

## Course Outcome: Bachelor of Mass Media [2019-20]

F. Y.B.M.M	
SEM-I	
PAPER 1 EFFECTIVE COMMUNICATION SKILLS-I	
CO1	The paper shall focus on functional and operational use of language in media. With the specific aim of use in media.
CO2	it will equip students with competence in language structure, abilities in reading and writing and skills
CO3	Close, critical reading of informative and discursive texts in Marathi, Hindi and English.
CO4	Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) Marathi, Hindi and English.
CO5	Efficient oral communication in Marathi, Hindi and English
CO6	The learner will improve their structured and analytical thinking skills
PAPER 2 FUNDAMENTALS OF MASS COMMUNICATION	
CO1	The learner would be able to understand what is communication models and expose them
CO2	The learner would be able to understand the various aspects of Mass Communication
CO3	The learner would be able to understand To develop a critical understanding of Mass Media, its potentialities and Impact
PAPER 3 INTRODUCTION TO COMPUTERS	
CO1	The learner would be able to know a general understanding of computer basics for everyday use.
CO2	The learner would be able to use this understanding to supplement their presentation skills
PAPER 4 LANDMARK EVENTS IN 20TH CENTURY HISTORY OF WORLD, INDIA & MAHARASHTRA	
CO1	The learner would be able to get acquainted with important ideas and events that shaped 20th Century world with emphasis on India & Maharashtra.
Paper 5 INTRODUCTION TO SOCIOLOGY, THE SOCIOLOGY OF NEWS AND SOCIAL MOVEMENTS IN INDIA	
CO1	Provide a sociological understanding of the basic concepts and perspectives relevant to mass-media
CO2	Learner would be aware of Indian Society's socio- cultural diversity and their responsibility as media personnel.

CO3	The learners would be sensitized to pressing social issues of the contemporary Indian society.
CO4	The learner would be able to know and to understand origins and spread of the various social movements in India.
<b>PAPER 6 INTRODUCTION TO ECONOMICS</b>	
CO1	The main objective of this paper is to familiarize the learner of mass media with the fundamental concepts of economics so that their analytical ability can be strengthened
CO2	For achieving this, the paper is to be taught with practical relevance.
CO3	Wherever applicable, reference is to be made in the context of Indian economy.
<b>SEM-II</b>	
<b>PAPER 1 EFFECTIVE COMMUNICATION SKILLS–II</b>	
CO1	The learner would be develop communication skills in Marathi, Hindi and English acquired in the first semester.
<b>PAPER 2 POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM</b>	
CO1	The learner would be get acquainted with fundamental political concepts essential for understanding political systems and theories.
CO2	Orient the students to the Indian Constitution and the functioning of the Indian political system.
CO3	The learner would be able to understand with a strong base on the 'Indian Concepts' and to expose them to the complexities of Indian Political Systems.
<b>PAPER 3 PRINCIPLES OF MANAGEMENT AND MARKETING</b>	
CO1	The learner would be given an introduction to the fundamentals of management and marketing.
<b>PAPER 4 INTRODUCTION TO PSYCHOLOGY</b>	
CO1	The learner would get acquainted with an understanding of the basic concepts of Psychology and its relevance to mass media
<b>PAPER 5 AN INTRODUCTION TO LITTERATEURS</b>	
CO1	Through reading about litterateurs and their work help students evolve into more thinking, aware, sensitive human beings; to deepen and widen their understanding of themselves and of life
CO2	The learner would be able to apply good writing to help them write better.
CO3	The learner would be get acquainted with the various genres and literary terms to enhance their understanding of world literature.
<b>PAPER 6 TRANSLATION SKILLS</b>	
CO1	The learner would be able to understand the importance

	of translation in media.
CO2	For that the learner is provide English, Hindi and Marathitranslation skills required in media.
<b>SEM-III</b>	
<b>PAPER 1</b>	<b>INTRODUCTION TO CREATIVE WRITING</b>
CO1	The learner would be encourage to read stories, poems, plays etc.
CO2	The learner would develop further and build upon the writing and analytical skills acquired in Semesters I and II
CO3	The learner will get acquainted with basic concepts in literary writing.
CO4	Familiarize the learner with the creative process
<b>PAPER 2</b>	<b>INTRODUCTION TO CULTURE STUDIES</b>
CO1	The learner would be introduce to a set of approaches in the study of culture.
CO2	Examine the construction of culture
CO3	And understand how the media represents culture.
<b>PAPER 3</b>	<b>INTRODUCTION TO PUBLIC RELATIONS</b>
CO1	The learner is introduced to the subject of public relations to the student and help understand its role and function it plays in society.
CO2	It will equip the student with the basic tools of public relations and give them an overall understanding of the subject.
<b>PAPER 4</b>	<b>INTRODUCTION TO MEDIA STUDIES</b>
CO1	The learner would be exposed to the well-developed body of media theory and analysis.
CO2	Foster analytical skills that will allow them to view the media critically.
<b>PAPER 5</b>	<b>UNDERSTANDING CINEMA</b>
CO1	The learner would get exposed with the various styles and schools of cinema throughout the world.
<b>PAPER 6</b>	<b>ADVANCED COMPUTERS</b>
CO1	The learner would be able to work on Macromedia Flash to create banner ads for websites.
CO2	Possibly introduction to High-end animation software like 3d Studio Max, Maya
CO3	The learner would be able to design a website
<b>SEM-IV</b>	
<b>PAPER 1</b>	<b>INTRODUCTION TO ADVERTISING</b>
CO1	The learner would get a brief insight about advertising & its different aspects to the students of Media.
<b>PAPER 2</b>	<b>INTRODUCTION TO JOURNALISM</b>
CO1	The learner would be able to understand the history and

	development of journalism in the global and the Indian context
CO2	Introduce the learner to concepts related to news and journalistic practice
<b>PAPER 3 PRINT PRODUCTION AND PHOTOGRAPHY</b>	
CO1	Help learners to understand the principles and practice of photography
CO2	The learner would be able to enjoy photography as an art.
<b>PAPER 4 RADIO AND TELEVISION</b>	
CO1	Introduce the basic terms and concepts of broadcasting
CO2	The learner would be get an overview of the structure and function of the broadcast industry
CO3	It will create an awareness of the development of broadcast media and current trends
<b>PAPER 5 MASS MEDIA RESEARCH</b>	
CO1	The learner would be able to understand to debates in Research approaches and equip them with tools to carry on research
CO2	To understand the scope and techniques of media research, their utility and limitations
<b>PAPER 6 ORGANISATIONAL BEHAVIOUR</b>	
CO1	Orienting Learner to issues in organizational functioning
CO2	The learner would be able to understand the concepts given below at a preliminary level
<b>SEMESTER-V</b>	
<b>ADVERTISING</b>	
<b>PAPER 1 ADVERTISING IN CONTEMPORARY SOCIETY</b>	
CO1	The learner would be able to recognize the roles of advertising in modern society
CO2	The learner understand the current developments and problems concerning advertising as an economic and social force
CO3	Appreciate the increasingly international nature of advertising.
CO4	Analyze the interdependent nature of advertising and popular culture
<b>PAPER 2 COPYWRITING</b>	
CO1	The learner would be familiarize with the concept of copywriting as selling through writing
CO2	Develop their inherent writing skills
CO3	The learner would be able to generate, develop and express ideas effectively
CO4	The learner would get familiarize with contemporary advertising techniques and practices.

<b>PAPER 3</b>		<b>ADVERTISING DESIGN (Project Paper)</b>	
CO1	The learner would get exposed to the creative and technical aspects of art direction.		
<b>PAPER 4</b>		<b>CONSUMER BEHAVIOUR</b>	
CO1	The learner would be introduce the complexities of consumer behavior		
<b>PAPER 5</b>		<b>MEDIA PLANNING AND BUYING</b>	
CO1	The learner would be able to develop knowledge of major media characteristics and buying advertising space in themto develop an understanding of procedures, requirements, and techniques of media planning		
<b>PAPER 6</b>		<b>BRAND BUILDING</b>	
CO1	The learner would able to get an introduction to theconcepts and practices of contemporary brand management		
CO2	Understand the appropriate strategies and tactics to build, measure and manage Brand Equity.		
CO3	The learner would be able to plan an effective advertising campaign		
<b>SEMESTER-V</b>			
<b>JOURNALISM</b>			
<b>PAPER 1</b>		<b>REPORTING</b>	
CO1	Certain basic principles: Accuracy, Objectivity, Clarity and speed		
CO2	The need to verify news. on the spot coverage, checking with the sources, double checking for controversial stories		
CO3	Understanding New Values		
<b>PAPER 2</b>		<b>EDITING</b>	
CO1	The learner would be able to allow improvement in language skills		
CO2	Impart skills required of a sub-editor		
<b>PAPER 3</b>		<b>FEATURE AND OPINION</b>	
CO1	Commenting on differences between reporting and feature writhing, the special skills needed for feature /Opinion writing		
CO2	Role of opinion writing the need for mature thinking and professional experience		
<b>PAPER 4</b>		<b>JOURNALISM AND PUBLIC OPINION</b>	
CO1	The learner would be able to examine critically the relationship between the media and public, how much does the media influence public opinion,		
CO2	Which are the agencies manipulating this process of influencing public opinion.		

PAPER 5		INDIAN REGIONAL JOURNALISM	
CO1	Study the evolution, growth and role in modern-day India of Indian newspapers other than in English		
CO2	Case studies of Hindi, Marathi, Telugu and Urdu newspapers		
CO3	Role of language papers in fostering socio – cultural development in their areas of circulation		
CO4	Study intimacy between readers and language newspapers		
PAPER 6		MAGAZINE MAKING(Project Paper)	
CO1	This paper shall introduce the students to the art of newspaper and magazine design and will orient them towards the practical aspects of newspaper – magazine making.		
SEMESTER- VI			
ADVERTISING			
PAPER 1		ADVERTISING AND MARKETING RESEARCH	
CO1	Discuss the foundations of research and audience analysis that is imperative to successful advertising		
PAPER 2		LEGAL ENVIRONMENT AND ADVERTISING ETHICS	
CO1	The learner would able to get a perspective on the Legal Environment in India.		
CO2	It will guide learner of media through the various ethics connected to Advertising.		
CO3	Maharashtra state centric cases to be discussed in class as the situation demands.		
PAPER 3		FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING	
CO1	The learner would get acquainted with the background, knowledge and skills necessary to be business and financialjournalists		
CO2	Create awareness about the importance of business and financial news		
CO3	Acquire skills to write different kinds of business and financial leads		
CO4	Enhance skills in reporting and writing basic and complex business beat.		
PAPER 4		AGENCY MANAGEMENT	
CO1	The learner would be exposed to the businessof advertising		
CO2	The learner would be familiarize with the different aspects of running an ad agency.		
PAPER 5		THE PRINCIPLES AND PRACTICE OF DIRECT MARKETING	
CO1	What Direct marketing is, including direct marketing terminology, how direct marketing differs from “traditional marketing”		
CO2	How direct marketing differs from “traditional marketing” Direct marketing techniques		

<b>PAPER 6</b>		<b>CONTEMPORARY ISSUES</b>	
CO1	The learner would be getting sensitized to the environment around them		
CO2	Developing a perspective towards issues related to the marginalized sections of the society		
<b>SEMESTER-VI</b>			
<b>JOURNALISM</b>			
<b>PAPER 1</b>		<b>PRESS LAW AND ETHICS</b>	
CO1	The learner would be able to understand the importance of laws for the media industry		
CO2	Get authentic news and prevent plagiarism, and identify fake news		
CO3	Uphold the principles of journalism		
<b>PAPER 2</b>		<b>BROADCAST JOURNALISM</b>	
CO1	Understand the development of broadcast journalism in India		
CO2	Learn skills and techniques required for broadcast journalism		
CO3	learn how to handle equipment- a camcorder and recorder – for a story		
CO4	Regional language broadcast journalism to be examined as a growing and flourishing field		
<b>PAPER 3</b>		<b>BUSINESS AND MAGAZINE JOURNALISM</b>	
CO1	The learner would be able to create, design and compute his own magazine.		
CO2	What types of text, pictures, stories incorporate in magazine		
<b>PAPER 4</b>		<b>INTERNET AND ISSUES IN THE GLOBAL MEDIA</b>	
CO1	Examine global journalism as a newly emerging reality – its implications, strengths and weakness		
CO2	Examine the journalistic scene in S. Asia		
CO3	Learning about the Internet as a news medium		
CO4	Equipping students with basic skills required for internet reporting and editing		
<b>PAPER 5</b>		<b>NEWS MEDIA MANAGEMENT</b>	
CO1	The learner would be aware of the structure, functioning and responsibilities of managements of media organizations		
CO2	To create awareness of laws governing media organizations and their complexities in a globalized world in the wake of an information explosion.		
<b>PAPER 6</b>		<b>CONTEMPORARY ISSUES</b>	
CO1	Sensitize the learner to the environment around them		
CO2	Developing a perspective towards issues related to the marginalized sections of the society.		