

Deccan Education Society's

Kirti M. Doongursee College of Arts, Science and Commerce (AUTONOMOUS)



Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for Third Year
Program: Bachelor of Arts
Course: Mass Media and Communication
(TYBAMMC)

Choice Based Credit System (CBCS)
with effect from
Academic Year 2025-2026

PROGRAM OUTCOMES

Pos	Description
A student completing Bachelor's Degree in Arts Program will be able to	
PO1	Disciplinary Knowledge: Demonstrate a blend of conventional discipline knowledge and its applications to the modern world. Execute strong theoretical and practical understanding generated from the chosen programme.
PO2	Critical Thinking and Problem solving: Exhibit the skill of critical thinking and use higher order cognitive skills to approach problems situated in their social environment, propose feasible solutions and help in its implementation.
PO3	Social competence: Express oneself clearly and precisely to build good interpersonal relationships in personal and professional life. Make effective use of linguistic competencies to express themselves effectively in real and virtual media. Demonstrate multicultural sensitivity in group settings.
PO4	Research-Related Skills: Seeks opportunity for research and higher academic achievements in the chosen field and allied subjects and is aware about research ethics, intellectual property rights and issues of plagiarism. Demonstrate a sense of inquiry and capability for asking relevant/appropriate questions; ability to plan, execute and report the results of a research project be it in field or otherwise under supervision.
PO5	Personal and professional competence: Equip with strong work attitudes and professional skills that will enable them to work independently as well as collaboratively in a team environment.
PO6	Effective Citizenship and Ethics: Demonstrate empathetic social concern and equity centered national development; ability to act with an informed awareness of moral and ethical issues and commit to professional ethics and responsibility.
PO7	Environment and Sustainability: Understand the impact of the scientific solutions in societal and environmental contexts and demonstrate the knowledge of and need for sustainable development.
PO8	Self-directed and Life-long learning: Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

Semester	Course Code	Course Title	Vertical	Credits
V	25 MMC MJ 511	Media & Marketing Research	Major	4
	25 MMC MJ 512	Contemporary Issues	Major	4
	25 MMC MJ IKS 513	Mass Communication	IKS	2
	25 MMC EL 531	Media Planning & Buying	DSE	4
	25 MMC MRA 521	Advertising: Brand Management OR	Minor	4
	25 MMC MRJ 521	Journalism: Professional Consumption of News OR	Minor	4
	25 MMC MRF 521	Film & Television: Script Writing	Minor	4
	25 MMC VS 541	Podcast Production	VSC	2
VI	25 MMC MJ 611	Digital Media	Major	4
	25 MMC MJ 612	Entertainment and Media Marketing	Major	4
	25 MMC MJ 613	Global Communication	Major	2
	25 MMC EL 631	Entrepreneurship Management	DSE	4
	25 MMC MRA 621	Advertising: Advertising Designing OR	Minor	4
	25 MMC MRJ 621	Journalism: Newspaper & Magazine Designing OR	Minor	4
	25 MMC MRF 621	Film & Television: Documentary & Ad Film Making	Minor	4

SEMESTER V

Course Code	MAJOR SEM – V – Media & Marketing Research	Credits	Lectures /Week
	Paper I	4	4
Course Outcomes: After successful completion of this course, students would be able to: • Understand the basics of research and how to form research questions. • Learn how to create questionnaires and choose the right sample for a survey. • Find out how to test if an advertisement is working well. • Use marketing research to study customer needs and behavior.			
Unit	Topics	No. of Lectures	
I	Introduction to Research	15	
	1. Fundamentals of Research: - What is Literature Review? - Statement of Problem - Aims & Objectives of Research - Relevant Research Questions - Research process in Brief		
	2. Research Design: - Meaning, Definition, Need & Importance - Scope of Research Designs - Types – Exploratory, Descriptive and Causal - Hypothesis		
II	Collecting Data	15	
	1. Preparing Questionnaire: - Survey Instrument - Designing questionnaire using projective techniques for Qualitative Research - Designing questionnaire using attitude scales for Quantitative Research - Types and nature of questions		
	2. Sampling - Meaning of Sample and Sampling - Process of Sampling - Methods of Sampling- Probability & Non-Probability		
	3. Data Analysis and Report Writing		

	i. Students would be taught simple data analysis techniques using tables, pie charts, bar charts, histograms, etc. ii. Data analyses would be accompanied with the interpretation and presented in the form of report.	
	4. Report Writing: i. Format of Research Reports	
III	Advertising Research	15
	1. Introduction of Advertising Research	
	2. Copy Research: i. Concept Testing ii. Name Testing iii. Slogan Testing	
	3. Copy Testing measures and methods i. Free association, Direction questioning ii. Direct Mail Tests iii. Statement Comparison Tests iv. Qualitative Interviews v. Focus Groups	
	4. Pre-Testing and Broadcasting Pretesting Methods	
	5. Post Testing – Methods of Post Testing	
	6. Psychological Rating Scales	
	7. Neuroscience in Advertising	
IV	Marketing Research	15
	1. Introduction of Marketing Research	
	2. New product research	
	3. Branding Research	
	4. Pricing research	
	5. Packaging research	
	6. Product testing	
Total Lectures		60
Suggested Reading:		
1. Research for Marketing Decisions <i>by Paul E. Green, Donal S. Tull</i> 2. Business Research Methods <i>by Donal Cooper and Pamela Schindler, TMGH (9th Edition)</i> 3. https://www.millwardbrown.com/dpcs/default-source/insight-documents/point		

Course Code	MAJOR SEM – V – Contemporary Issues	Credits	Lectures /Week
	Paper I	4	4
Course Outcomes: After successful completion of this course, students would be able to - Describe social movements in India and the progress pertaining to them for Indian society - Discuss the economic growth and development in India - Express views on Indian politics and its impact on the Indian society - Outline various social welfare schemes offered by the Government of India			
Unit	Topics	No. of Lectures	
I	Social Movements and Progress for Society	15	
	1. Define Social Movements, Elements, Types and Stages of Social Movements		
	2. Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to “Swatch Bharat Abhiyaan”)		
	3. Developmental issues- displacement and rehabilitation		
II	Economic Growth and Development	15	
	1. Economic issues in India		
	2. Industry and Economic Growth – Factors, challenges, industrial robots and employment		
	3. Agriculture and economic development – Factors, challenges and measures		
	4. New age skills – Make in India, trends and challenges		
	5. Entrepreneurship and its relevance		
	6. Tourism-trends and challenges		

	7. Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act' 2013	
III	Politics and Society	15
	1. Crime and Politics	
	2. Role of a whistleblower	
	3. Corruption – causes and remedial measures	
	4. Role of political parties and its impact on political system	
	5. Changing trends in politics- Functions, features, agendas, majority vs coalition government	
	6. Terrorism – causes, consequences, remedial measures	
IV	Social Welfare Schemes by the Government of India	15
	1. With reference to women and child (any five)	
	2. Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India	
	3. Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) “SAMPARK”	
	4. Rural (any three Schemes)	
Total		60
Suggested Reading:		
1. Conflict, Terrorism and Media in Asia <i>by Coleman Benjamin</i> 2. Indian media in a Globalised World <i>by Ranganathan Maya; Rodrigues Usha</i> 3. Women, Violence and Media: Readings from Feminist Criminology, UPNE <i>by Humphries Drew (Ed)</i> 4. Framing the Victim: Domestic Violence, Media, and Social Problems <i>by Berns Nancy</i> 5. Media and Terrorism: Global Perspectives <i>by Freedman Des, Thussu Daya</i> 6. Media and Gender in Post-Liberalisation India <i>by Frank and Timmy</i> 7. Courting Injustice: The Nirbhaya Case and Its Aftermath <i>by Talwar Rajesh</i> 8. An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London <i>by Praveen Swami</i> 9. Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women <i>by Kak Manju, Tripathy Prajnashree, Lal Manjula</i> 10. Indian Economy: Performance and Policies <i>by Uma Kapila (Ed)</i> 11. Indian Economy <i>by V. K. Puri and S. K. Misra (Ed)</i> 12. Child Rights in India: Law, Policy, and Practice <i>by Asha Bajpai</i> 13. Human Rights: Principles and Practices <i>by Dr. B Ramaswamy and Nitin Shrirang Mane</i>		

14. Commentary on Human Rights *by R P Kataria and Salah Uddin*
 15. Human Rights: Concepts and Issues *by J. Shivanand*
 16. Indian Social Problems *by Ram Ahuja*
 17. Social Movements in India *by Ghanashyam Shah*
 18. Rural Sociology *by A.R Desai*

Course Code	IKS MAJOR SEM – V – Mass Communication in IKS	Credits	Lectures /Week
	Paper III	2	2
Course Outcomes: After successful completion of this course, students would be able to • Introduce students to the foundational concepts of Indian Knowledge Systems. • Examine the role and evolution of ancient Indian media and communication. • Analyze the transmission of knowledge through oral, visual, and performative traditions. • Draw parallels between ancient and modern media practices.			
Unit	Topics	No. of Lectures	
I	Ancient Indian Media Ecosystem	15	
	1. Communication before print – oral, visual and performative traditions		
	2. Memory techniques, storytelling and shruti-smriti systems		
	3. Use of stone, palm-leaf manuscripts, temple walls and inscriptions as media		
	Activity: Field visit or tour of museum/heritage site; group discussion		
II	Transition and Legacy: Ancient to Modern Media	15	
	1. Temple architecture, murals, sculpture as communicative media		
	2. Iconography, symbols, metaphors in ancient Indian art and their meaning and calendars, almanacs and astronomical media		

	3. From oral/visual tradition to print and digital: What changed, what remained and case studies or IKS-based content in modern cinema, animation and advertising Activity: Analysis of visual symbols, decoding stories in temple art or manuscripts. Creative project – Students reinterpret an ancient media form (e.g.: Harkatha, mural, shloka, manuscript) in a contemporary format (e.g.: podcast, reel, animation, blog, etc.)	
Total Lectures		30
Suggested Reading:		
1. Natyashastra by Bharata Muni (selected readings) 2. Theatres of India by Dhananjay Joshi 3. Communication and Culture in Ancient India by Avinash Kumar 4. Ministry of Education's IKS Portal (https://iksindia.org) 5. IGNCA Archive and YouTube (Performing Arts & Culture Documentation) 6. Documentary – Bharat Ek Khoj, Sacred Media: Voices from Indian Tradition		

Course Code	DSE SEM – V – Media Planning & Buying	Credits	Lectures /Week
	Paper IV	4	4
Course Outcomes: After successful completion of this course, students would be able to ● Make a media plan based on the audience and budget. ● Understand how media is measured and what numbers like TRP mean. ● Choose the best media to advertise in. ● Learn how to buy and evaluate digital advertisements.			
Unit	Topics	No. of Lectures	
I	Introduction to Media Planning	15	
	1. Basic Terms, Concepts & Functions and Objectives of Media Planning		
	2. Role of a Media Planner, Challenges in Media Planning & Factors influencing media strategy decisions		
	3. BARC and NCCS Grid		
	4. Criterion for selecting media vehicles, Negotiation Skills and Laws of Persuasion, Situation Analysis and Marketing Strategy Plan		
	5. Media Briefing, Media Objectives and Target Audience Analysis		
	6. Media Selection and Strategy, Media Budgeting, Media Buying and Evaluation, Factors Affecting Media Mix Decision		
II	Media Measurement and Sources of Media Research	15	
	1. Reach & Frequency, GRPS/GVT, TRP/TVT Ratings & Impressions		
	2. Cost Efficiency – Cost per thousand, Cost per rating		
	3. Circulation, Readership, AIR, Selectivity Index, Share of Voice		
	4. Nielson Clear Decision (NCD for Print), Broadcast Audience Research Council, Audit Bureau of Circulation, RAM		

	5. ComScore – Digital, Alexa	
III	Selecting & Buying the Communication Mix	15
	1. Print – Newspaper, Magazine	
	2. Broadcast – Television, Radio	
	3. Outdoor – OOH, Transit	
	4. Influential – Cinema Advertising, Influencer Marketing	
IV	Digital Media Buying	15
	1. Buying Digital Advertising, Digital Sales Funnel, Direct buys from the websites / Impact Buys	
	2. Programmatic Buying – Demand Side Platform (DSP) or Real Time Bidding (RTB), Advertising via Premium Publishers, Advertising via Networks and Exchanges	
	3. Affiliate Network, The Local Publishing Market, OTT Platforms	
	4. Influencer Marketing, Content Advertising, Native Advertising	
	5. App installed campaign – Push Notifications, Google Ads, Bing Ads	
	6. Lead Progression – Cost per impression, Cost per click, Cost per lead, Cost per action or Pay per action, Cost per conversion or Revenue sharing or Cost per sale	
Total		60
Suggested Reading:		
1. Advertising Media Planning <i>by Roger Baron, Jack Sissors, McGraw Hill (Seventh Edition)</i> 2. Advertising Media Planning <i>by Jack Z Sissors, McGraw Hill (6th Edition)</i>		

Course Code	MINOR (ADVERTISING) SEM – V – Brand Management	Credits	Lectures /Week
	Paper IV	4	4
Course Outcomes: After successful completion of this course, students would be able to • Understand what a brand is and why it is important for companies and customers. • Learn how to build and position a brand using smart strategies and ideas. • Find out how to measure brand value and study what people think about a brand. • Create plans to promote brands using advertising, celebrity endorsements, and digital tools.			
Unit	Topics	No. of Lectures	
I	Introduction to Brand Management	15	
	1. What is 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		
II	Planning and Implementing Brand Marketing Programs	15	
	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		
III	Growing and Sustainability Brand Equity	15	

	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)	
IV	Brand Performance, Management and Communication	15
	1. Global Brand Strategies, Online Brand Promotions, Loyalty Programs & Brand Audit 2. Role of Brand Managers, Brand Ambassadors & Celebrities 3. Global Marketing Programs, Advantages and Disadvantages, and Cultivating Brand Partnership	
Total		60
Suggested Reading:		
1. Strategic Brand Management – Building Measuring and Managing Brand Equity <i>by Kevin Lane Keller, M. G. Parmeswaran, Issac Jacob</i> 2. Brand Management – Text and Cases <i>by Harsh Verma</i> 3. Strategic Brand management – Indian Edition <i>by Richard Elliot and Larry Percy</i> 4. Brand Management – Principles and Practices <i>by Kirti Dutta</i>		

Course Code	MINOR (JOURNALISM) SEM – V- Professional Consumption of News	Credits	Lectures /Week
	Paper V	4	4
Course Outcomes: After successful completion of this course, students would be able to • Endure daily newspaper reading habit. • Understand media from a journalistic perspective. • Comprehend & visualize variety of news media content as a budding journalist. • Recognizing media biases and content strategies of editorial departments.			
Unit	Topics	No. of Lectures	
I	Newspaper Consumption – Forms, Significance & Techniques	15	
	1. Importance of newspaper reading – From reader and journalistic point of view, developing habit of newspaper reading, understanding basic structure of newspaper, News content analysis & developing new angles for stories, Comparison of News coverage of publications 2. Edit Pages and OP-ED Pages – Understanding & comparing tones of Editorial content in the newspaper, Perspective on how views are merged with news content & identifying the difference. 3. Features and Supplements – Significance of News features, Writing advertorials, Layout visualization & Symbolisms, Networking & connecting with new authors 4. Decoding ideological preferences & media bias – Media Agendas, Case Study – Saamna, Gujarat Samachar, The Hindu, Telegraph 5. Basics of Business newspapers – Understanding multiple Stakeholders, Content analysis, Business Journalism as a career option		
II	News Magazines - Packaging news for magazines	15	
	1. Analyzing News magazines from Content, Layout & agenda perspective: With special reference to India Today, The Week 2. Writing for news magazine – Reportage, special stories, in-depth interviews 3. Trends of Niche Magazines in India 4. Challenges & future of news magazines in India 5. Case Studies: Readers Digest, Outlook, Grihashobha		
III	News Channels – Content, Challenges & Competition	15	

	1. In the race of 24 hours of news channels, understanding content priorities & audience expectations	
	2. Understanding & organizing Panel discussion shows – challenges & guidelines	
	3. Ethics of broadcast journalism, increasing use of Artificial Intelligence in news content & presentation	
	4. Over dependence of news channels on social media and challenge of maintaining journalism standard	
	5. Analyzing & comparing coverage of Regional, English & Hindi news channels	
IV	Using Social Media Tools for News Generation & Consumption	15
	1. Social media – Using & analyzing social media tools for understanding current affairs	
	2. Using social media as a journalist – New age news making process, use of hash tags, recognition & identity to journalist	
	3. Ethics of social media journalism, Case study of 'Operation Sindoor' in context with social media trends	
	4. Case study – Google news, Google Trends, X, Grok	
	5. Using AI tools for content creation	
Total Lectures		60
Suggested Reading:		
1. Writing for the Mass Media (6th Edition) <i>by James Glen Stovall</i> 2. News Writing and Reporting for Today's Media by B. D. Itule and D. A. Anderson 3. The Basics of Media Writing – A Strategic Approach by Scott A. Kuehn 4. Writing for Journalists (Media Skills) by Wynford Hicks Feature Writing for Journalists (Media Skills) by Sharon Wheeler 5. Journalism: Principles and Practice <i>by Tony Harcup (Sage Publication - 2011 Edition)</i> Recommended Reading – Nalin Mehta on India TV 6. Behind the by-line: Journalists' Handbook, Professional Journalism <i>by M. V. Kamath</i>		

Course Code	MINOR (FILM & TELEVISION) SEM – V – Script Writing for Film and social media	Credits	Lectures /Week
		4	4
Course Outcomes: After successful completion of this course, students would be able to ● Demonstrate a clear understanding of narrative principles, visual storytelling, and scriptwriting techniques tailored for cinematic and social media content. ● Develop original concepts, character sketches, and structured scripts for short films and social media video formats like Reels and YouTube Shorts. ● Apply script formatting conventions, scene construction, and dialogue writing skills appropriate to both traditional and digital storytelling platforms. ● Analyse and compare the demands of writing across various audio-visual formats and adapt their writing style to suit different audiences and media trends.			
Unit	Topics	No. of Lectures	
I	Understanding Storytelling for the Screen	15	
	1. What makes a story cinematic?		
	2. Narrative structures: 3-Act, 5-Act, Hero's Journey		
	3. Visual storytelling vs verbal storytelling		
	4. Screenwriting as a unique writing style		
	5. Practical: Scene breakdown from a classic film. Group work: Convert a short story into a screen scene		
II	Writing for Cinema	15	
	1. Script formatting & screenplay writing		
	2. Character building and plot progression		
	3. Visual scene writing and dialogue subtext		
	4. Film pitch elements: logline, synopsis, treatment		
	5. Practical: Write a 1-page concept for a short film. Develop a character and write a scene with dialogues		

III	Writing for Social Media Video Content	15
	1. Hooks, emotions, brevity in storytelling	
	2. Formats: Reels, Shorts, Micro-videos	
	3. Writing for infotainment, comedy, trends	
	4. Branded content and creator-style scripts	
	5. Practical: Script a 30–60 second social media video. Group project: 3-min YouTube-style skit or explainer	
IV	Overview of Other Audio-Visual Formats	15
	1. Introduction to TV Serials, OTT shows, Documentaries, Ads, Music Videos	
	2. Structural, commercial, binge-worthy hooks, Research-based storytelling, TRP-driven writing approaches for different formats	
	3. Comparison with Cinema and Social Media writing	
	4. Practical: Watch and discuss scenes from various formats, Key differences in script writing approaches	
Total		60
Suggested Reading:		
1. "Screenplay: The Foundations of Screenwriting" — <i>by Syd Field</i> 2. "Bollywood Script" — <i>by Dinesh Raheja and Jitendra Kothari</i> 3. "The Dialogue: Writing Screenplay Dialogue" — <i>by Lewis Herman</i> 4. "Story: Substance, Structure, Style and the Principles of Screenwriting" — <i>by Robert McKee</i>		
Suggested Screening:		
1. "Piku" (2015, Hindi) - <i>Written by Juhi Chaturvedi</i> 2. "Gully Boy" (2019, Hindi) - <i>Written by Reema Kagti and Zoya Akhtar</i> 3. "Court" (2014, Marathi-English-Hindi) - <i>Directed by Chaitanya Tamhane</i> 4. "The Lunchbox" (2013, Hindi-English) - <i>Written by Ritesh Batra</i> 5. "Parasite" (2019, Korean) - <i>Written by Bong Joon-ho and Han Jin-won</i>		

Course Code	VSC SEM – V – Podcast Production	Credits	Lectures /Week
	Paper VII	4	4
Course Outcomes: After successful completion of this course, students would be able to • Learn what podcasts are and what makes a good podcast host. • Set up the team and equipment needed to produce a podcast. • Use good conversation techniques to make podcasts interesting. • Understand the challenges of creating podcasts regularly.			
Unit	Topics	No. of Lectures	
I	Introduction to Podcast Production	15	
	1. What is Podcasting?		
	2. Monetization of Podcasts		
	3. Theme Selection		
	4. Machine Gun vs Sniper		
	5. Must-have Personality Traits		
II	Requirements & Distribution	15	
	1. Basic Requirements of Team Architectures – Creative Team, Business Team		
	2. Audio & Video Editing Requirements – Equipment Setup, Editing Softwares, Podcast Editing Breakdown		
	3. Production Design Setup – Studio, Props, Lighting, Costumes		
	4. Same Platform Distribution, Reels and Shorts		
	5. Targeting Rich People		
III	Art of Conversation & its Impact	15	
	1. Art of Communication, Basic Call-to-Action(s) and Pre-Podcast Warmup		
	2. Body Language, Flagpoles and Body, Neurolinguistic Programming		

	3. Bad Reactions, Conversational Flow, Leaving an Impression	
	4. Community Building, Networking, Generating Employment	
	5. Title Sponsorships, Paid Podcasts, Sustainable Social Media Strategy	
	6. Creating Products	
IV	The Other Side of Podcasting	15
	1. Serving the Audience What They Want	
	2. Social Battery, Inability to Keep in Touch	
	3. Constant Feedback Loops	
	4. High Information Input	
	5. Keeping Up with the Future	
Total Lectures		60
Suggested Reading:		
1. https://www.beerbiceps.com 2. Podcast Production: The complete guide to creating and promoting podcast by Peter Baker 3. How to start a podcast: The Basics by Kristopher King 4. Podcast for Business by Megan Dougherty		

SEMESTER VI

Course Code	MAJOR SEM – V – Digital Media	Credits	Lectures /Week
	Paper II	4	4
Course Outcomes: After successful completion of this course, students would be able to • Understand the basics of digital marketing and how search engines like Google work. • Learn how to use SEO, SEM, and web analytics to grow online visibility. • Create effective content for social media, email marketing, and affiliate campaigns. • Be aware of cyber laws, online ethics, and responsible digital practices.			
Unit	Topics	No. of Lectures	
I	Marketing through Search Engines & Web Analytics	15	
	1. Introduction to Digital Marketing: - Understanding Digital Media - Advantages of Digital Media - Principles of Digital Marketing - Key Concepts of Digital Media - Traditional vs Digital Media		
	2. Search Engine Optimization (SEO): - How search Engine works - Introduction to SEO - On Page Optimisation - Off Page Optimisation - SEO Audit - Tools and Measurement - SEO Resources - Careers in SEO		
	3. Search Engine Marketing (SEM): - What is SEM? Why SEM? - What is Google Adwords?, Why Google Adwords?, Google network, Adwords terminologies, Campaign types - Creation of Google Display NETWORK (GDN), Display Ads format, Conversion tracking, GDN Campaign creation (DEMO) - Remarketing - What are Google shopping Ads?		
	4. Web Analytics: Introduction to Analytics		

	ii. Social CRM and Analysis iii. Google Analytics iv. Digital Analytics v. Content Performance Analytics vi. Visitor Analysis vii. Social Media Analytics	
II	Marketing through Online Media	15
	1. Social Media Marketing (SMM): i. Introduction to Social Media ii. Facebook Marketing iii. Instagram Marketing iv. LinkedIn Marketing v. Twitter Marketing vi. SMM Tools vii. Creating a successful social media strategy 2. Email Marketing: i. Key terms and concepts ii. Customer acquisition strategies iii. Best Practices – CRABS iv. Tools to enhance lead nurturing; Enhance better reach 3. Affiliate Marketing: i. Definition ii. Purpose iii. Resources required iv. Top Players in Affiliate Marketing v. Segregation of Affiliate marketing 4. Programmatic Marketing: i. Evolution and growth of Programmatic Marketing ii. Real Time Bidding iii. Types of Programmatic Advertising iv. Advantages and Challenges v. Myths of Programmatic Marketing	
III	Content Writing	15
	1. Introduction to Content Writing 2. Core Principles of Content Writing 3. Why blogs matter? 4. Principles of writing blogs 5. How to write content for Twitter, Facebook, Instagram, etc.	
IV	Cyber Laws	15
	1. Information Technology Act 2. Copyrights Act	

	3. Cyber Ethics	
	4. Digital Scrutiny	
Total		60
Reference Reading:		
1. Digital Marketing <i>by Seema Gupta</i> 2. Digital Marketing <i>by Puneet Singh Bhatia</i>		

Course Code	DSE SEM – VI – Entertainment Media & Marketing	Credits	Lectures /Week
	Paper VI	4	4
Course Outcomes: After successful completion of this course, students would be able to • Understand how marketing works in the entertainment industry, including TV, films, and radio. • Learn how brands use entertainment platforms to connect with audiences. • Explore marketing strategies used for niche audiences like kids, sports fans, and regional viewers. • Use social media tools like YouTube and Instagram to promote entertainment content effectively.			
Unit	Topics	No. of Lectures	
I	Introduction to Marketing	15	
	6. What is Marketing? – Review the emerging marketing communications area of ‘Entertainment Marketing’ and reconceptualises the phenomenon, 7Ps of Marketing; Brand Basics, Case Studies		
	7. Latest Entertainment Marketing Strategies – Integrated Marketing Communications, Experiential Marketing, Advertiser Funded Programming, Why Entertainment Marketing, The Scope and Growth of Entertainment Marketing Practice, The Effect of Entertainment Marketing on Consumers		
	8. Overview of Indian Media Industry – Explore various media in terms of size and impact, Media characteristics, Compare various media, Opportunities for cross-promotions		
II	Marketing in the Traditional Media	15	
	6. Marketing in Television Industry – Structure and function of TV, TV Planning & Marketing; Future trends in TV, Maintaining aggressive promotion and packaging approach for all programmes, Hold on to the leadership position in prime-time slot through timely innovations based on audience feedback, Expand the market by launching programmes that are relatable to all generations’ audience, Advertisement of programmes by print media; Celebration of festivals; Broadcasting famous TV show for full day		

	7. Marketing in Film Industry: Marketing and Distribution Structure of films (Domestical & International), Create Film Marketing Plan, Research for reach to target market, Set up marketing schedule, Film marketing budget, Designing EPK (Electronic Press Kit)	
	8. Marketing in Radio Industry: Exploring the Radio industry in India, Radio channels and radio programs, Marketing case studies, Strengths of Radio in Communicating a Message niche market and listening demographic, Variety of promotional activities by Radio stations, Radio advertising works as an everywhere medium, Cost-effectiveness of advertising on radio	
III	Niche Marketing	15
	6. Sports TV	
	7. Lifestyle TV	
	8. Kids TV	
	9. Regional TV	
IV	Marketing in Online and Social Media	15
	5. Strategy and Case studies of social media marketing in India	
	6. Using Social Media Marketing for Entertainment Industry – YouTube, Facebook, Instagram, X	
	7. Launch Trailers, Teasers, Snippets	
	8. Actively Engage with Your Audience	
	9. Capitalize on The Power of Reels and Shorts	
Total		60
Suggested Reading:		
5. The Insider's Guide to Independent Film Distribution <i>by Stacey Parks</i> 6. The Complete Independent Movie Marketing Handbook <i>by Mark Steven Bosko</i> 7. Marketing to Moviegoers: A Handbook of Strategies and Tactics <i>by Robert Marich</i> 8. Movie Marketing: Opening the Picture and Giving It Legs <i>by Tiitu Lukk</i> 9. Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers <i>by John Durie, Annika Pham and Neil Watson</i>		

Course Code	MAJOR SEM – VI – Global Communication	Credits	Lectures /Week
	Paper IV	2	2
Course Outcomes: After successful completion of this course, students would be able to • Understand how global media and international markets operate. • Learn how culture, politics, and economics influence global communication. • Compare media content from different countries and understand global branding. • Identify the challenges in creating international marketing campaigns across cultures and regions.			
Unit	Topics	No. of Lectures	
I	Globalization and International Market	15	
	1. Global and International Market i. A brief study on global and international market ii. Overview of global and international marketing and the differences between them		
	2. Global Media i. Evolution of Global Media ii. Globalization and Media iii. Evolution of Free Trades Across Continents		
	3. Introduction to Globalization and International Communication i. Concept and Meaning ii. A brief note on world as a global village iii. Cosmopolitan and importance of identifying local habitat to define identity, Theory and problems of Global Communication		
	4. Flows of Global Content i. Non-Western and Western Media Contents ii. Compare and contrast between Western and Non-Western Media Content		
	5. Popularity of Global Brands due to Content i. Popularity of popular brands due to flow of Global Content		
II	Local to Global	15	

	1. Culture and Social Groups: Cultural practices of different social groups globally	
	2. Local Going Global: Globalizing Brands: Local going Global i. Advantages and Disadvantages of Global Branding and Advertising	
	3. The International Economic Environment i. Economic Environment ii. Demographic Environment iii. Cultural Environment iv. Political/Legal Environment	
	4. Steps for Creating Successful International Marketing Campaign i. Conduct Market Research ii. Tailor your website to your target market iii. Export your experiences iv. Success & failures v. Customize your campaigns vi. Customizing your account: the most common method	
	5. Barrier and challenges to International Marketing Campaigns i. Culture, Language, Education, Government regulation, Media limitations, etc. ii. International Challenges: Corporate Mission, Managerial Attitude, Finance, Scale of operations iii. Product based challenges iv. Projection based challenges v. Execution based challenges vi. Legal Consideration vii. Cultural diversity viii. Media Limitation	
Total		30
Suggested Reading:		
1. Globalization and International Marketing By Philip Kotler 2. International Business – Challenges of Globalization by John Wild and Kenneth L. Wild 3. Globalization and International Trade Hardcover by M. N. Narasaiah.		

Course Code	DSE SEM – VI – Entrepreneurship Management	Credits	Lectures /Week
	Paper V	4	4
Course Outcomes: After successful completion of this course, students would be able to • Understand who an entrepreneur is and what makes a good one. • Learn how to come up with business ideas and turn them into real plans. • Make a simple business plan covering things like money, marketing, and risks. • Know where to get help and support to start a business, including government schemes and funding options.			
Unit	Topics	No. of Lectures	
I	Entrepreneurship Management and its Cultural Role in Entrepreneurship Development	15	
	1. Importance and significance of growth of Entrepreneurial activities, Characteristics and Qualities of an Entrepreneur		
	2. Theories of Entrepreneurship i. Innovation Theory by Schumpeter & Imitating ii. Theory of High Achievement by McClelland iii. X-Efficiency Theory by Leibenstein – Theory of Profit by Knight iv. Theory of Social Change by Everett Hogan		
	3. External Influences on Entrepreneurship Development i. Foundations of Entrepreneurship Development ii. Concept and Need of Entrepreneurship Development – Socio-Cultural, Political, Economic, Personal		
	4. Occupational mobility i. Factors in mobility ii. Types & Classical Classification of Entrepreneurs iii. Intrapreneur – Concept and Development of Intrapreneurship		
	5. Women Entrepreneur – Concept, Development and problems faced by Women Entrepreneurs, Development of Entrepreneurs with reference to Self Help Group		
	6. Social Entrepreneurship i. Concept & Development of Social Entrepreneurship in India ii. Social Responsibility of NGO's		

	7. Entrepreneurial Development Program (EDP) i. Concept and Factors Influencing EDP ii. Options available to Entrepreneurs (Anciliarisation, BPO, Franchise, M&A) iii. International Entrepreneurship Opportunities	
II	Entrepreneur Project Development & Business Plan	15
	1. Innovation, Invention, Creativity, Business Idea, Opportunities through Change, Resourcefulness & Frugality Concepts 2. Idea Generation – Sources Development of Product / Idea, the relationship of Innovation and Entrepreneurship, invention v/s innovation, categories of innovation, the creative process, leapfrogging innovation, creation of competitive advantage based on innovation 3. Environmental scanning and SWOT analysis	
III	Creating Entrepreneurial Venture – Entrepreneurship Development Cycles	15
	1. Business Planning Process – The Business Plan as an Entrepreneurial Tool, Scope and Value of Business Plan 2. Elements of Business Plan, Objectives, Market and Feasibility Analysis, Marketing Finance, Organization & Management, Ownership 3. Causes of Entrepreneurial Failure 4. Critical Risk Contingencies of the Proposal 5. Types of risks – Risks Management Plan	
IV	Venture Development	15
	1. Venture Development – Steps involves in starting of Venture Institutional support to an entrepreneur 2. Role of Central Government and State Government in promoting Entrepreneurship 3. Introduction to various incentives, subsidies and grants – Fiscal and Tax concessions available 4. Venture funding, requirements of Capital (Fixed and working), Sources of finance, Problem of Venture set-up and prospects 5. Marketing – Methods, Channeling of Marketing, Marketing Institutions and Assistance, New Trends in Entrepreneurship	

Total	60
Suggested Reading:	
1. The Sage Handbook for Small Business & Entrepreneurs <i>by Robert Blackburn</i> 2. Entrepreneurship Development & Management <i>by Dr. Vasant Desai, Dr. Kulveen Kaur</i> 3. Entrepreneurship Developments, Chand Entrepreneurship <i>by Tata McGraw Hill, Dr. Sabyasachi Sinha, Dr. Micheal Peters, Dr. Robert Hisrich</i> 4. The Essentials of Entrepreneurship & Small Business Management <i>by Pearson-Norman Scarborough, Jefferey Cornwall</i>	

Course Code	MINOR (ADVERTISING) SEM – VI – Advertising Designing (Practical)	Credits	Lectures /Week
	Paper V	4	4
Course Outcomes: After successful completion of this course, students would be able to • Understand the process of creating ad designs, from idea to execution. • Learn how to use design software to create layouts, logos, print ads, and digital ads. • Apply principles of design and typography to make visually appealing advertisements. • Plan and execute a complete advertising campaign with creative and professional standards.			
Unit	Topics	No. of Lectures	
I	Advertising Design - Communication Design	15	
	1. Role of Agency Departments: Accounts Department – Client handling, Strategy planning; Media Department – Media research, Media planning, Buying & billing; Creative Department – Prime calibre, visualisation, Creative thinking, Execution; Production Department – (in-house or outsource) Photography, TVC, Print of promotional material 2. Process of Design: Product (features & benefits); Market: (TA) Psycho & Demography; Message Strategy: What to say & How; Competition & claim; Visualisation & Copy; Illustration: Choosing one among; Execution: Graphic design 3. Art Direction: Role of art director in various media; Detailing in illustration; Detailing in TVC: Location, Models, Costume, Working on storyboard 4. 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 5. Language of Visuals: Elements of Design (Vocabulary); Principles of Design (Grammar); Rules of Design; Optical Illusions (Visual Influences); Type as Design Element (Typography)		
II	Layout – The Blueprint	15	
	1. Types of Layouts: Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.		

	2. Stages of Layouts: 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 Together: Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual	
III	Planning a Campaign	15
	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	
IV	Execution: On System Work	15
	1. Logo Design: Working on system: Corel Draw/Illustrator; Designing Logo, Deciding colour 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 Ads, Innovative/Transit/Ambient Point of Purchase: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	

	5. TVC: Story line, Script, Floor plan, Camera plot, Storyboard with VFX, OSD, SFX, VO	
	6. Web Ads: Pop up, Scroll, Banner etc., Printing, Mounting & Preparing for viva	
Total Lectures		60
Suggested Reading:		
1. Art & Ideas <i>by G. S. Rege</i> 2. Art & Production <i>by N. N. Sarkar</i> 3. Advertising Design <i>by Robin Landa</i> 4. Elements of Graphic Design <i>by Alexander White</i>		

Course Code	MINOR (JOURNALISM) SEM – VI – Newspaper & Magazine Designing (Practical)	Credits	Lectures /Week
	Paper VI	4	4
Course Outcomes: After successful completion of this course, students would be able to • Understand the basic rules of design like layout, colour, and typography. • Learn how to create newspaper and magazine pages using design software. • Arrange news stories, pictures, and ads in a clean and attractive format. • Design a complete magazine with a cover, headlines, and well-organized content.			
Unit	Topics	No. of Lectures	
I	Design and Basic Layouts	15	
	1. Elements of design: Point, Line, Shape, Size, Tone, Colour, Texture, Space		
	2. Principles of Design: Proportion, Contrast, Harmony, Balance, Harmony, Unity		
	3. Rules of Layout: Alignment, Proximity, Emphasis, Syntax, Visual path		
	4. Grid and Page Setup: Page size, Space division, Creating template, Margins		
	5. Master Pages: Creating master pages, Margins, Page numbering, Columns, Footer space, Folio		
	6. Editing: Page Division, Rewriting / recomposing headlines, Creating decks, Terminology, Type of Content, Errors		
II	Typography and Visual Ads	15	
	1. Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting		
	2. Measurements: Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense		
	3. Visual indicators: Indentation, Dropcap, Inset, Alignment, Hyphenation		
	4. Text path: Curvelinear, Baseline, Shift, Warp text, Text in shapes		

	5. Text to Box: Picture in text, Texture in text, Text effects, Shadow, outline	
III	Working on Project Quark or InDesign	15
	1. Workspace: Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking	
	2. Toolbox: Text, Picture, Shape, Table, Transparency, Line	
	3. Panels: Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text	
	4. Picture treatment: Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	
	5. Creating Typo: Type templates i.e. Style sheets	
IV	Planning and Production of Magazine	15
	1. Content Plan/Variied Content (Cover story, Interview, Feature, Sp. report, Tips): Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads	
	2. Flat plan: Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction	
	3. Rough Layout: Rough idea of layout, Conceptualization, Judging weightage of pictures and text	
	4. Logic of Cover design: Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story	
	5. Pagination and Print ready: Sequencing for printing, Form, Cut marks, Alley	
Total		60
Suggested Reading:		
1. Visual Journalism <i>by Rajesh Pandey</i> 2. Newspaper Layout and Design <i>by Daryl Moen</i> 3. The Magazine Handbook <i>by NcKay J.</i> 4. Editorial Art and Design <i>by Randy Stano</i> 5. Art and Production <i>by N. N. Sarkar</i> 6. Digital Editorial Experience <i>by Sue Apfelbaum</i>		

Course Code	MINOR (FILM & TELEVISION) SEM – VI – Documentary & Ad Film Making	Credits	Lectures /Week
	Paper VII	4	4
Course Outcomes: After successful completion of this course, students would be able to • Learn what documentaries are and how to plan a basic story. • Get ideas and draw simple storyboards for ad films. • Understand how to shoot videos and record sound. • Make a short film or ad using a camera and editing software.			
Unit	Topics	No. of Lectures	
I	Documentary Making	15	
	1. Categories – Non-fiction (Limitation and Wonders), Docudrama, Anthropological, Ethnographic, Biographical, Historical, Arts & Cultural, Science & Technology, Promotional, Environmental (including Agricultural), Social Issues, Educational, Investigative, Family Values, Exploration or Adventure		
	2. Writing – Formation of Concept, Research, Synopsis, Script and Visualization, Commentary, Subtitling or Translation		
II	Ad Film Making	15	
	1. Writing a selling concept		
	2. Budgeting		
	3. Preparing Storyboard (Using different formats of making)		
	4. Agency/Client approval		
III	Stages of Production	15	
	1. Pre-Production: Engaging technical team & equipment, Acquiring shooting permissions		
	2. Production: On locale and studio shooting, Technology involved		
	3. Postproduction: Editing (Technique & Grammar), Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re- recording and Mixing, DI and Subtitling, Making final master & telecast copy		

IV	Process of Filmmaking	15
	1. Finalization of Cast and Crew	
	2. Set Erection, Location	
	3. Scheduling and Shooting	
	4. Editing, Voice Over, Music and Foley	
	5. Special Effects & Graphics	
	6. Sound Re-recording & Mixing	
	7. DI & Subtitling	
	8. Making final master & telecast copy	
Total		60

Evaluation Scheme for First Year (UG) under NEP (4 credits)

I. Internal Evaluation for Theory Courses – 40 Marks

1) Continuous Internal Assessment(CIA) Assignment - Tutorial/ Case Study/ Project / Presentations/ Group Discussion / Ind. Visit. – 20 marks

2) Continuous Internal Assessment(CIA) Individual Projects / Presentations – 20 marks

II. External Examination for Theory Courses – 60 Marks

Duration: 2 Hours

Theory question paper pattern:

Question	Based on	Marks
Q.1	Unit I	15
Q.2	Unit II	15
Q.3	Unit III	15
Q.4	Unit IV	15

- All questions shall be compulsory with internal choice within the questions.
- Each Question may be sub-divided into sub questions as a, b, c, d, etc. & the allocation of Marks depends on the weightage of the topic.

NOTE: To pass the examination, attendance is compulsory in both Internal & External (Theory) Examinations.