 7. Maulana Abdul Kalam Azad 	08
SYLLABUS DESIGNED BY			
<ol style="list-style-type: none"> 1. PROF. RANI D'SOUZA(CONVENOR) 2. DR. YATINDRA INGLE 3. MR. MITHUN PILLAI 			
INTERNAL EVALUATION METHODOLOGY			
(any two to be selected- one individual and one group evaluation)			20 Marks
<ol style="list-style-type: none"> 1. PROJECTS/ ASSIGNMENTS 2. ORAL & PRACTICAL PRESENTATIONS 3. GROUP INTERACTIONS 4. DEBATES & DISCUSSIONS 5. QUIZ 			



(Screening of Short Films and Documentaries are to be done in the classroom with history being discussed)

REFERENCE BOOKS/JOURNALS/MANUALS

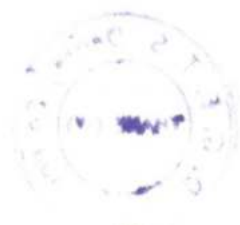
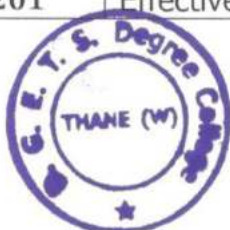
1. MASS COMMUNICATION IN INDIA PAPERBACK – BY KEVAL J. KUMAR
2. JOURNALISM IN INDIA: HISTORY, GROWTH, DEVELOPMENT BY K. C. SHARMA
3. MEDIA'S SHIFTING TERRAIN: FIVE YEARS THAT TRANSFORMED THE WAY INDIA COMMUNICATES BY PAMELA PHILIPSE
4. INDIAN NEWS MEDIA: FROM OBSERVER TO PARTICIPANT BY USHA M. RODRIGUES & MAYA RANGANATHAN
5. DOCUMENTARY FILMS AND INDIAN AWAKEN BY JAGMOHAN, PUBLICATIONS DIVISIONS MINISTRY OF BROADCASTING AND INFORMATION, GOVERNMENT OF INDIA
6. HISTORY OF INDIAN CINEMA PAPERBACK – 1 JAN 2012 BY RENU SARAN
7. HISTORY OF BROADCASTING IN INDIA BY DR. P. THANGAMANI
8. INDIA ON TELEVISION BY NALIN MEHTA(HARPER COLLINS PUBLISHERS)
9. PRESS IN INDIA: NEW HISTORY HARDCOVER – 1 AUG 1995 BY G.S.C. RAGUAVAN
10. COMMUNICATION IN HISTORY: STONE AGE SYMBOLS TO SOCIAL MEDIA BY DAVID CROWLEY (AUTHOR), PETER URQUHART (AUTHOR), PAUL HEYER (AUTHOR)

Blavika Maen.

SEMESTER II

Semester II	
Course code	Course Name
BAMMEC-201	Effective communication -II
BAMMFC-202	Foundation course -II
BAMMCW-203	Content Writing
BAMMID-204	Introduction to Advertising
BAMMIJ-205	Introduction to Journalism
BAMMMGC-206	Media, Gender & Culture

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	EFFECTIVE COMMUNICATION SKILLS -II
COURSE CODE	BAMMEC 201
PAPER	1
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMEC-201	Effective Communication Skills-II



Learning Outcome:		Total Lectures : 48 hrs.
<ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications. 		
Module	Topics	Details
1	Writing	
	1.Report writing	Report Writing (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report
	2. Organizational writing	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.
	4. Writing for Publicity materials	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot
2	Editing	
	Editing	Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,
		Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.
3	Paraphrasing and Summarizing	
	1. Paraphrasing	Meaning, how to use paraphrase in communication, Paraphrase in plagiarism , Translation
		Summarizing content , the points and sub- points and the logical connection between the points



	Summarization		
4	Interpretation of technical data		
	Interpret technical data	Read graphs, maps, charts, Write content based on the data provided	
Total Lectures			48

Internal evaluation methodology **25 Marks**

Sr no	Project/Assignment
1	Clipping files on various current topics.
2	Publish letters to editors in news media.
3	Reporting of college events.

Bibliography:

- Business Communication - Rhoda A. Doctor and Aspi H. Doctor
- Communication Skills in English – Aspi Doctor
- Teaching Thinking - Edward De Bono De Bono's
- Thinking Course – Edward De Bono Serious Creativity –
- Edward De Bono The Mind Map Book – Buzan Tony
- Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson
- A Textbook of Translation - by Peter Newmark, Newmark

Syllabus Designed by:

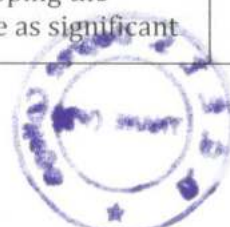
- Gajendra Deoda (Convenor)
- Smita Jain
- Deepak Kumar Tiwari (Subject expert).



PROGRAM	BAMM
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YEAR	FYBMM
SEMESTER	II
COURSE:	FOUNDATION COURSE
COURSE CODE	BAMMFC 202
PAPER	2
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMFC-202	FOUNDATION COURSE

	Course Outcome: 1. To introduce students to the overview of the Indian Society.		
	<ol style="list-style-type: none"> 1. To help them understand the constitution of India. 2. To acquaint them with the socio-political problems of India. 		
	Note : Revised FC (Foundation Course) Syllabus sanctioned vide Agenda Item No. 4.49 of AC. 6.6.2012 for the B.A. Sem-1 / B.Sc. Sem-1 of University of Mumbai. The BMM BoS is unanimously decided to follow the same syllabus to BA in Multimedia and Mass Communication (BAMMC) Semester -II as it is.		
Module	Topics	Details	Lectures
1	Globalisation and Indian Society	Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.	07
2	Human Rights	Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.	10
3	Ecology	Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life; Environmental Degradation-causes and impact on human life; Sustainable development- concept and components; poverty and environment.	10
4	Understanding Stress and Conflict	Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant	10



		factors in causing conflicts in society. Aggression and violence as the public expression of conflict.	
5	Managing Stress and Conflict in Contemporary Society	Types of conflicts and use of coping mechanisms for managing individual stress; Maslow's theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.	08
6	Contemporary Societal Challenges	a. Increasing urbanization, problems of housing, health and sanitation; b. Changing lifestyles and impact on culture in a globalised world. c. Farmers' suicides and agrarian distress. d. Debate regarding Genetically Modified Crops. e. Development projects and Human Rights violations. f. Increasing crime/suicides among youth.	15
Note: 15 lectures will be allotted for project guidance Unit Number 6 will not be assessed for the Semester End Exam.			

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	CONTENT WRITING
COURSE CODE	BAMMCW 203
PAPER	3
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMCW-203	CONTENT WRITING

Crisp writing is the challenge.

Learning Outcome:

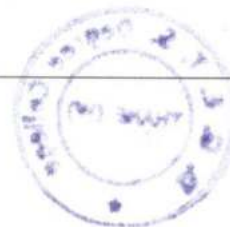
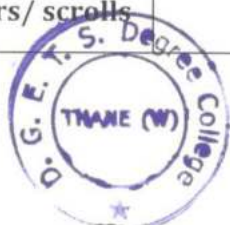
Lectures: 48

1. To provide students with tools that would help them communicate effectively.
2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

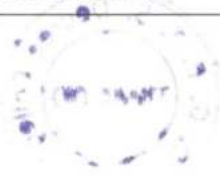
Syllabus			
Module	Topics	Details	Lectures



1	Foundation		8
	1.Grammar Refresher	With special emphasis on use of punctuations, prepositions, capital letters and lower case	02
	2.Vocabulary building	Meaning, usage of words , acronyms	02
	3.Common errors	Homophones and common errors in English usage.	02
	4. Essentials of good writing	With emphasis on writing with clarity, logic and structure	01
	5. Phrases and idioms	Creative usage of phrases and idioms.	01
2	Editing Skills		10
	1. Redundant words	Identifying redundant words and phrases and eliminating these.	01
	2.Editing sentences	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	3.Editing captions	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	4.Editing headlines	Editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	02
	5.Editing copy	Structuring a story, Creating a flow, editing redundant words/ phases and replacing wrong words/punctuation/grammatical error	03
3	Writing Tips and Techniques		10
	1.Writing tickers/ scrolls	For television news	01



	2. Writing social media post	Twitter and for other social networks	01
	3. Writing briefs/snippets	News briefs, Lifestyle and entertainment snippets	03
	4. Caption writing	Picture stories etc	02
	5. Writing headlines	News headlines and feature headlines	03
4	PRESENTATION TOOLS AND TECHNIQUES		10
	1. Power Point Presentation	Use of Power Point tools Power Point to Pdf Power Point to self animated presentation Auto timing of Power Point presentation	02
	2. Info graphic	Colour selection Use of clip art Use of Power Point smart tools Minimalist animation for maximum impact	02
	3. Three minute presentation	Content for single slide Uses of phrases Effective word selection Effective presentation	02
	4. Google Advance search	How to select relevant information Locating authentic information How to gather information for domestic and	02



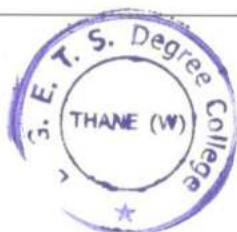
		international websites	
	5. Plagiarism	How to do a plagiarism check Paraphrasing Citation and referencing style	02
5	Writing for the Web		10
	1. Content is King	Importance of content	01
	2. Less is more	Writing for print media/ social media like Twitter, etc	02
	3. Copy writing	Ad campaigns (creative, witty and attractive)	03
	4. Realtime content	Difference in writing for print vs digital	02
	5. Keywords	Designing keywords for Search Engine Optimization	02
Total Lectures			48

Internal exercise:

25 Marks

The objective of internal exercise is to help the learner develop the skills of writing briefly and effectively.

Sr no	Project/Assignment	Reason/Justification
1	Writing Captions and Headlines	Simple writing is difficult. This assignment will help the learners to grasp the most essential aspect of a story and present these as headlines and captions
2	A three-minutes power point presentation	This assignment challenges the learners to draw the essence of elaborate reports, research papers and present in three minutes
3	Word Game/ Quiz	This is an exciting way to get learners engaged in vocabulary building



Bibliography:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. A Handbook of Rhetorical Devices by Robert A Harris

The Team:

1. Renu Nauriyal
2. Jitendra Nayak
3. Shreya Bhandary

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO ADVERTISING
COURSE CODE	BAMMID 204
PAPER	4
TOTAL MARKS	100 (75 : 25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMID-204	INTRODUCTION TO ADVERTISING

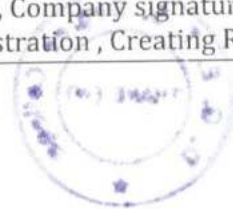
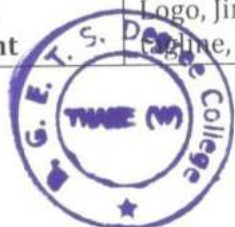
Learning Outcome:**Lectures: 48**

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising , various departments, careers and creativity
4. To provide students with various advertising trends, and future.

Syllabus			
Module	Topics	Details	Lectures
1	Introduction to Advertising		18
	1. Introduction to	Evolution , importance, Features , benefits ,	02



	advertising	limitation , effects and 5M's of advertising	
	2. Types of advertising	Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	02
	3. Ethics and Laws in Advertising	Puffery, Subliminal, Weasel claim, Surrogate, Shocking ads , Controversial , Comparative, Advertising code of ethics, Regulatory bodies, Laws and regulations	04
	4. Social, Cultural and Economic impact of Advertising	Women and advertising, Children and advertising, Senior citizen and advertising , Pop Culture and advertising	04
	5. Theories	Stimulus theory, AIDA, Hierarchy ,Means-End Theory	06
2	Integrated marketing communication and tools		10
	1. Integrated marketing communication	Emergence, Role, Tools, Communication process, The IMC Planning Process	02
	2. Print Media and Out-of Home Media	Basic concepts, Types of Newspapers advertising , advantages and disadvantage of News paper advertising ,Magazines, Factors to consider for magazine advertising, Out-of-home Advertising, On- premise advertising , Transit advertising , Posters , Directory advertising	02
	3. Broadcast Media	Radio advertising Advantages and Disadvantages of Radio advertising , Television advertising and its Advantages and Disadvantages, Film advertising and Product placement - Advantages and Disadvantages	02
	4. Public Relation	Meaning of Public Relations, Types of public relations Difference between public relations and advertising, Difference between Publicity and Advertising, , Advantages and Disadvantages of Public Relations, Advantages and Disadvantages of Publicity	02
	5. Sales Promotion and Direct marketing	Growth and Types of Sales promotion, Advantages and Disadvantages Growth of Direct marketing and its tools Advantages and disadvantages	02
3	Creativity in advertising		14
	1. Introduction to Creativity	Importance of creative process, Creative strategy development Determining message theme, Big idea, positioning strategies, Types of appeals	06
	2. Role of different	Logo, Jingle, Company signature, Slogan, Tagline, illustration , Creating Radio	06



	elements in ads	commercial –Words, sounds , clarity , coherence etc.	
	3. Elements of copy	Headline, Sub headline , Layout , Body copy , Types of copy and slogan , creating story board	02
4	Types of advertising agency, department, careers and latest trends in advertising		06
	1. Types of advertising agency	Full service, Creative boutique, Media buying agency, In- house agency, Specialized Agencies and others	02
	2. Various departments in an agency	Account handling, Production, Art, Copy, Media, Public relation, Human resources, Finance and others	02
	3. Latest trends	Rural advertising ,Ambush advertising, Internet advertising , email advertising Advertainment, advertorial, mobile advertising	02
Total Lectures			48

Internal evaluation methodology

25 Marks

Sr no	Project/Assignment
1	Individual/ group project should be given to develop an advertising strategy on any product or service
2	Write a story board/ types of copy.
3	Big Idea – Group project

Bibliography:

- 1) 1. Advertising Principles and Practices (7th Edition) William D. Wells, John Burnett, Sandra Moriarty
- 2) Adland: Global History of advertising by mark Tungate
- 3) Copy paste : How advertising recycle ideas by Joe La Pompe
- 4) Indian Advertising: Laughter & Tears by Arun Chaudhuri
- 5) Adkatha The Story Of Indian Advertising by Halve Anand
- 6) Pandeymonium by Piyush Pandey
- 7) Introduction to Advertising – Amita Shankar
- 8) Contemporary Advertising – Loudon & Britta
- 9) Advertising – Pearson Education
- 10) www.afaqs.com
- 11) www.exchange4media.com
- 12) www.adweek.com



Syllabus Designed by:

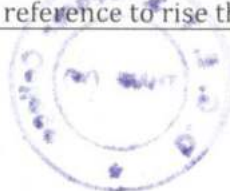
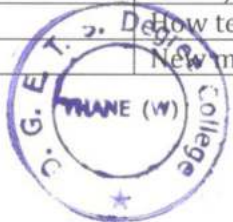
- Shobha Venkatesh (Convenor)
- Dr. Hanif Lakdawala (Subject expert)
- Kiran R. Dalani (Subject expert)

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
COURSE CODE	BAMMIJ 205
PAPER	5
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMIJ-205	INTRODUCTION TO JOURNALISM

Course outcome:

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

Syllabus			
Module	Topics	Details	Lectures
1		History of Journalism in India	
		Changing face of journalism from Guttenberg to new media	
		Journalism in India:	
		Earliest publications	
		The rise of nationalist press ,Post 1947	
		The emergency 1975 ,Post Emergency	
		Post liberalization of the economy boom in magazines niche journalism	
		How technology advancement has helped media	
		New media with special reference to rise the Citizen	



		Journalism	
2		News and its process	
		Definition of News ,	
		The news process from the event to the reader	
		What makes a good story	
		Anatomy of a news story	
		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	
3		Principles and format	
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity	
		Difference between a PR and a journalist	
		Criteria for news worthiness	
		Hard News / Soft News and blend of the two	
		News Reports, Features Editorials	
4		Career in journalism	
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	
5		Covering an event (flip class)	
		Background research	
		Finding a news angle	
		Capturing the right pictures for a photo feature	
		Writing Headline, captions and lead	

Suggested readings

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition
3. Recommended reading Nalin Mehta on Indian TV
4. M V Kamath: 'Behind the by-line' journalist's Handbook, Professional Journalism.
5. Introduction to Journalism: Essential Technique Richard Rudin
6. Introduction to Journalism: Carole Fleming
7. Introduction to Journalism: James Glen Stowal



Syllabus Designed by:

1. Dr. Navita Kulkarni – Convener
2. Renu Nauriyal
3. Gajendra Deoda

PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	MEDIA GENDER & CULTURE
COURSE CODE	BAMMMGC 206
PAPER	6
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMMGC-206	MEDIA GENDER & CULTURE

COURSE OUTCOME

- To discuss the significance of culture and the media industry.
- To understand the association between the media, gender and culture in the society.
- To stress on the changing perspectives of media, gender and culture in the globalised era.

MODULE	TOPICS	TOPICS	LECTURES
		INTRODUCTION TO CULTURAL STUDIES	
I	EVOLUTION, NEED,	Evolution, features of cultural studies, Need and significance of cultural studies and media	(12)



	CONCEPTS AND THEORIES	<p>Concepts related to culture-</p> <p>Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</p> <p>Theories:</p> <ul style="list-style-type: none"> • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk – Ulrich Beck 	
CULTURE AND MEDIA			
II	CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRNDS	<ol style="list-style-type: none"> 1. Construction of culture- social, economic, political, religion and technology 2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture 3. Media and its impact on the cultural aspect of the society. 4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc., 5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society. 	(12)
GENDER AND MEDIA CULTURE			
III	ROLE AND INFLUENCE OF MEDIA	<ol style="list-style-type: none"> 1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.) 2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change 3. Gender equality and media 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	(12)
GLOBALISATION AND MEDIA CULTURE			
IV	GLOBAL, LOCAL,	<ol style="list-style-type: none"> 1. Media imperialism 2. Globalisation and Local culture- Issues 	(12)



	CONSUMER AND THE RECENT TRENDS	<p>and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender</p> <ol style="list-style-type: none"> 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	
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SYLLABUS DESIGNED BY:-

1. PADMAJA ARVIND(CONVENOR)
2. RANI D'SOUZA
3. RUMINA RAI

INTERNAL EVALUATION METHODOLOGY

6. CONTINUOUS ASSIGNMENTS
7. ORAL & PRACTICAL PRESENTATIONS
8. GROUP/INDIVIDUAL PROJECTS
9. CLASS TEST
10. OPEN BOOK TEST
11. GROUP INTERACTIONS
12. QUIZ

REFERENCE

1. MEDIA AND CULTURAL STUDIES: MEENAKSHI GIGI DURHAM AND DOUGLAS M.KELLNER
2. CULTURAL STUDIES- THEORY AND PRACTICE – CHRIS BARKER
3. AN INTRODUCTION TO CULTURAL STUDIES- PROMOD K. NAYAR
4. CULTURE CHANGE IN INDIA- IDENITY AND GLOBALISATION – YOGENDRA SINGH
5. INDIAN MEDIA IN A GLOBALISED WORLD- MAYA RANGANATHAN USHA M. RODGRIGUES
6. MEDIA GENDER AND POPULAR CULTURE IN INDIA- TRACKING CHANGE AND CONTINIUTY – SANJUKTHE- DASGUPTA



Hanung
 I/C Principal
 Bryan Ganga Education Trust's Degree College
 Kasarvadavali, G. B. Road, Thane (W)

UNIVERSITY OF MUMBAI

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

Date:

Signature :

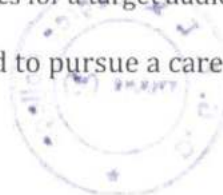
Name of BOS Chairperson / Dean : Dr. Sunder Rajdeep

CHOICE BASED CREDIT SYSTEM

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

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

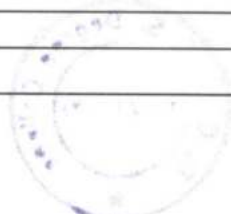


301-1

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

SY BAMMC Semester III and IV Syllabus

Year	SY BAMMC		
Semester	III		
Course:	Electronic Media-01		
Paper	Elective 01 (AEEC-1)		
Course Code	BAMMC EM-3011		
Total Marks	100 (75:25)		
Number of Lectures	48		
Course Outcome			
To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.			
COURSE CODE	COURSE NAME		
BAMMC EM-3011	ELECTRONIC MEDIA-01		
Syllabus			
Sr. No.	Modules	Details	Lectures
1	Introduction		10
	A. A Short History of Radio and TV in India and abroad		
	B. Introduction to Prasar Bharti		
	C. FM radio and community radio		
	D. Convergence trends		



2	Introduction to Sound for both TV and Radio		10
	A. Introduction to sound	<ol style="list-style-type: none"> 1. Types of Sound: Natural, Ambient, Recorded 2. The Studio Setup 3. Types of recording- Tape Recording, Digital Recording 4. Outdoor Recording 5. Types of Microphones 	
	B. Introduction to Visuals	<ol style="list-style-type: none"> 1. The Power and Influence of Visuals 2. The Video-camera: types of shots, camera positions, shot sequences, shot length 3. Lighting: The importance of lighting 4. Television setup: The TV studio 5. difference between Studio and on-location shoots 	
	C. Electronic News Gathering (ENG)	<ol style="list-style-type: none"> 1. Single camera 2. Two men crew 	
	D. Electronic Field Production (EFP)	<ol style="list-style-type: none"> 1. Single camera set up 2. Multi-camera set up 3. Live show production 	
3	Introduction to Formats (Fiction and non-fiction)		10
	1. Introduction to Radio Formats	<p>News</p> <ul style="list-style-type: none"> - Documentary - Feature - Talk Show - Music shows - Radio Drama Radio interviews - Sports broadcasting 	
	2. Introduction to Television formats	<p>News</p> <ul style="list-style-type: none"> - Documentary - Feature - Talk Shows - TV serials and soaps - Introduction to web series - Docudrama - Sports - Reality - Animation - Web series 	
4	Different Roles and contributions in the society		08
	A. Community Radio-role and importance		
	B. Contribution of All India Radio		
	C. The Satellite and Direct to Home challenge		
5	Introduction to Production process		10



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

Internal: Any two assignments compulsory

- A visit to a Radio or Television station
- Listening and recording news for TV and Radio
- Shooting an interview for a Television channel
- Recording a chat show for a radio channel

Reference Reading:

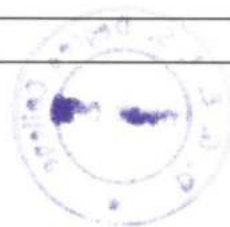
1. Basic Radio and Television: by S Sharma
2. The TV Studio Production Handbook : Lucy Brown
3. Mass Communication in India by Keval J. Kumar
4. Beyond Powerful Radio by Valerie Geller
5. Writing News for TV and Radio : Mervin Block
6. Essential Radio Journalism: How to produce and present radio news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

BOS Syllabus Sub- Committee Members

1. Prof. Dr. Navita Kulkarni (**Convener**)
2. Prof. Neena Sharma (Subject Expert)
3. Ms. Priyanka Khanvilkar (Industry Expert)

301-2

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



Number of Lectures	48
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COURSE OUTCOME:

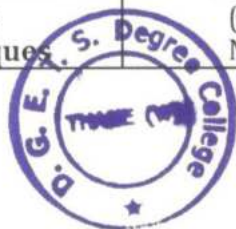
1. Individual and team understanding on theatrical Arts
2. Taking ownership of space, time, story-telling, characterization and kinesthetic
3. Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities

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

Module	Topic	Details	Lectures
		History	
I	Dramatic literature and theatre history:	<ol style="list-style-type: none"> 1. Study of the origin of theatre, history and growth 2. Theatre as a medium of mass communication 3. Theatre as a benefit to improving language skills 4. Study of traditions and forms: <ol style="list-style-type: none"> (a) Indian: Natya Shastra and Classical Indian Theatre Navarasa, Nayaka-NayikaBhed, VidushakaNatya - DrishyaKavya TrilogY -Natya - Nritta - Sangeet Study of some of the important Sanskrit playwrights i.e. Kalidasa, Bhasa, Shudraka, Kootiyattam and Folk (Jatra, Pandavani, Tamasha, Ram Lila, Yakshagana, Swang, Therukoothu, Bhawai, Dashavatar, etc) (b) Growth of Indian Regional and Modern (Experimental) Theatre (c) Asian Theatre (Japanese Noh, Spiritual and Trance of Bali and Korea, Chinese Kunqu Opera) (d) Ancient Greek: Aristotle's <i>Poetics</i> Comedy, Tragedy, Satyr Chorus (e) European: Commedia D'elle Arte and Renaissance. French Baroque theatre, Shakespeare, Brecht, Ibsen etc Naturalism - Emile Zola (f) American Musicals 	14
	Activity:	Presentations by students on different folk/traditional theatre forms from across the world through videos and images to study the salient features	
		Design	
2	Stage craft and theatre techniques	<ul style="list-style-type: none"> • Theatre architecture and set design (Detailed study of Amphitheatre, Natyamandapam etc. Types of stages e.g. 	10



		<p>proscenium, arena, thrust, end etc.)</p> <ul style="list-style-type: none"> • Costume design: study of elements of color, textures, shapes and lines • Lighting and special effects: light sources, use of modern light equipment, planning and designing light <p>Make up</p>	
	Activity:	Mask making, prop making experimenting with sound and live music and recorded music	
PREPARATION			
3	Preparing the mind, body and voice:	<p>Mind:</p> <ul style="list-style-type: none"> • Recalling experiences, talking about daily observations, collecting news clips, stories, poems etc which may inspire theatre and enactment, increasing concentration, activities to enable ideation and improvisation <p>Body:</p> <ul style="list-style-type: none"> • Simple rhythmic steps to instill grace and agility, Mime etc <p>Voice:</p> <ul style="list-style-type: none"> • Narration of poems, understanding meter and tempo, weaving stories, using intonation and modulation 	10
	Activity:	Mirror games	
READING			
4	Reading plays and analyzing the characteristics:	<p>Western: Select any 2</p> <ol style="list-style-type: none"> 1. Romeo and Juliet / Hamlet – William Shakespeare 2. Long Day's Journey Into Night –Eugene O'Neil 3. Death of a Salesman – Arthur Miller 4. Oedipus Rex - Sophocles 5. Angels in America - Tony Kushner 6. The Glass Menagerie – Tennessee Williams 7. Look Back in Anger – John Osborne <p>Indian: Select any 2</p> <ol style="list-style-type: none"> 1. Yayati – Girish Karnad 2. Taj Mahal Ka Tender –Ajay Shukla 3. Ashad ka ek Din– Mohan Rakesh 4. <i>Shantata! Court Chal Ahe</i> (1967; "Silence! The Court Is in Session") /<i>Sakharam Binder</i> (1971).Vijay Tendulkar 	14
		<p>Activity: Understand the salient features: Plot Theme Characterization Narrative Genre</p>	



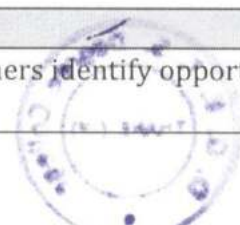
	5. Rendering	Exporting files in various formats.	01
03	Understanding VFX Elements		10
	1. Layers	Understanding usage of layers.	02
	2. Masks	Understanding the importance of elements used to create masked effects.	02
	3. Render	Understanding render queue and setting up batch rendering while going through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

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



Internal Exercise:

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



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

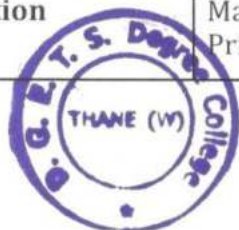
302

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

Course Outcome:

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

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



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



BOS Syllabus Sub- Committee Members		
1. Prof. Shobha Venkatesh (Convener) 2. Dr. Hanif Lakdawala (Course Expert) 3. Dr. Rinkesh Chheda (Course Expert) 4. Ms. Amrita Chohan (Industry Expert)		
Internal evaluation methodology		25 Marks
Sr no.	Project/Assignment	
1.	Presentation various topics learned	
2.	Writing Press release	
3.	Mock Press conference	
References:		
1. Public Relations Ethics, Philip Seib and Kathy Fitzpatrick 2. Public Relations- The realities of PR by Newsom, Turk, Kruckleberg 3. Principals of Public Relations-C.S Rayudu and K.R. Balan 4. Public Relations -Diwakar Sharma 5. Public Relations Practices- Center and Jackson 6. The Art of Public Relations by CEO of leading PR firms		

303

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

COURSE OUTCOME

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

COURSE CODE	COURSE NAME
BAMMC MS-303	MEDIA STUDIES

Syllabus

Module	Topics	Details	Lectures
		Introduction	
1	Eras, relevance, connection to culture, Literature	<ul style="list-style-type: none"> • Era of Mass Society and culture – till 1965 • Normative theories-Social Responsibility Theory • Development media theory 	10



		Media Theories	
2	Propaganda and propaganda theory-	<ul style="list-style-type: none"> • Origin and meaning of Propaganda • Hypodermic Needle/Magic bullet • Harold Lasswell 	14
	Scientific perspectives to limited perspectives	<ul style="list-style-type: none"> • Paul Lazarsfeld-Two step flow • Carl Hovland and Attitude Change theory 	
		Cultural Perspectives	
3	Various schools	<ul style="list-style-type: none"> • Toronto school (McLuhan) • Schools- Birmingham(Stuart Hall) • Frankfurt- Theodor Adorno and Max Horkheimer • Raymond Williams- Technological Determinism • Harold Innis- Bias of Communication 	12
	Media and Identity	Feminism /Racism/ethnicity etc Caste/class/tribal/queer representations (India examples)	
		Media Effects	
4	Theories on media Effects	<ul style="list-style-type: none"> • Media effects and behavior • Media effect theories and the argument against media effect theories • Agenda Setting Theory • Cultivation Theory • Politics and Media studies-media bias, media decency, media consolidation. 	06
		New Media and The Age Of Internet	
5	Meaning making Perspectives	<ul style="list-style-type: none"> • New media • Henry Jenkins-Participatory culture • Internet as Public sphere-Habermas to Twitter • McLuhan 's concept of Global village in the age of Netflix • Uses and Gratification in the age of Internet 	06

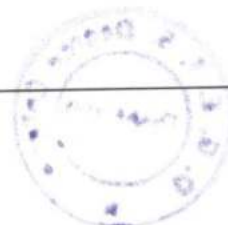
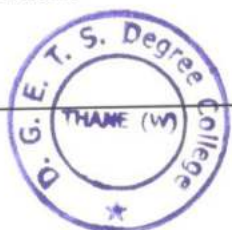
BOS Syllabus Committee Members

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

Internal Evaluation Methodology

25 MARKS

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



References:

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

304

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

Brief:

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

Learning Outcome:**Lectures: 48**

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

COURSE CODE**COURSE NAME**

BAMMC IP-304

INTRODUCTION TO PHOTOGRAPHY

Syllabus

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



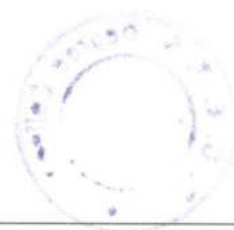
	2. Aperture: The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	03
	3. Shutter: The Click magic	Blind between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



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



	10. Viewpoint and Perspective: What Pros do	1, 2 and 3 point perspective: Vanishing points and viewpoint Normal: The way we see Enhanced: Exaggerated depth Compressed: Feeling of distance taken away Forced: Unrealism Aligned: Back projection and green screen application	03
5	Digital Imaging: Electronic format		06
	9. Image sensor	Format, 135mm/ APS-C, Medium format, Large format	01
	10. Megapixel	Pixel and its values, Total number of pixels, File size	01
	11. Resolution	Pixel Per Inch: Quality of Image, Magnification ratio	01
	12. Image magnification	Viewing distance, Image size and Pixilation How large an image can be for given megapixel	02
	13. File Formats	RAW, JPEG, TIFF (Bit and Compression) advantages and limitations of Raw format	01
Total Lectures			48
BOS Syllabus Committee Members			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar: (Convener) 2. Prof. Izaz Ansari (Subject Expert) 3. Mr. Atul Bagayatkar (Industry Expert) 			
Suggested Methods			
Sr. no.	Project/Assignment	Reason/Justification	
01 Print Media	Scrap book with collection of Photographs cropped from newspaper and Magazine (40+20)	The pictures cropped are captured by professionals. This gives ready examples of what is the decisive moment and they can have to inspect the picture to understand composition, lighting and subject handling. Analysis of each picture for the learned topics in scrap book. Points: Depth of field, Motion blur/freeze, Lighting, Quality of light, Composition, Colour temp, Mood/Drama	
02 Electronic Media	Screen shots captured of a movie (36)	Movie is a 2-3 hrs ongoing continuous event. Capturing real key frames is as if photographing in a small 2-3 hrs event, This should help them to look for the right story telling frame, anticipate and stay alert as if required on actual photographic assignment.	
03 Field work	Shooting, i.e. actual working on given topics or themes.	This is the field application of the learnt technique to get presentable pictures. The creation part of appreciation and imitation from above two projects.	
Reference Books:			
Collins Books series: Pentax Inc. <ol style="list-style-type: none"> 1. Taking successful pictures, 2. Making most of colour, 3. Expanding SLR system, 4. Lighting techniques Minolta Photographer's handbook <ul style="list-style-type: none"> • Indoor Photography, • Outdoor photography: Life Book series:			



- Colour,
- Camera,
- Light
- Portrait

Photography course:

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

Me and My Camera

- Portrait photography
- Glamour photography
- Do it in Dark (Darkroom

Techniques) Pro-technique (Pro-photo)

- Night Photography
- Beauty and Glamour
- Product Photography

305

Program	BAMMC	
Year	SY BAMMC	
Semester	III	
Course:	Film Communication-I	
Paper	06 DRG	
Course Code	BAMMC FCO-305	
Total Marks	100 (75:25)	
Number of Lectures	48	
Brief:		
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it.		
Course Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics. 		



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



	Said Mirza etc.	
Total Lectures		48

BOS Syllabus Committee Members		
1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) 3. Mr. Abhijit Deshpande (Industry Expert)		
Internal exercise:		
The objective of internal exercise is to help the students identify good cinema and how to write film review including all points of view. Also develop their vision to higher aesthetic level.		
Suggested Methods		
Sr. no	Project/Assignment	Reason/Justification
1.Print Media	Write reviews of film seen by them during lectures/film festivals	To inculcate understanding of cinema and writing skills needed for film review
2.Electronic Media	Making documentary on any of the prominent film personalities/genre/film theories	To make them understand the depth of cinema and its different aspects
Suggested Screenings:		
<ul style="list-style-type: none"> • Documentaries on World and Indian Cinema (100 years of Cinema). • Films of Dada Saheb Phalke • Citizen Kane, • The Battle over Citizen Kane • Bicycle Thief • Roshomon • Do Bigha Zamin/Bandini • Sahab, Bibi aur Ghulam/Pyaasa, • Awara/Shri 420 • Lajwanti/Ek ke Baad Ek 		

306

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



Brief: Digital workflow:

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

Course Outcome:

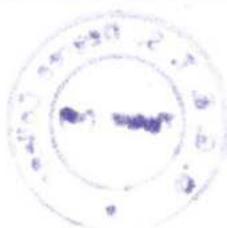
1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream.
3. To prepare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

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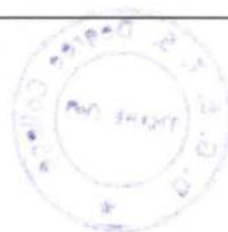
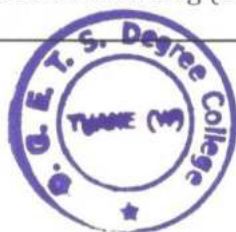
BAMMC CMM-306	COMPUTERS MULTIMEDIA -01
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Syllabus

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



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



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

BOS Syllabus Committee Members

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

Internal exercise:

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



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

References:

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

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

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

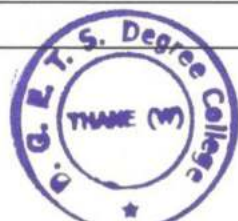
401-1	
Program	BAMMC
Year	SY BAMMC
Semester	IV
Course:	Electronic Media-II
Paper	Elective01 (AEEC-1)
Course Code	BAMMC EM-4011
Total Marks	100 (75:25)



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

Internals	Marks 25
Presenting, shooting and editing of news bulletin. Scripting and shooting for any fictional programme. Making a docudrama Writing and recording of radio talk show	
BOS Syllabus Committee Members	
1. Dr. Navita Kulkarni (Convener) 2. Prof. Neena Sharma (Subject Expert) 3. Prof. Gajendra Deoda (Subject Expert)	

401-2	
Program	BAMMC
Year	SYBMMC
Semester	IV
Course:	Theatre and Mass Communication-II
Paper	ELECTIVE
Course Code	BAMMC TMC-4012



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

COURSE OUTCOME :

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

COURSE CODE

COURSE NAME

BAMMC TMC-4012

THEATRE AND MASS COMMUNICATION-II

Syllabus

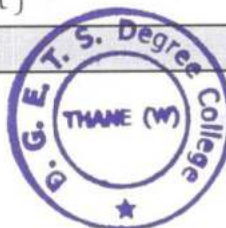
Module	Topic	Details	Lectures
Indian Theatre Icons			
I	Play Writing:	<ol style="list-style-type: none"> 1. Role of a playwright in theatre 2. Structure: Plot, Act, Scene, Character Setting 3. Basic types of playwriting, Script format 4. Role of IPTA and National School of Drama in the flourishing of theatre in India 5. Theatre and its contribution to cinema and television in India 	10
	Contribution of Indian Dramatists who revolutionized Indian Theatre:	<ul style="list-style-type: none"> • Vijay Tendulkar • Girish Karnad • Bijon Bhattacharya • Prithviraj Kapoor • Utpal Dutt • Shambhu Mitra • Mahesh Dattani • Badal Sarkar • Ebrahim Alkazi • Satyadev Dubey • B.V. Karanth • Ratan Thiyam • Mohan Rakesh 	
Role Of Theatre			
II	Theatre: Role As A Medium Of Mass Communication	<ol style="list-style-type: none"> 1. In India theatre emphasizes on the social problems and themes such as agriculture, literacy campaign, social and national harmony, human trafficking, child labor, gender discrimination, religious tolerance, women empowerment, prevention of HIV-AIDS, family planning, pulse polio, nutrition, environment pollution 2. Theatre for education and entertainment: Command or instructive function 	10



		<ol style="list-style-type: none"> 3. Theatre for development communication and social change: Persuasive function 4. Theatre for development (T4D): Building peace in Sierra Leone , Wise Up in Botswana (awareness of HIV/AIDS) – UNICEF 5. Development function: MacBride Commission report 'Many Voices One World' 6. Use of folk theatre, puppet theatre and mime for the above purpose to reach out to the rural masses. 	
	Activity:	Get newspaper clips dealing with socio-political issues and prepare scripts for short skit.	
		Director And Producer	
III	Direction and Production:	<ol style="list-style-type: none"> 1. What is direction, Qualities of a good director, Major responsibilities of a director, Principles of direction, Difference between creative director and interpretative director 2. Considerations for selection of a production, 3 producing formats, 5 departments of technical production 3. Who is a producer and what is his job 4. Types of rehearsals, Determining the number of performances, Theatre Angel 5. 10 top running Broadway shows 	10
		Management And Marketing	
4	Theatre management, marketing and event organization:	<ol style="list-style-type: none"> 1. Business aspects of theatre, a career in arts administration and management. 2. Budgetary planning, Costs Strategy 3. Performing Arts System and audience relations, Marketing and Communication strategies, Bookings and ticketing, Reviews and previews – press and publicity 4. Institutional relations and protocol, Infrastructure management 5. Supplier and provider management 	10
		Scripting, designing and promotions	
	Theatre As self-expression:	<ol style="list-style-type: none"> 1. Devising the message 2. Writing the script and finalising it 3. Designing the set 4. Rehearsals, Staging the performance, Curtains 5. Marketing and promotions 	08

BOS Syllabus Committee Members

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



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

Note:

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

402

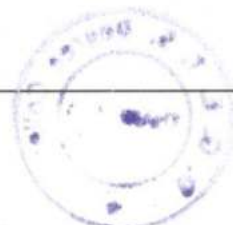
Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Writing and Editing for Media
Paper	CORE VIII DSC D1
Course Code	BAMMC WEM-402
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE OUTCOME

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



COURSE CODE		COURSE NAME	
BAMMC WEM-402		WRITING and EDITING FOR MEDIA	
Syllabus			
Modules	Topics	Details	Lectures
		PRINT MEDIA	
I	WRITING FOR PRINT MEDIA	<ol style="list-style-type: none"> 1. What makes news? (determinants of news) 2. Art and basic tools of writing 3. Steps and elements of writing-editorial, features and review 4. Writing for Newspapers and Magazines 5. Writing a News story/feature stories/Article/Editorials(differences) 6. Leads, nut shelling and story structure 7. Writing style and the stylebook 8. Public Relations and corporate writing-various forms 9. Writing for Advertisements 	12
		RADIO AND TELEVISION	
II	WRITING FOR BROADCAST MEDIA	<ol style="list-style-type: none"> 1. Radio and Television: Challenges, strengths and weaknesses 2. Writing for Television and Radio programs 3. Script writing formats 4. Writing for interviews, live news and daily news 5. Radio jockeying / online radio and new trends <p>Storyboarding for Television commercials</p>	10
		DIGITAL MEDIA	
III	DIGITAL MEDIA: A sunrise opportunity	<ol style="list-style-type: none"> 1. Difference between newspaper writing and writing for the Web, headline writing, deck heads, subheads, lists and hyperlinked content 2. How to produce well-written webpages Written content for the web, digital spaces and digitally distributed media. 3. Development of web-specific style guides, convergence of text and video on digital. 4. Emerging fields of personal publishing, including blogging and micro blogging (or publishing on LinkedIn). 5. Dealing with breaking news and fake news in real time. 6. Writing for Advertisements through Email and SMS 7. Writing Blogs 	14



		EDITING	
IV	EVALUATION OF CONTENT	<ol style="list-style-type: none"> 1. Checking spelling and grammar. Check news/magazine copies for headlines (types, appeal), sub heads, Use of graphics and illustrations for construction and information flow in Newspapers. 2. Rewriting leads 3. Achieving fitment with spacing requirements at any newspaper, magazine or webpage. 4. Checking Advertising agency copies, checking headline/sub headline (types, appeal) and maintaining sequence and flow in body copy. 5. Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design 	12

BOS Syllabus Committee members

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

Internal Evaluation Methodology

25 MARKS

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

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



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

403

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

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

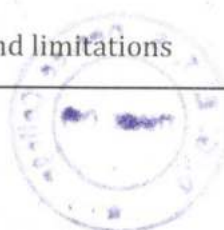
Course Outcome:

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

COURSE CODE	COURSE NAME
BAMMC MLE-403	MEDIA LAWS and ETHICS

Syllabus

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



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



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

Syllabus Sub-Committee		
1. Prof. Renu Nauriyal (Convener) 2. Prof. Mithun M Pillai (Subject Expert) 3. Prof. Bhushan M Shinde (Subject Expert)		
Internal exercise:		25 Marks
The objective of internal exercise is generate interest and awareness about new issues relating to media laws and media responsibility		
Sr. no.	Project/Assignment	Reason/Justification
1. Field work	Group presentation based on field visit eg. visit to court	Exposure to the real world of law and challenges of team work
2. Group discussion	On current issues relating to media law	This would demand clarity of perception and expression
3. Test	Based on the syllabus	To test the knowledge about the topics covered.
References:		
1. Basu, D.D. (2005). Press Laws, Prentice Hall. 2. Iyer, V. (2000), Mass Media Laws and Regulations in India, AMIC Publication. 3. Thakurta, R.G. (2009).Media Ethics, Oxford University Press. 4. Duggal, P. (2002). Cyber law in India, Saakshar Law Publications 5. P. B. Sawant and P.K. Bandhopadhyaya- Advertising Laws and Ethics - Universal Law Publishing Co 6. Media Laws: By Dr S R Myneni, Asian Law		



404

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

Course outcome

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

COURSE CODE	COURSE NAME
BAMMC MMR-404	MASS MEDIA RESEARCH

Syllabus

Module	Topic	Details	Lectures
Research In Media			
I	Introduction to mass media research	<ul style="list-style-type: none"> • Relevance, Scope of Mass Media Research and • Role of research in the media • Steps involved in the Research Process • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis 	12
Design			
II	Research designs	<ul style="list-style-type: none"> • Concept, types and uses • Research Designs: <ol style="list-style-type: none"> a) Exploratory b) Descriptive and c) Causal. 	04
Data Collection			
III	Data - collection methodology	<ol style="list-style-type: none"> a. Primary Data - Collection Methods <ol style="list-style-type: none"> I. Depth interviews II. Focus group III. Surveys IV. Observations V. Experimentations b. Secondary Data Collection Methods c. Literature review d. Designing Questionnaire and measurement techniques <ol style="list-style-type: none"> a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format 	18



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

BOS Syllabus Committee Members

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

Internal Assessment: Methodology

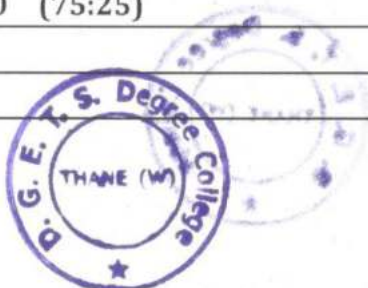
25 MARKS

Reference Books:

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

405

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



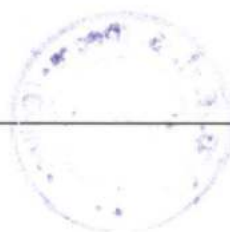
Brief:		
The media cannot be experienced without cinema. Movies are inseparable from social life today. Contribution of films are in all fields of mass communication whether Journalism, Public Relations, Advertising or pure entertainment. Cinema has larger impact on masses as well as all classes. The course is designed to understand cinema rather than only seeing it. To give media better film makers.		
Course Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films. 		
COURSE CODE	COURSE NAME	
BAMMC FCO-405	FILM COMMUNICATION II	
Syllabus		
Module	Details	Lectures
Understanding Cinema		
1. Regional Cinema	Regional Films and Film makers – Marathi (V. Shantaram), Bengali (Satyajit Ray/Ritwik Ghatak), Malayalam/Tamil/ Telegu/ Kannad, (Film makers – K. Balachandar, K. Vishwanath, Adoor Gopakrishnan) etc.	12
2. Hindi Cinema	2.1 Popular Hindi Commercial Films(Bollywood) 2.2 Past to Present 2.3 Economic contribution of cinema. 2.4 Convergence of Art and Commercial. 2.5 Genre in present (Romcom, Thriller, Biographic, Action, Musical etc.)	12
3. Cinema now	Contemporary Era Celluloid to Digital (1990-1999) Digital Explosion (2000 onwards) Media Convergence and Film Viewing Culture	08
4. Film Making	Film Production to Film Exhibition 4.1 Aspects of Production Systems: Financial, Administrative and Creative. 4.2 Stages of Film Making -1: Pre-Production 4.3 Stages of Film Making -2: Actual Production 4.4 Stages of Film Making -2: Post-Production 4.5 Film and Censorship. 4.6 ROI Systems in Film Industry Distribution Promotion Marketing Branding Internet	08



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

BOS Syllabus Sub-Committee Members		
<ol style="list-style-type: none"> 1. Prof. Gajendra Deoda (Convener) 2. Prof. Chetan Mathur (Subject Expert) 3. Prof. Abhijit Deshpande (Industry Expert) 		
Internal Exercise:		25 Marks
To make students put in practical use the outcome of Film Communication.		
Suggested Methods		
Sr. no.	Project/Assignment	Reason/Justification
Electronic Media	Group project of Short film making	To understand the understanding of cinema grasped by the students.
Suggested Screenings:		
Documentaries on Famous Film makers – K. Balachander. K. Vishwanath, Adoor etc. Pinjra Apur Sansar/Megha Dhake Tara Sholay/Amar Akbar Anthony Hum Aapke Hai Kaun / Dilwale Dulhaniya Le Jayenge Bajirao Mastani/Manikarnika/Bahubali URI Film		

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



Brief: Digital workflow:

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

Course Outcome:

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

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



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



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

BOS Syllabus Committee Members

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



Internal exercise:

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

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

Bibliography:

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

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

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



Barbula
 /IC Principal
 Dnyan Ganga Education Trust's Degree College
 Kasarvadavaji, G. B. Road, Thane (W)

UNIVERSITY OF MUMBAI

Sr. No.	Heading	Particulars
1	Title of the Course	BA in Multimedia and Mass Communication (BAMMC)
2	Semesters	05 and 06
3	Level	P.G. / <input checked="" type="checkbox"/> U.G. / Diploma / Certificate (Strike out which is not applicable)
4	Pattern	Yearly / Semester <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
5	Status	New / Revised <input checked="" type="checkbox"/> CBCS (Strike out which is not applicable)
6	To be implemented from Academic Year	From Academic Year <u>2021-22</u> in Progressive manner.

Date:

Signature :

Name of BOS Chairperson / Dean : Dr. Sunder Rajdeep

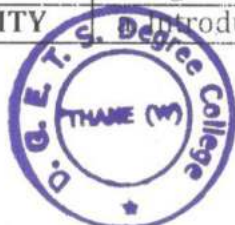
SEMESTER V-ADVERTISING		
COURSE CODE	CREDITS	COURSE NAME
COMPULSORY-CORE	04X2=08	DRG(DISCIPLINE RELATED GENERIC)
BAMMC DRGA-501	04	1. COPY WRITING
BAMMC DRGA-502	04	2. ADVERTISING & MARKETING RESEARCH
ELECTIVES-	03X04=12	DSE 1 A (DISCIPLINE SPECIFIC ELECTIVES-) (ANY FOUR COURSES)
BAMMC EAGI 1501		1.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

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



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

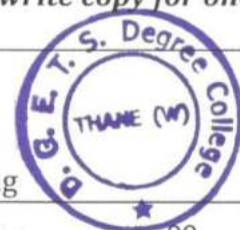
SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-501	COPYWRITING	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. To familiarize the students with the concept of copywriting as selling through writing 2. To learn the process of creating original, strategic, compelling copy for various mediums 3. To train students to generate, develop and express ideas effectively 4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. 5. In an ad agency, as a copywriter, one cannot <i>"Just be creative and express self"</i> – here one is in a 'creative professional', and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity. 6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines. 		
MODULE	DETAILS	LECTURES
1	MODULE I	10
	1.INTRODUCTION TO COPYWRITING a. Basics of copy writing b. Responsibility of Copy writer	
	2.CREATIVE THINKING a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act	
	3.IDEA GENERATION TECHNIQUES Idea generation techniques: eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics	
	4.TRANSCREATIVITY Introduction	



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



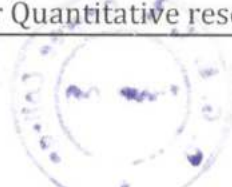
		Instagram etc f. Copy for web page	
	2.WRITING COPY FOR VARIOUS AUDIENCES	a. Children, b. Youth, c. Women, d. Senior citizen and e. Executives f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z	
5	MODULE 5	WRITING COPIES, APPEALS, EXECUTION STYLES AND EVALUATION	08
	1. HOW TO WRITE COPY FOR	a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial	
	2.VARIOUS TYPES OF ADVERTISING APPEALS AND EXECUTION STYLES	a. Rational appeals b. Emotional appeals: Humor, Fear, Sex appeal, Music c. Various advertising execution techniques d. The techniques Evaluation of an Ad Campaign	
	3.THE TECHNIQUES FOR EVALUATION OF AN AD CAMPAIGN	a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives; b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.	
	33.	Corruption issues faced by the common man	
	34.	Challenges faced by senior citizens and the physically/ mentally challenged.	
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
1. PROF.DR HANIF LAKDAWALA (CONVENER)			
2. PROF. RANI D'SOUZA (SUBJECT EXPERT)			
MANDATORY REQUIREMENT:			
COPY WRITING LECTURES COMPULSORY SHOULD BE HELD IN AUDIO VIDEO ROOM WITH PROPER PROJECTOR AND SOUND			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			
<i>Producing the following:</i>			
a. 30 secs to two mins TVC: Marks shall be assigned for quality of screenplay, content of the film, narrative, preproduction and post-production quality.			
b. A poster on any one social issue.			
<i>Every student should be instructed to maintain a scrap book where they write copy for one brand every week.</i>			
Reference Book			
1. Looking Away by Harsh Mandar			
2. Copywriting By J.Jonathangabay Frsa			
3. Copywriting: Successful Writing For Design, Advertising And Marketing			



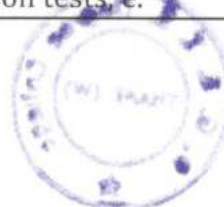
- Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
 5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
 6. Hey,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

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

SEMESTER V			
COURSE CODE		COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-502		ADVERTISING & MARKETING RESEARCH	
COURSE OUTCOME:			
<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility. 			
MODULE	DETAILS		LECTURES
1	Fundamentals of Research	<ol style="list-style-type: none"> 1. What is Literature review 2. Statement of the problem 3. Aims and objectives' of the study 4. Relevant Research questions 	02
2	Research design	<ol style="list-style-type: none"> 1. Meaning, Definition, Need and Importance, 2. Scope of Research Design 3. 2. Types- Descriptive, Exploratory and Causal. 	03
3	Preparing Questionnaire	<ol style="list-style-type: none"> 1. Survey instruments 2. Designing the questioning using projective 3. technique for Qualitative research 4. Designing the Questionnaire using attitude 5. measuring scale for Quantitative research 	03



4	Sampling	<ol style="list-style-type: none"> 1. Meaning of Sample and Sampling, 2. Process of Sampling 3. Methods of Sampling: Non Probability Sampling – Convenient, Judgment, Quota, Snow Ball, Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage. 	06
5	Preparing data sheet and data processing	Preparation of data sheet in excels format and rearranging the data as per the requirement of the Statistical software such as SPSS and the statistical tool.	03
6	Data Analysis	Data collected are to be presented and analyzed. Students will have to choose the methods that best Suite the data collected. Data could be presented using tables, pie charts, bar charts, histogram etc. Data presented should be accompanied with the interpretation of the associations and relationships Among the data groups with the appropriate implication to the study or the unit of study. The summary of interpretation should provide answers to the research Questions.	03
7	Methods of Data Analysis	The interpretations based on Descriptive statistics should include mode, mean, median, Range, Variance, Standard deviation, Kurtosis, and Skewness. Any of the following multivariate analysis may be used such as Regression, Correlation, t test, factor analysis and discriminant analysis	04
8	Report Writing	<p>FORMAT OF RESEARCH REPORTS</p> <p>The research report shall have the following Components.</p> <ol style="list-style-type: none"> 1. Title page 2. Index 3. Introduction and Research objective 4. Industry Overview 5. Literature Review 6. Statement of the Problem 7. Statement of Hypothesis (Min two hypothesis) 8. Research Methodology and Research Design 9. Data Analysis and Interpretations 10. Findings 11. Conclusion 12. Suggestions 13. Annexure (questionnaires) 14. Bibliography 	06
9	Advertising Research	<ol style="list-style-type: none"> 1. Introduction to Advertising Research 2. Copy Research: a. Concept testing, b. Name testing, c. Slogan testing 3. Copy testing measures and methods: a. Free association, b. Direct questioning, c. Direct 4. Mail tests, d. Statement comparison tests, e. 	10



		<p>7. Qualitative interviews, f. Focus groups</p> <p>8. Pretesting:</p> <p>A. Print Pretesting: a. Consumer Jury Test, B. Portfolio test, C. Paired comparison test, D. Order-of-merit test, E. Mock magazine test, F. Direct mail test. G. Broad casting Pretesting: a. Trailer tests, b. Theatre tests, c. Live telecast tests, d. Clutter tests H. Challenges to pre-testing. Example: The Halo effect</p> <p>9. Post testing:</p> <p>a) Recall tests, b) Recognition test, c) Triple association test, d) Sales effect tests , e) Sales results tests, f) Enquires test</p>	
	Physiological rating scales	<p>1.Pupil metric devices, 2.Eye-movement camera, 3.Galvanometer, 4.Voice pitch analysis, 5. Brain pattern analysis</p>	03
10	10. Marketing Research	<p>1. Introduction to Advertising Research 8 2. New product research, 3. Branding Research, 4. Pricing research, 5. Packaging research, 6. Product testing</p>	05
		TOTAL LECTURES	48

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

25 MARKS

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

BOS SYLLABUS SUB-COMMITTEE MEMBERS

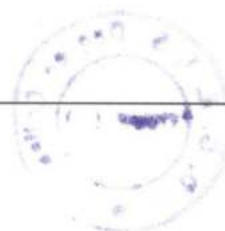
1. Dr. Hanif Lakdawala (Convener)
2. Prof. Payal Agarwal (Subject Expert)
3. Prof Sangeeta Makkad (Subject Expert)

Guidelines for Internals:

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

Producing the following:

a. Complete Research report of the survey conducted



Reference Books and material

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

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

SEMESTER V	
COURSE CODE	Course Name & Detailed Syllabus
BAMMC EAGI 1501	Globalization and International Advertising
COURSE OUTCOME:	
<ol style="list-style-type: none"> 1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising. 2. To help the student understand and practice Global Communication. 3. To develop media student's understanding on Global Brands. 4. To introduce to media students about concept and process of International advertising. 5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising. 6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market. 	



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

BOS SYLLABUS SUB-COMMITTEE MEMBERS

- 1. Prof. Dr. Priyadarsini Poddar (Convener)**
- 2. Prof. Harjeet Bhatia (Subject Expert)**

References:

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



Berkeley: UC Press, pp.281-300.

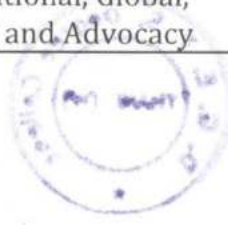
- Hafez, K. (2007), 'Entertainment Culture as the Core of Media Globalization', in Hafez, K., The Myth of Media Globalization, Polity, pp.82-99.
- Philip R Cateora and John L Graham, International Marketing_Irwin McGraw Hill 1999. William F Arens and Courtland L Bovee, Contemporary Advertising-Irwin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

ELECTIVE 02

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

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABB 1502	BRAND BUILDING	
COURSE OUTCOME:		
1. 1. To understand the awareness and growing importance of Brand Building 2. 2. To know how to build, sustain and grow brands 3. 3. To know the various new way of building brands 4. 4. To know about the global perspective of brand building.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND BUILDING, IDENTITY, PERSONALITY AND POSITIONING	10
	1. Introduction to Brand Building Meaning, Product v/s Brand. Why brand matters Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) Brand building blocks, Guidelines for effective branding, Brand Elements – types of brand elements	
	2. Brand Identity and Brand personality Consumer, Industrial, Retail, Classified, Corporate ,Public service, ,Generic, National, Global, International, Social (CSR) and Advocacy	



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



Sr. no.	Project/Assignment
01	Individual / Group – Presentation Brand augmentation for a well-known brand and campaign planning - market planning, strategy, segmentation, selection, advertising objective, Creative execution of the campaign, Campaign evaluation and measuring effectiveness
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF.DR. RINKESH CHHEDA (SUBJECT EXPERT) 3. PROF PAYAL AGARWAL (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)	
References : 1. 1. David, A Aker, Building strong brands, the free press, 1996 2. Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001 3. Brand management – the Indian context – Y L R Moorthi 4. Strategic Brand Management by Kevin keller, M.G Parameshwaran, Issac Jacob 5. Brand positioning – Strategies for competitive advantage – Subroto Sengupta 6. Kumar, Ramesh S, Marketing and branding-Indian scenario,----, 2007 7. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview 8. What great brands do Building Principles that Separate the ..Denise Lee yohn . 9. John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill 10. Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author)	

ELECTIVE 03

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

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



ELECTIVE 05

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

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EASM 1505	SOCIAL MEDIA MARKETING

COURSE OUTCOME:

Learn to communicate and tell stories through the web.

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

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

	1.Introduction to Social Media Marketing	Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing	
	2.Content Strategy For Social Media Marketing	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms	
	4.Face Book Marketing	Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	
	5.Instagram Marketing	Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads	
	6.Linkd In Marketing	LinkdIn for personal branding, LinkdIn for Company pages ,Brand marketing for LinkdIn, Ads on LinkdIn	
	7.Pinterest Marketing	Pinterest for business, Marketing on Pinterest, Leveraging Rich Pins	
	8.Youtube Marketing	How to build foundation for your Youtube channel, Usage of free resource , Optimize organic traffic by selecting key words for videos , Optimization of advertisements	
4	Social Media Marketing Plan, and Campaign management		10
	1.Social Media Marketing Plan	What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success	
	2.Campaign Marketing	What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	
5	Ethics and Careers		10
	1.Ethics	Code of ethics , 9 Rules of engagement for Social Media Marketing	
	2.Careers	Careers in Social media marketing	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ul style="list-style-type: none"> • Prof. Shobha Venkatesh (Convener) • Prof. Dr. Hanif Lakdawala (Subject Expert) • Prof. Vishal Parekh (Industry Expert) 			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			



25 MARKS

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

References

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

ELECTIVE 06

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

SEMESTER V

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EADM 1506	DIRECT MARKETING & E-COMMERCE

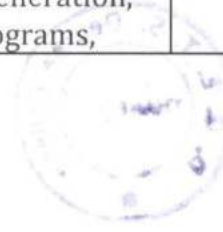
COURSE OUTCOME:

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

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



		The key Issue.	
	2.Integrated Marketing Communication versus Direct Marketing	Meaning, Introduction of IMC , Role of IMC in the Marketing Process, Relationship of IMC with Direct Marketing, Importance of IMC, Tools of IMC - Advertising ,Sales Promotion, Publicity, Personal Selling, etc., Person to person ,Group Selling, Direct Mail, Direct response Television(DR-TV), Direct Response Print Advertising, Catalogues, Inserts, Videos, E-mail, Trade shows	
	3.Customer as the only project center: Segmentation, Targeting and customer Focus	What is Customer Relationship Management (CRM), Importance of CRM, Planning and Developing CRM, Customizing Products to different needs, Studying the customers mix and Managing the Key customers, Relationship Marketing - Customer Loyalty, 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention, Market Segmentation	02
2	Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory		08
	1.Understanding the business of Direct Marketing - Database Management/ Marketing Strategies	Database Management: Meaning, Importance, Functions of Database, Sources and uses of E-database, Techniques of Managing Database - Internal/External, Steps in developing a database, Advantages and Disadvantages of Database Management. Direct Marketing Strategies: Meaning of Marketing Strategies - Why it is needed, Internal and External Analysis, Objectives of Strategies, Creating a Direct Marketing Budget.	
	2.Direct Marketing Research and Testing	What is customer Life time Value (LTV), Factors affecting Life time Value, How we use LTV, LTV - Sums (3 methods - Present/Historical and Discounted), Using LTV analysis to compare the Effectiveness of various marketing strategies.	
	3.Direct Marketing Analysis	List Selection, Prospecting, Product Customization, Response Modeling and Experimentation, Mail order, Lead generation, Circulation, Relationship/loyalty programs,	



		Store traffic/Site traffic generation, Fund raising, Pre-selling, selling(Cross selling, Up selling) and Post-Selling	
3	Introduction to E-commerce, E-business , Building up a Website		10
	1.Introduction to E-Commerce	Ecommerce- Meaning, Features of E-commerce, Categories of E-commerce, Advantages and Limitations of E-Commerce, Traditional Commerce and E-Commerce, Factors Responsible for Growth of E-Commerce, Issues in Implementing E-Commerce, Trends in E-Commerce in Sectors like: Retail, Banking, Tourism, Government, Education	02
	2. E-Business	Meaning, Launching an E-Business, Different phases of Launching an E-Business, Important Concepts in E-Business: Data Warehouse, Customer Relationship Management, Supply Chain Management, and Enterprise Resource Planning	02
	3.Website	Design and Development of Website, Advantages of Website, Principles of Web Design, Life Cycle. Approach for Building a Website, Different Ways of Building a Website	02
4	Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce through social media		10
	1.Electronic Payment Systems	Features, Different Payment Systems :Debit Card, Credit Card ,Smart Card, E-cash, E-Cheques, E-wallet, Electronic Fund Transfer, Issues Relating to Privacy and Security in E-Business	
	2.Payment Gateway	Introduction, Payment Gateway Process, Payment Gateway, Types, Advantages and Disadvantages of Payment Gateway, Types of Transaction Security	
	3.Integration of Direct Marketing and E-Commerce through the use of Internet and Social Media	What is Internet, How companies use internet to promote the product, Impact of Internet on Direct Marketing and E-Commerce industry, Growing Importance of Social Media, Role of Social Media on Consumers and Business	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ul style="list-style-type: none"> ❖ Prof. Shobha Venkatesh (Convener) ❖ Dr. Rinkesh Chheda (Subject Expert) ❖ Prof Deepali Mangrekar (Subject Expert) 			
INTERNALS (The objective of internal exercise is to help the learner acquire skills)			
			25 MARKS
Sr. no.	Project/Assignment		
01	Individual / Group – Presentation Marketing plan integrating both Direct marketing and E-		



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

ELECTIVE 07	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	V
COURSE:	Consumer Behaviour
COURSE CODE	BAMMC EACB 1507
PAPER	7 DSE 1A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER V		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EACB 1507	CONSUMER BEHAVIOUR	
COURSE OUTCOME:		
1. To understand the sociological & psychological perspective of consumer behaviour.		
2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising.		
3. To sensitize students to the changing trends in consumer behaviour.		
MODULE	DETAILS	LECTURES
1	Module I	10
	1.INTRODUCTION TO CONSUMER BEHAVIOUR	
	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world	
	2.MARKETING & CONSUMER BEHAVIOUR	
	1. Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. M. Persuasive advertising appeals.	
2	Module II	08



	1.PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. <ol style="list-style-type: none"> i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. <p style="text-align: center;">Application of these theories in the marketing and consumer behaviour.</p>	
3	Module III		10
	1.RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Perception - Elements in perception. <ol style="list-style-type: none"> a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning. 	
4	Module IV		10
	1.SOCIO - ECONOMIC& CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR	<ol style="list-style-type: none"> 1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. <ol style="list-style-type: none"> i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. determinants of consumer behaviour 	
5	Module V		10
	1. CONSUMER DECISION MAKING.	<ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. <ol style="list-style-type: none"> 2. Diffusion & Adoption Process. <ol style="list-style-type: none"> a. Process of decision making. b. Models of decision making. c. Opinion Leadership. 3. Diffusion & Adoption Process. 	
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. PROF. PAYAL AGGARWAL (Convenor) 2. PROF.DR. PADMAJA ARVIND (Subject Expert) 			



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

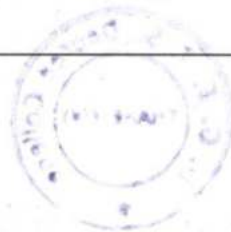
COMPULSORY 01

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

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



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



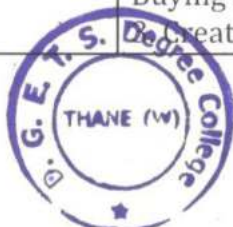
8	Content writing	Programmatic Marketing a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Pradeep Sasidharan (Convener)			
2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta			
2. Digital Marketing By Puneet Singh Bhatia			

COMPULSORY 02

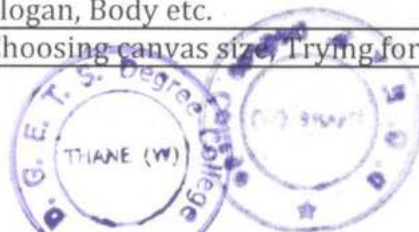
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI

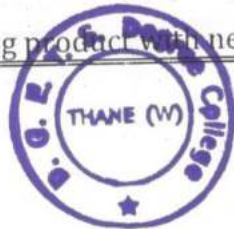
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
1. Learner shall understand the process of planning & production of the advertisement.		
2. To highlight the importance of visual language as effective way of communication.		
3. To provide practical training in the field of advertising & make learner industry ready.		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2. Role of Agency Departments	1. Accounts dept.: Client handling, Strategy planning 2. Media dept.: Media research, Media planning, Buying & billing 3. Creative dept.: Prime calibre, All of visualisation,	



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



	Together	Various proportions of verbal & Visual	
4	PLANNING A CAMPAIGN: WORKING ON FINAL PROJECT		10
	1.Choosing a product	Finalizing what to sell. Designing a Logo: Type based, Shape based, combo, Symbolic etc. Planning tagline	
	2.Research	Product/Service (features & benefits) Market: Wants & Needs, Psycho & Demography, What words may click their minds. Tone & Voice.	
	3.Idea generation	Coming to big idea, Trying various idea generation techniques	
	4.Visualising Layout	Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
5	EXECUTION: ON SYSTEM WORK (FACULTY TO GUIDE & INSTRUCT)		10
	1.Logo Design	Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	
	2.Logo Manual	Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	3.Print Ads/ Press ads	Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
	4.Outdoor ad, Innovative/ Transit /Ambient Point of purchase	Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.TVC or Web Ads	TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	
Total Lectures			48
BOS SYLLABUS SUB-COMMITTEE MEMBERS			
<ol style="list-style-type: none"> 1. Prof. Arvind Parulekar (Convener) 2. Prof. Arvind Hate (Subject Expert) 3. Prof. Ashish Gandhre (Industry Expert) 			
Note:			
1. Students have to choose an existing product with new fresh brand name & new logo &			



not the existing brand.

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

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

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

Internal Assessment: (25 Marks)

Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

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

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

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

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

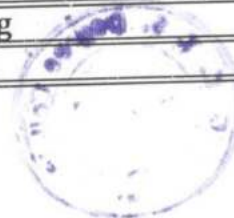
Project: Elements of Campaign: Language can be English, Hindi, Marathi.

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

References:

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

ELECTIVE 01	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI



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

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMC EAAC 2601	ADVERTISING IN CONTEMPORARY SOCIETY
COURSE OUTCOME:	

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

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



	Social Marketing	Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing. (CASE STUDY)	
		TOTAL NUMBER OF LECTURES	48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Gajendra Deoda (Convener)			
2. Prof. Smita Jain (Subject Expert)			
3. Prof. Ashish Mehta (Subject Expert)			
Reference Books and material			
1. Advertising by Amita Shankar			
2. Advertising by London & Britta			
3. Advertising by Ramaswamy & Namakeeman			

ELECTIVE 02

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

SEMESTER VI

COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EABM 2602	BRAND MANAGEMENT	
COURSE OUTCOME		
1. To understand the awareness and growing importance of brand management.		
2. To know how to build, sustain and grow brands		
3. To know the various sources of brand equity.		
4. To know about the global perspective of brand management		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO BRAND MANAGEMENT	12
	1.Introduction to Brand Management:	Meaning of Brand, Branding, Brand Management, Importance of Branding to Consumers, Firms, Brands v/s Products, Scope of Branding, Branding Challenges and Opportunities,
	2.Models	Strategic Brand Management Process, Customer Based Brand Equity model (CBBE)
	3.Brand Positioning:	Meaning, Importance, Objectives , Scope Basis of Brand Positioning, Brand Mantras Brand Repositioning and its characteristics, Point of Parity and Point of Differences
2	PLANNING AND IMPLEMENTING BRAND MARKETING PROGRAMS	12
	1. Brand Elements	Meaning, Criteria for choosing Brand Elements,

		Types of Brand Elements, Integrating Marketing Programs and Activities	
	2. Personalising Marketing	Experiential Marketing, One to One Marketing, Permission Marketing. Product Strategy: Perceived Quality and Relationship Marketing, Pricing Strategy: Setting Prices to Build Brand Equity Channel Strategy: Direct, Indirect Channels, Web Strategy	
	3. Cause Marketing to Build Brand Equity	Meaning of Cause Marketing, Advantages, Green Marketing Building Global Customer Based Brand Equity	
3 GROWING AND SUSTAINING BRAND EQUITY			12
	1. The Brand Value Chain- Model	Value stages and implication, What to track, designing brand tracking studies	
	2. Brand Equity	Meaning, Importance, Objectives, Sources of Brand Equity, Steps of Brand Building including Brand Building, Blocks, Leveraging Secondary Brand Associations to Build Brand Equity	
	3. Measuring Sources of Brand Equity	Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Brand Responses.	
4 MEASURING AND INTERPRETING BRAND PERFORMANCE			12
	1. Brand Performance and Management	Global Branding Strategies, Brand Audit, Role of Brand Managers	
	2. Brand Communication	Online Brand Promotions, Role of Brand Ambassadors, Celebrities, Loyalty Program	
	3. Managing Brands over Geographical Boundaries	Global Marketing Program, advantages and disadvantages, Cultivate Brand Partnership	
		TOTAL NUMBER OF LECTURES	48
1. PROF. SHOBHA VENKATESH (CONVENER) 2. PROF. DR. RINKESH CHEDDA (SUBJECT EXPERT) 3. PROF. POONAM CHINTANKAR (SUBJECT EXPERT) 4. PROF. CHETAN DUBEY (INDUSTRY EXPERT)			
INTERNALS (The objective of internal exercise is to help the learner acquire skills) 25 MARKS			
PROJECT/ASSIGNMENT			
<ul style="list-style-type: none"> Rebranding or Revitalizing of a well-known national brand or global brand 			
Reference books:			
1. Strategic Brand Management – Building measuring and managing brand equity Kevin			

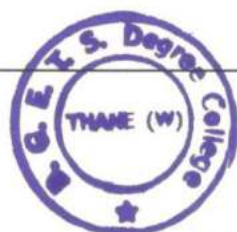


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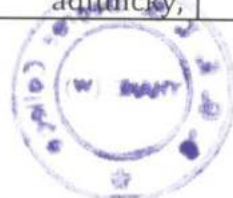
2. Keller , M.G Parmeswaran, Issac Jacob (3 rd edition)
3. Brand Management – Text and cases by Harsh Verma
4. Strategic Brand management – Indian Edition by Richard Eilliot and Larry percy
5. Brand Management – Principles and Practices by Kirti Dutta

ELECTIVE 03	
PROGRAM	BAMMC
YEAR	TYBAMMC-ADVERTISING
SEMESTER	VI
COURSE:	MEDIA PLANNING & BUYING
COURSE CODE	BAMMC EAMP 2603
PAPER	3 DSE 2A (ELECTIVE)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAMP 2603	MEDIA PLANNING & BUYING	
COURSE OUTCOME:		
<ol style="list-style-type: none">1. To develop knowledge of major media characteristics2. To understand procedures, requirements, and techniques of media planning and buying.3. To learn the various media mix and its implementation4. To understand budget allocation for a Media plan and fundamentals		
MODULE	DETAILS	LECTURES
1	INTRODUCTION TO MEDIA PLANNING	06
1.Introduction to Media Planning	a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	
2.Negotiation skills in Media Buying	a. Negotiation Strategies b. Laws of Persuasion	02
3.Media planning process	a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy	06



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



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

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

GUIDELINE FOR INTERNALS:

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

- a. Six hours workshop on Media scheduling software conducted by industry practitioner
- b. Two case studies on actual Media plans particularly "television media plan".

Reference Books and material:

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

ELECTIVE 04

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



SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC EAAS 2604	ADVERTISING & SALES PROMOTION	
COURSE OUTCOME:		
1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, 2. Use a framework to make effective sales promotion decisions, and 3. Adopt the necessary skills and point of view of an effective sales promotion campaign		
MODULE	DETAILS	LECTURES
1	1. INTRODUCTION	10
	1. Introduction a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions	
	2.Theories in Sales Promotion a. Push promotion b. Pull Promotion c. Combination theory	
	3.The psychological theories behind sales promotion a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique e. Loss Aversion f. Social Norms Marketing g. High, Medium, low	
2	Module III	08
	1. Methods of consumer oriented sales promotion a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EM! j. Demonstration of product k. After Sale Service	
	2.Methods of Trade oriented sales promotion a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies	



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

ELECTIVE 05

PROGRAM	BAMMC	I/C Principal
YEAR	TYBAMMC-Advertising	Dnyan Ganga Education Trust's Degree College
SEMESTER	VI	Kasarvadavall, G. B. Road, Thane (W)
COURSE:	RURAL MARKETING & ADVERTISING	

