



SNDT Women's University, Mumbai

**Undergraduate Degree / UG
Programme (Syllabus as Per NEP) -
Faculty of Interdisciplinary Studies**

Bachelor of Arts

**(Mass Communication –
Advertising/Journalism/Animation)**

B.A.- MC-Adv./J./Ani.

As Per NEP – 2020

Semester – V & VI

**Syllabus
(W.E.F. Academic Year 2026-27)**

Terminologies

Abbreviation	Full-form	Remarks	Related to Major and Minor Courses
Major (Core)	Main Discipline		
Major (Elective)	Elective Options		related to the Major Discipline
Minor Stream	Other Disciplines (Inter/ Multidisciplinary) not related to the Major	either from the same Faculty or any other faculty	
OEC	Open Elective Courses/ Generic		Not Related to the Major and Minor
VSEC	Vocational and Skill Enhancement Courses		
VSC	Vocational Skill Courses		Related to the Major and Minor
SEC	Skill Enhancement Courses		Not Related to the Major and Minor
AEC	Ability Enhancement Courses	Communication skills, critical reading, academic writing, etc.	Not Related to the Major and Minor
VEC	Value Education Courses	Understanding India, Environmental science/education, Digital and technological solutions, Health & Wellness, Yoga education, sports, and fitness	Not Related to the Major and Minor

IKS	Indian Knowledge System	I. Generic IKS Course: basic knowledge of the IKS II. Subject Specific IKS Courses: advanced information pertaining to the subject: part of the major credit.	Subject Specific IKS related to Major
VEC	Value Education Courses		Not Related to the Major and Minor
OJT	On-Job Training (Internship/Apprenticeship)	corresponding to the Major Subject	Related to the Major
FP	Field projects	corresponding to the Major Subject	Related to the Major
CC	Co-curricular Courses	Health and Wellness, Yoga education sports, and fitness, Cultural Activities, NSS/NCC and Fine/ Applied/Visual/ Performing Arts	Not Related to the Major and Minor
CE	Community Engagement and service		Not Related to the Major and Minor
RP	Research Project	corresponding to the Major Subject	Related to the Major

Faculty of Interdisciplinary Studies

B.A.

(Mass Communication - Advertising)

Structure with Course Titles**B.A. (Mass Communication – Advertising)****Semester – V**

Sr. No.	Course	Type of Course	Credits	Marks	Int Marks	Ext Marks
	Semester – V					
50143111	Market Research (Th)	Major (Core)	4	100	50	50
50143312	Policy, Laws & Ethics in Advertising (Th)	Major (Core)	4	100	50	50
51043311	Advertising Campaigns for Indian Heritage (Th)	IKS (Major Specific)	2	50	0	50
50243311	Media Planning and Scheduling (Th)	Major (Elective)	4	100	50	50
50343311	Customer Relationship Management (Th)	Minor Stream	4	100	50	50
50643301	Client Servicing (Pr)	VSC-4	2	50	50	0
51343301	Field Project (Pr)	FP	2	50	50	0
			22	550	300	250

Semester – VI

Sr. No.	Course	Type of Course	Credits	Marks	Int Marks	Ext Marks
	Semester - VI					
60143311	Consumer Behaviour (Th)	Major (Core)	4	100	50	50
60143312	Advertising & Society (Th)	Major (Core)	4	100	50	50
60243311	Branding (Th)	Major (Elective)	4	100	50	50
60343311	International Marketing (Th)	Minor Stream	2	50	0	50
60343312	Agency Management (Th)	Minor Stream	4	100	50	50
61243321	Internship (Pr)	OJT	4	100	50	50
			22	550	250	300

Exit with Degree (3-year)

Course Syllabus

Semester V

5.1 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Market Research		4
	<p>Course Outcomes:</p> <p>This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Explore the process of knowledge creation. • Execute small research project in order to enable them for further study in exploring markets. • Analyze formulation, collection and processing of information. • Explore the use of technology for research. 		
Module 1	Understanding Markets		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explore the basic concepts and types of market. • Examine significance of market in advertising and journalism. • Analyze various constituents of market. • Evaluate markets for products- services and media products. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition of market in general and for news, journalism, advertising, animation, events and particular • Market segmentation: Geographical, economic, social, cultural, political markets. Mass markets versus • Concepts of Users, consumers, customers, audiences, sellers, buyers, mediators, platforms, viewers, listeners, readers as constituents of market • Markets for products versus services, Media products versus other products. 	
Module 2	Understanding Stakeholders		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Examine stakeholders 	<ul style="list-style-type: none"> • Different stakeholders in market- management, government, 	

	<p>that constitute the market.</p> <ul style="list-style-type: none"> • Explore role of different stakeholder in the process of market formation. 	<p>consumers/audiences, businesses, competitors, suppliers, financiers, trade bodies, and so on.</p> <ul style="list-style-type: none"> • Role of Stakeholders in market and market versus marketing research 	
Module 3	Introduction to Market Research		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Synthesize different approaches to market research. • Apply data collection techniques. • be able to process the data analysis systematically. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Basic principles of scientific research and market research • Quantitative and Qualitative Data • Consumer Research, Audience research, product research, sales research, advertising research. Marketing research, and other forms of research for market • Research of Media Institutions, Messages and Audiences • Role of Research in Media 	
Module 4	Techniques of Market research		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explore the steps and stages of market research. • Conduct small research related to media markets 	<p>Module Content</p> <ul style="list-style-type: none"> • Primary versus secondary research • Objectives and research questions • Role of sampling in research • Surveys, Consumer studies, • Data collection and data analysis • Report writing 	
Assignments /Activities towards CCE			
<ul style="list-style-type: none"> • Examine a particular product or service in order to understand its market. 			

- Conduct survey and learn data collection and analysis.
- Prepare and present research paper either review based or using primary data collection.
- Visit markets and understand and document elements and process of market.
- Undertake user/buyer/audience studies to explore their role in formation of market.

References:

- Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Cengage Learning.
- Berger, A. A. (2017). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (4th ed.). SAGE Publications.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). *An integrated approach to communication theory and research* (3rd ed.). Routledge.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.

5.2 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Policy, Laws and Ethics in Advertising		4
	<p>Course Objectives:</p> <p>Learners will be able to-</p> <ul style="list-style-type: none"> • Examine the legal framework governing advertising in India. • Explore ethical principles and professional standards in advertising. • Analyse issues related to misleading, deceptive, and offensive advertising. • Assess the role and relevance of regulatory bodies and self-regulation in advertising. 		
	<p>Course Outcomes:</p> <p>Learners will be able to-</p> <ul style="list-style-type: none"> • Examine different legal and ethical issues in advertising. • Analyse advertising campaigns for compliance with laws and ethical standards. • Explore the role of regulatory authorities such as ASCI and other such bodies besides government bodies. • Evaluate real-world cases of misleading and surrogate advertising. 		
Module 1	Policy and Regulation of Advertising in India		1
	<p>Learning Outcomes:</p> <p>Learners will be able to-</p> <ul style="list-style-type: none"> • Apply the regulatory framework of advertising in India. • Examine different types of misleading and deceptive advertisements. • Recognize the role of government, consumers, and media organizations in regulating advertising. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • National and regional policy perspectives • Concept of advertising regulation • Role of government in regulating advertising • Role of consumers and media houses • Self-regulation in advertising • Positive and negative influence of media on advertising practices 	
Module 2	Deceptive and Unethical Advertising Practices		1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Examine various forms of deceptive advertising practices. • Evaluate ethical issues in advertising communication. • Examine stereotypes and inclusive portrayals and representations in advertising. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Types of misleading and deceptive advertisements • False promises and misleading claims • Puffery and exaggerated claims in advertising • Fallacious comparisons in advertisements • Visual distortions and manipulative advertising techniques • Use of stereotypes in advertising • Representation of women and children in advertising • Offensive and socially irresponsible advertising 	
Module 3	Regulatory Bodies		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Examine role of major laws and regulatory authorities governing advertising. • Analyse the role of self-regulatory organizations. • Evaluate the impact of advertising laws on media and business. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Advertising laws in India • Role of ASCI (Advertising Standards Council of India) • Role of AAI (Advertising Agencies Association of India) • Consumer Protection Act and advertising regulations • Role of Ministry of Information and Broadcasting (I&B) • Role of TRAI and broadcasting regulations • Competition law and advertising • Magic Remedies (Objectionable Advertisements) Act • Consumer rights and advertising ethics 	
Module 4	Surrogate Advertising and Contemporary Ethical Issues		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Evaluate concept of surrogate advertising. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Meaning and concept of surrogate advertising • Surrogate advertising in alcohol and tobacco industries 	

	<ul style="list-style-type: none"> Analyse ethical controversies in modern advertising. Examine case studies of controversial advertising campaigns. 	<ul style="list-style-type: none"> Merits and demerits of surrogate advertising Case studies of surrogate advertising campaigns Ethical challenges in digital advertising Advertising ethics in social media and influencer marketing 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> Project on types of misleading advertisements in India media. Comparative study of advertisements for the same product by different brands. Case study analysis of ASCI complaints and decisions. Review of controversial advertising campaigns and ethical debates. Classroom debate on advertising ethics and consumer rights. Research assignment on surrogate advertising practices in India. 			

References:

- Belch, G. E., & Belch, M. A. (2021). *Advertising and promotion: An integrated marketing communications perspective*. McGraw-Hill.
- Bovee, C. L., & Arens, W. F. (2021). *Contemporary advertising*. McGraw-Hill Education.
- Chunawalla, S. A., & Sethia, K. C. (2022). *Foundations of advertising: Theory and practice*. Himalaya Publishing House.
- Fill, C., & Turnbull, S. (2022). *Marketing communications: Discovery, creation and conversations*. Pearson.
- Kotler, P., Keller, K. L., Chernev, A., & Sheth, J. N. (2022). *Marketing management*. Pearson.
- O'Guinn, T., Allen, C., Semenik, R. J., & Scheinbaum, A. C. (2022). *Advertising and integrated brand promotion*. Cengage Learning.
- Percy, L. (2022). *Strategic integrated marketing communication*. Routledge.
- Rathore, B. S. (2021). *Advertising management*. Himalaya Publishing House.

5.3 IKS (Major Specific)

SN	Courses, Modules and Outcomes	Course Contents	Cr
(IKS)	Semester IV	Advertising Campaigns for Indian Heritage	2
	<p>Course Outcomes: Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the historical and cultural significance of Indian heritage and its relevance to advertising and branding. • Identify key elements of Indian heritage — art, architecture, crafts, traditions, and festivals — that have been or can be used in advertising campaigns. • Analyze successful and unsuccessful advertising campaigns built around ndian heritage with a critical and ethical lens. • Design and conceptualize original advertising campaign ideas that authentically represent and promote Indian heritage. 		
Module 1	Introduction to Indian Heritage and Advertising		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Define heritage and explain its cultural, historical, and economic significance in India. • Examine the history of advertising in India with reference to heritage imagery, symbols, and narratives. • Evaluate iconic early campaigns that used Indian heritage and examine their cultural impact. 	<ul style="list-style-type: none"> • Concept of heritage: tangible and intangible — monuments, crafts, performing arts, traditions. • Overview of the Indian advertising industry: historical evolution from print to digital. • Role of heritage in nation branding and cultural identity. • Early Indian advertising and use of mythological, traditional, and folk imagery. • Case studies: Amul, Air India Maharaja, and early Doordarshan campaigns rooted in heritage. • Heritage tourism advertising: Incredible India and state campaigns. 	
Module 2	Contemporary Campaigns and Ethical Considerations		1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Evaluate contemporary advertising campaigns that leverage Indian heritage themes across traditional and digital media. • Assess issues of cultural appropriation, stereotyping, and ethical responsibility in heritage advertising. • Present an original advertising campaign brief that represents an aspect of Indian heritage. 	<ul style="list-style-type: none"> • Contemporary use of heritage in advertising: festivals, crafts, regional identities. • GI-tagged products and craft-based branding campaigns — Khadi, Channapatna, Kanjivaram. • Digital storytelling and social media campaigns inspired by Indian heritage. • Ethical dimensions: cultural appropriation vs. cultural appreciation in advertising. • Heritage and diaspora advertising: campaigns targeting the Indian diaspora globally. • Campaign conceptualization: brief writing, creative strategy, and visual identity for a heritage brand. 	
<p>Assignments/ Activities towards CCE</p>			
<ul style="list-style-type: none"> • Heritage Ad Analysis: Choose one Indian advertising campaign rooted in heritage and critically analyze its cultural authenticity, messaging, and effectiveness. • Comparative Case Study: Compare two campaigns — one that respectfully uses heritage and one that has been criticized for misrepresentation — and present findings. • Campaign Brief Project: Conceptualize and present a complete advertising campaign brief for a heritage craft, festival, or monument, including target audience, creative concept, and media plan. 			

References:

- Advertising Standards Council of India. (2024). *Guidelines on cultural sensitivity in advertising*.
- ASCI.
- Bhatia, T. K. (2007). *Advertising and marketing in rural India: Language, communication and consumer culture*. Palgrave Macmillan.
- Kohli, C., & Suri, R. (2023). *Branding India's heritage: From monuments to markets*. Sage Publications.
- Mazarella, W. (2003). *Shoveling smoke: Advertising and globalization in contemporary India*.
- Duke University Press.

- Ministry of Culture, Government of India. (2024). *Annual report on intangible cultural heritage*.
- Government of India Press.
- Tharoor, S. (2019). *The battle of belonging: On nationalism, patriotism, and what it means to be Indian*. Aleph Book Company.

5.4 Major Elective

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		4
	Media Planning and Scheduling		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain the role and significance of media planning in advertising and mass communication. • Evaluate media scheduling strategies and their impact on brand visibility and audience reach. • Analyse the usage of various media vehicles for planning and scheduling by advertisers. • Apply budgeting techniques and explore emerging media alternatives for effective campaign planning. 		
Module 1	Fundamentals of Media Planning		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explore media planning and explain its significance in the advertising ecosystem. • Differentiate between various media vehicles in terms of reach, frequency, and circulation. • Examine challenges in media planning and key factors influencing media choice. • Explain the concept of OTS (Opportunity to See) and media objectives. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition and role of media planning in advertising. • Selection of a media: Reach, frequency & impact, circulation. • OTS (Opportunity to See) — concept and significance. • Challenges in media planning. • Factors influencing media choice. • Setting media objectives. • Case studies: Traditional vs. digital media planning (e.g., print campaigns vs. programmatic advertising). 	
Module 2	Media Planning Strategies		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explain key media planning terms including TRP, IRS, RAMP. • Develop media planning strategies for both consumer and industrial goods. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Media planning strategies: Consumer vs. industrial goods. • Target audience identification and profiling. 	

	<ul style="list-style-type: none"> Analyse target audience characteristics to recommend appropriate media strategies. Evaluate the use of TRP Ratings and IRS data in planning decisions. 	<ul style="list-style-type: none"> TRP Ratings — meaning, measurement, and application. IRS (Indian Readership Survey) — scope and use in planning. RAMP (Reach, Affinity, Motivation, and Platform) framework. Digital audience analytics: Social media insights, Google Analytics, and programmatic data.
Module 3	Media Scheduling	1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Evaluate different forms of media scheduling strategies. Distinguish between indoor and outdoor media and recommend appropriate scheduling approaches. Prepare a practical media schedule incorporating flighting, bursting, and steady scheduling. Apply negotiation and cost-management skills in preparing a media schedule. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Media Scheduling — definition and importance. Comparing and evaluating forms of scheduling strategies: Indoor & Outdoor media. Flighting, Bursting, and Steady schedule — differences and applications. Preparing a Media Schedule. Calculating costs, creating value, Negotiating & closing. Digital scheduling: Programmatic buying, real-time bidding (RTB), and automated media planning tools.
Module 4	Utilizing Advertising Budgets	1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explain the significance of advertising budgets and factors affecting advertising expenditure. • Apply different methods of setting advertising budgets to real-world scenarios. • Assess the influence of budget constraints on media planning decisions. • Examine the new and emerging media alternatives such as mobile, internet, and social networking platforms. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Advertising Budget — significance and importance, Legacy and digital media choices. • Factors affecting advertising expenditure. • Factors affecting setting of budgets. • Methods of setting Budgets (percentage of sales, objective & task, competitive parity, etc.). • Offering Alternatives: Mobile, internet, Social media • Future outlook: AI-driven media buying, influencer marketing budgets, and ROI measurement in digital campaigns.
<p>Assignments/ Activities towards CCE</p>		
<ul style="list-style-type: none"> • Media Audit: Analyze an ongoing advertising campaign (print, TV, or digital) and evaluate its media planning strategy, scheduling pattern, and budget allocation. Present findings as a structured report. • TRP & IRS Analysis: Study TRP ratings of 5 television shows and IRS data of 3 publications. Prepare a media plan for a hypothetical FMCG brand targeting youth. • Media Schedule Preparation: Create a complete media schedule for a product launch using at least 3 media types (TV, digital, print). Include cost calculations and rationale for scheduling approach. • Emerging Media Presentation: Research and present on a new media vehicle (e.g., OTT platforms, podcast advertising, or influencer marketing) — assess its suitability for a specific brand category. 		

References:

- Ahuja, V. (2020). *Digital marketing* (2nd ed.). Oxford University Press.

- Baron, R., & Sissors, J. (2010). *Advertising media planning* (7th ed.). McGraw Hill Education (India) Private Limited.
- Katz, H. (2013). *The media handbook: A complete guide to advertising media selection, planning, research, and buying* (5th ed.). Routledge.
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- Menon, A. (2009). *Media planning and buying: Principles and practice in the Indian context*. McGraw Hill Education (India) Private Limited.
- Sissors, J. Z., & Goodrich, W. B. (2001). *Media planning workbook* (3rd rev. ed.). McGraw-Hill Contemporary.

5.5 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V	Customer Relationship Management	4
	<p>Course Outcomes: This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Explore the foundational concepts, evolution, and strategic importance of Customer Relationship Management in modern business. • Examine CRM technologies, tools, and platforms and evaluate their role in managing customer data and interactions. • Analyze customer behavior, loyalty frameworks, and the principles of customer lifetime value. • Design and evaluate CRM strategies across industries, incorporating digital channels, data analytics, and ethical considerations. 		
Module 1	Foundations of Customer Relationship Management		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Define CRM and explain its evolution from transactional marketing to relationship-based approaches. • Identify the key components of a CRM framework: people, processes, and technology. • Distinguish between operational, analytical, and collaborative CRM and describe their applications. • Examine the strategic importance of CRM in building competitive advantage and 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition, scope, and importance of CRM in contemporary business. • Evolution of CRM: from mass marketing to one-to-one relationship management. • Key components of CRM: people, processes, and technology. • Types of CRM: operational, analytical, and collaborative CRM. • CRM as a business strategy: aligning CRM with organizational goals. • Customer-centric vs. product-centric business models. • Overview of the CRM ecosystem: vendors, platforms, and market landscape. • Case Study: CRM adoption in Indian industries — banking, retail, and telecom. 	

	customer-centric organizations.		
Module 2	Customer Behavior, Loyalty, and Lifetime Value		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Analyze the stages of the customer lifecycle and map customer journeys across touchpoints. Explain the concept of Customer Lifetime Value (CLV) and apply methods to calculate and maximize it. Evaluate models of customer loyalty and satisfaction and identify strategies to enhance retention. Assess the role of customer segmentation and profiling in designing personalized CRM initiatives. 	<p>Module Contents:</p> <ul style="list-style-type: none"> The customer lifecycle: acquisition, development, retention, and win-back. Customer journey mapping: touchpoints, moments of truth, and pain points. Customer satisfaction: measurement tools, CSAT, NPS, and CES. Customer loyalty: types, drivers, and loyalty program design. Customer Lifetime Value (CLV): concept, calculation, and strategic application. Customer segmentation techniques: demographic, behavioral, psychographic, and RFM analysis. Churn prediction and customer win-back strategies. Case Study: Loyalty programs in the Indian context — Tata Neu, Air India Flying Returns, and retail loyalty schemes. 	
Module 3	CRM Technology, Tools, and Data Management		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Identify and compare leading CRM platforms and evaluate their features and suitability for 	<p>Module Contents:</p> <ul style="list-style-type: none"> Overview of CRM software platforms: Salesforce, HubSpot, Zoho CRM, Microsoft Dynamics, and SAP CRM. CRM architecture: databases, data warehouses, and customer data platforms (CDPs). 	

	<p>different business contexts.</p> <ul style="list-style-type: none"> • Explain the role of data collection, data quality, and database management in effective CRM implementation. • Examine how AI, machine learning, and automation are transforming CRM capabilities and customer interactions. • Assess the challenges of CRM implementation including change management, integration, and user adoption. 	<ul style="list-style-type: none"> • Data collection methods: surveys, web analytics, social listening, and transaction data. • Data quality management: deduplication, enrichment, and data governance. • AI and machine learning in CRM: predictive analytics, chatbots, and recommendation engines. • Marketing automation and CRM integration: email workflows, lead scoring, and campaign management. • CRM implementation challenges: user adoption, cost, and integration with legacy systems. • Case Study: Digital CRM transformation in an Indian enterprise. 	
Module 4	CRM Strategy, Digital Channels, and Ethics		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Design a CRM strategy aligned with organizational objectives and customer experience goals. • Evaluate the role of social media, mobile, and omnichannel approaches in contemporary CRM. • Measure CRM effectiveness using key performance indicators and return on investment metrics. • Critically assess ethical issues in CRM 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Developing a CRM strategy: goal setting, customer experience design, and roadmap planning. • Social CRM: integrating social media listening and engagement into CRM workflows. • Mobile CRM and omnichannel customer experience management. • CRM in e-commerce and D2C brands: personalization at scale. • Measuring CRM performance: KPIs, ROI, customer retention rate, and revenue impact. • Data privacy and ethics in CRM: GDPR, India's Digital Personal Data Protection Act 	

	including data privacy, consent, and responsible use of customer data.	2023, and consent management. <ul style="list-style-type: none"> Emerging trends: hyper-personalization, voice CRM, and the future of customer relationships. Case Study: CRM strategy of a leading Indian D2C or e-commerce brand. 	
Assignments / Activities towards CCE			
<ul style="list-style-type: none"> Customer Journey Mapping: Select a brand of your choice and create a detailed customer journey map identifying key touchpoints, pain points, and moments of truth across the pre-purchase, purchase, and post-purchase stages. CRM Platform Comparison: Evaluate any two CRM platforms (e.g., Salesforce vs. Zoho CRM) on parameters such as features, pricing, scalability, and industry suitability, and present a recommendation report. Loyalty Program Analysis: Analyze an existing customer loyalty program in India, assess its design, effectiveness, and areas for improvement, and propose enhancements with justification. CRM Strategy Proposal: In groups, develop a comprehensive CRM strategy for a hypothetical or real small business, including segmentation, technology recommendation, engagement plan, and KPIs. 			

References:

- Buttle, F., & Maklan, S. (2019). *Customer relationship management: Concepts and technologies* (4th ed.). Routledge.
- Dyche, J. (2002). *The CRM handbook: A business guide to customer relationship management*. Addison-Wesley.
- Greenberg, P. (2009). *CRM at the speed of light: Social CRM strategies, tools, and techniques for engaging your customers* (4th ed.). McGraw-Hill.
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- Payne, A., & Frow, P. (2013). *Strategic customer management: Integrating relationship marketing and CRM*. Cambridge University Press.
- Peppers, D., & Rogers, M. (2016). *Managing customer experience and relationships: A strategic framework* (3rd ed.). Wiley.

5.6 VSC-4

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		2
	Client Servicing		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain the roles and responsibilities of a client servicing professional in an advertising agency. • Analyze the dynamics of client–agency relationships and apply effective communication strategies to manage them. • Develop structured briefs, proposals, and presentations for pitching and retaining client accounts. • Demonstrate professionalism, problem-solving, and ethical conduct in real-world client servicing scenarios. 		
Module 1	Introduction to Client Servicing		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explore the client servicing and describe its role within an advertising agency structure. • Assess the key responsibilities of an account executive and account manager. • Explain the workflow between the client, account management team, and creative/media departments. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • What is Client Servicing? — Definition, scope, and importance in advertising. • Structure of an advertising agency: Departments and their interrelationships. • Role of the Account Executive and Account Manager. • The agency–client ecosystem: Understanding stakeholder expectations. • Types of agency models: Full-service, boutique, in-house, and digital agencies. 	
Module 2	Managing Client–Agency Relationships		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Analyze the stages of building and sustaining a productive client–agency relationship. • Apply communication and interpersonal skills to handle 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Building and maintaining client relationships: Trust, communication, and consistency. • Understanding client psychology: Expectations, motivations, and concerns. 	

	<p>client expectations and conflicts.</p> <ul style="list-style-type: none"> Evaluate the impact of trust, transparency, and responsiveness on long-term client retention. 	<ul style="list-style-type: none"> Handling client feedback, revisions, and conflicts professionally. Managing multiple clients simultaneously: Prioritisation and time management. Digital tools for client communication: Email etiquette, project management platforms (Eg. Slack, Asana, Trello). Investor Relations Ethical responsibilities in client servicing: Confidentiality, honesty, and avoiding conflicts of interest.
<p>Assignments / Activities towards CCE</p>		
<ul style="list-style-type: none"> Client Brief Simulation: Students receive a mock client brief and prepare a detailed agency response — including campaign objectives, target audience, proposed media mix, and timelines — to be presented to the class as a pitch. Case study: A day in the life of an Account Executive at a leading Indian agency. Role-Play Exercise: Conduct a client–agency meeting simulation where students alternate between the roles of client and account executive, practising communication, objection handling, and negotiation skills. Agency Visit / Guest Lecture Report: Visit a local advertising or PR agency (or attend a guest lecture by an industry professional) and submit a reflective report on the client servicing process observed. Case Analysis: Study a well-known client–agency split (e.g., Bajaj–Ogilvy or Pepsi–BBDO) and analyse the reasons, impact, and lessons for client relationship management. 		

References:

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- Ogilvy, D. (2004). *Confessions of an advertising man* (Rev. ed.). Southbank Publishing.
- Sharma, S. (2019). *Advertising: Planning and decision making*. Taxmann Publications.

5.7 FP

Semester V		
5.7	Field Work (Community Engagement Project)	2
Course Outcomes:	<p>At the end of field work, the learner will be able to:</p> <ul style="list-style-type: none"> • Analyze factors contributing to community dynamics. • Organize and mobilize communities for development or apply communication aids for improvement of knowledge, attitudes or practices on theme defined based on needs assessment. • Examine the concepts of community work environment and become part of one. • Conduct one in line with deliverable outcomes for given community individually as a group or for an organization working for community. • Apply skills gained in the classroom in work life spaces. • Apply knowledge of human behaviour in the social environment and engage diversity and difference in practice. 	
Duration	One month or 120 hours	
	<p>As a part of this paper the student is required to take up community work individually, as a group or as an affiliate to an organisation working with communities. The work they will take up would be decided at the college/institutional level. It will include working for community. At the end of her work she is assessed for her individual or group contribution in making improvement in the quality of life of community they work with during their field project.</p>	
Possible activities under Field Project		
<p>Following is an indicative list of activities to be undertaken by the student while engaging in the field work.</p> <ul style="list-style-type: none"> • Take up needs assessment study of the community/audiences. • Design communication material for knowledge, attitude or practices on selected theme. • Take up pre-knowledge/attitude/practices, use communication and undertake post-test. • Assist the community organization in their ongoing activities and help them with communication aids, marketing, fund raising or reporting and documentation. • Undertake programme planning and execution for institutional or community needs. • Small or Medium enterprises may be helped with their media communication requirements. • Traditional artisans can be supported for digital media outreach. 		

- Community organization affiliation can be established by the college and group of students can volunteer and undertake pre-designated tasks, outcome of which can be evaluated at the end of field work.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Field Work is a graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 50 marks of which 25 marks can be for the report and 25 marks can be for the presentation made at the end of the field work in front of peers and teacher.

Semester VI

6.1 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Customer Behaviour		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explore key theories of consumer behaviour, including psychological and social influences, and their application in advertising contexts. • Analyse contemporary factors like digital media, AI, and sustainability that shape consumer choices, using case studies from global and Indian markets. • Apply research methods to gather and interpret consumer data, developing targeted advertising strategies. • Design consumer-centric campaigns and evaluate their ethical implications in mass communication. 		
Module 1	Fundamentals of Consumer Behaviour		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Explain core theories of motivation, perception, and decision-making, applying them to advertising scenarios in mass communication. • Evaluate the evolution of consumer behavior models from rational to experiential, assessing their relevance in contemporary digital contexts. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition, scope, and evolution of consumer behavior in advertising. • Key theories: Motivation (Maslow's hierarchy), perception, learning (classical and operant conditioning), and attitudes. • Consumer decision-making models: Problem recognition, information search, evaluation, purchase, and post-purchase behavior. • Historical context updated with post-2000 shifts (e.g., from rational to emotional and experiential buying). • Case studies: Traditional vs. modern consumer journeys (e.g., offline retail vs. online impulse buying). 	
Module 2	Psychological and Social Influences on Consumers		1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Assess psychological factors like personality and biases, and their impact on consumer choices in advertising strategies. LO2: Analyze social and cultural influences, including digital peer effects, critiquing their role in shaping behavior amid diversity and mental health trends. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Psychological factors: Personality, lifestyle, self-concept, and cognitive biases (e.g., anchoring, loss aversion). Social and cultural influences: Family, reference groups, social class, culture, and subcultures in Indian contexts. Impact of social media and peer influence on behavior. Contemporary updates: Mental health considerations, diversity/inclusion, and the role of AI in predicting psychological patterns (e.g., personalized ads). Case studies: Influencer marketing and cultural shifts in post-2020 consumer trends. 	
Module 3	Consumer Research and Segmentation		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Apply qualitative and quantitative research methods to segment markets, incorporating AI tools for data interpretation. Evaluate ethical considerations in consumer research, such as data privacy, and propose segmentation strategies for ethical advertising. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Research methods: Qualitative and quantitative. Market segmentation: Demographic, psychographic, behavioral, and geographic approaches. Data analysis techniques: Big data, AI analytics, and sentiment analysis in digital advertising. Ethical issues in consumer data collection (e.g., privacy concerns under GDPR-like regulations in India). Practical application: Conducting consumer audits and segmentation for advertising campaigns. 	
Module 4	Applications in Advertising and Future Trends		1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Integrate consumer insights into advertising campaigns, focusing on loyalty and positioning techniques. • Predict future trends like sustainable behavior and AI nudges, designing forward-looking strategies for mass communication. 	<p>Module Contents</p> <ul style="list-style-type: none"> • Integrating consumer behavior into advertising strategies: Positioning, messaging, and media selection. • Consumer loyalty, brand switching, and relationship marketing. • Future trends: Sustainable consumption, metaverse shopping, AI ethics, and behavioral nudges in e-commerce. • Project-based learning: Developing an advertising campaign based on consumer insights. • Career perspectives: Roles in consumer insights teams, digital marketing, and behavioral economics in media. 		
Assignments/ Activities towards CCE				
	<ul style="list-style-type: none"> • Analyse a consumer decision-making model using a real-world advertising example (e.g., a product launch campaign). • Review a social media campaign influenced by cultural factors (e.g., Indian festival marketing). • Group activity debating privacy issues in AI-driven segmentation. • Create an advertising plan based on consumer behaviour analysis for a sustainable product. 			

References:

- Babin, B. J., & Harris, E. G. (2022). *CB (Consumer behavior)* (9th ed.). Cengage Learning.
- Hawkins, D. I., & Mothersbaugh, D. L. (2020). *Consumer behavior: Building marketing strategy* (14th ed.). McGraw-Hill Education.
- Hoyer, W. D., et al. (2021). *Consumer behavior* (8th ed.). Cengage Learning.
- Peter, J. P., & Olson, J. C. (2018). *Consumer behavior & marketing strategy* (10th ed.). McGraw-Hill Education.
- Quester, P., et al. (2023). *Consumer behaviour: Implications for marketing strategy* (8th ed.). McGraw-Hill Education.
- Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior* (12th ed.). Pearson.
- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson.

6.2 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Advertising and Society		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Examine the relationship between advertising and society. • Analyse the social, cultural, and economic impact of advertising. • Evaluate how advertising influences consumer attitudes, lifestyles, and values. • Examine ethical issues and the responsibility of advertising in modern society. • Critically evaluate advertising campaigns from a social and ethical perspective. 		
Module 1	Advertising, Media and Society		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Examine relationship between media, advertising and society. • Analyse how advertising shapes attitudes, lifestyle and consumer behaviour. • Identify the role of advertising in shaping public opinion and brand perception. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Concept of advertising and its relationship with society • Role of mass media in shaping social attitudes • Influence of advertising on lifestyle and consumer behavior • Advertising and social change • Advertising as a cultural communication tool 	
Module 2	Social and Cultural Aspects of Advertising		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Evaluate role of advertising on society. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Positive and negative impact of advertising on society • Advertising and cultural representation 	

	<ul style="list-style-type: none"> Analyze the relationship between advertising, culture, customs and traditions. Examine influence of advertising on festivals, food culture and social values. 	<ul style="list-style-type: none"> Advertising and traditional customs Advertising influence on festivals, marriages and social celebrations Global advertising vs local cultural values 	
Module 3	Advertising and the Economy		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Explore the role of advertising in economic development. Analyse the influence of advertising on consumer demand and product value. Evaluate the scope and challenges of international advertising. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Role of advertising in economic growth Advertising and consumer demand Advertising and market competition Impact of global advertising on Indian markets Scope and challenges of international advertising 	
Module 4	Advertising, Retail and Consumer Culture		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Associate relationship between advertising and retail culture. Analyse the role of advertising in influencing shopping behaviour. Evaluate the impact of advertising in mall culture and modern retailing. 	<p>Module Contents</p> <ul style="list-style-type: none"> Retail revolution in India Role of advertising in retail marketing Advertising and mall culture Advertising influence on consumer buying behavior Advertising in digital retail and e-commerce 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> Group discussion on how advertising shapes social attitudes and lifestyles Case study analysis of socially responsible advertising campaigns 			

- | | |
|---|--|
| <ul style="list-style-type: none"> • Presentation on impact of advertising on Indian culture and traditions • Review of advertisements portraying gender, culture or social values • Field visit to retail outlets or malls to observe advertising strategies • Project analysing positive and negative effects of advertising on society | |
|---|--|

References:

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- Bovee, C. L., & Arens, W. F. (2021). *Contemporary advertising*. McGraw-Hill Education.
- Chunawalla, S. A., & Sethia, K. C. (2022). *Foundations of advertising: Theory and practice*. Himalaya Publishing House.
- Fill, C., & Turnbull, S. (2022). *Marketing communications: Discovery, creation and conversations*. Pearson.
- Godin, S. (2021). *This is marketing*. Portfolio / Penguin Random House India Edition.
- Kotler, P., Keller, K. L., Chernev, A., & Sheth, J. N. (2022). *Marketing management*. Pearson.
- O'Guinn, T., Allen, C., Semenik, R. J., & Scheinbaum, A. C. (2022). *Advertising and integrated brand promotion*. Cengage Learning.
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- Rathore, B. S. (2021). *Advertising management*. Himalaya Publishing House.
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6.3 Major (Elective)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Branding		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain core branding concepts, including brand identity, positioning, and equity, and their role in mass communication. • Evaluate contemporary branding trends such as AI personalization, immersive experiences, and sustainability, using real-world case studies. • Develop integrated branding strategies that incorporate digital media, social influence, and authentic storytelling. 		
Module 1	Fundamentals of Branding		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Define and differentiate key branding elements such as identity, personality, and architecture, applying them to historical and modern case studies in mass communication. • Analyze the evolution of branding from product-focused to experience-driven models 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition and evolution of branding in mass communication. • Key elements: Brand identity, personality, values, and architecture. • Brand positioning and differentiation strategies. • Historical perspectives updated with post-2000 shifts (e.g., from product-centric to experience-centric branding). • Case studies: Traditional vs. modern brands (e.g., Coca-Cola vs. digital-native brands like Glossier). 	
Module 2	Contemporary Branding Trends and Digital Integration		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Evaluate the role of digital tools like AI personalization and social media in shaping modern branding 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Impact of digital transformation: Social media branding, influencer collaborations, and user-generated content. • AI-driven trends: Personalization, predictive analytics, and AI agents in brand 	

	<p>strategies, identifying opportunities and challenges.</p> <ul style="list-style-type: none"> Assess immersive technologies (e.g., AR/VR) and authenticity trends in branding, critiquing their effectiveness in building human connections amid global uncertainties. 	<p>interactions (e.g., chatbots, recommendation engines).</p> <ul style="list-style-type: none"> Immersive and experiential branding: AR/VR experiences, metaverse integration, and multi-sensory campaigns. Authenticity and human connection: Building trust in an era of misinformation and "micro-moment" marketing. Updated for 2023-2026: Community-driven branding, social commerce, and response to unstable global environments (e.g., post-pandemic resilience). 	
Module 3	Brand Strategy and Management		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Develop brand strategies using tools like SWOT analysis and audience segmentation, incorporating ethical considerations such as sustainability and cultural sensitivity. Measure brand equity using various models like Aaker's framework, adapted for digital metrics, and formulate crisis management plans for real-time media scenarios. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Developing brand strategies: Research, audience segmentation, and SWOT analysis. Brand equity measurement: Models like Aaker's Brand Equity Framework, updated with digital metrics (e.g., engagement rates, sentiment analysis). Crisis management and rebranding: Handling reputational challenges in real-time media. Ethical considerations: Sustainability in branding, diversity/inclusion, and cultural sensitivity in global markets. Practical application: Creating brand audits and repositioning plans for Indian and international contexts. 	
Module 4	Branding in Practice and Future Outlook		1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Integrate branding with mass communication elements like advertising and PR to create cohesive campaigns, using storytelling frameworks. • Predict future branding trends such as AI-assisted design and ethical AI applications, designing practical artifacts like brand guidelines for emerging media. 	<p>Module Contents</p> <ul style="list-style-type: none"> • Integrated marketing communications: Aligning branding with advertising, PR, and content creation. • Tools and techniques: Visual identity design, storytelling (e.g., StoryBrand framework), and brand guidelines. • Future trends: AI-assisted design, surreal and immersive visuals, expressive typography, and ethical AI use in branding. • Project-based learning: Developing a full branding campaign for a hypothetical or real product/service. • Career perspectives: Roles in branding agencies, media firms, and entrepreneurship. 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Case study analysis: Review a recent branding campaign using AI or social commerce. • Conduct a SWOT analysis on an Indian brand (e.g., Tata or Reliance), focusing on global ethical aspects, and present findings in a report. • Design a full branding campaign for a hypothetical product, including visual identity and guidelines, submitted as a portfolio. • Simulate a brand crisis (e.g., social media backlash) and propose a rebranding strategy in a group activity. 			

References:

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- Airey, D. (2019). *Identity designed: The definitive guide to visual branding*. Rockport Publishers.
- Geyrhalter, F. (2016). *How to launch a brand: Your step-by-step guide to crafting a brand*. Brandtro.
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- Neumeier, M. (2005). *The brand gap: How to bridge the distance between business strategy and design* (Rev. ed.). New Riders.

- Wheeler, A. (2017). *Designing brand identity: An essential guide for the whole branding team* (5th ed.). Wiley.

6.4 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		2
	INTERNATIONAL MARKETING		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain the fundamentals of international marketing and the key drivers of globalisation in the contemporary business environment. • Analyse cultural, economic, political, and legal factors that influence international marketing decisions. • Evaluate market entry strategies and develop appropriate international marketing mix decisions for global and Indian brands. • Apply digital tools and emerging trends to formulate international marketing campaigns with cultural sensitivity and ethical awareness. 		
Module 1	Introduction to International Marketing		1

	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Define international marketing and distinguish it from domestic marketing. • Identify the key drivers and challenges of globalisation affecting marketing decisions. • Explain the concept of EPRG framework (Ethnocentric, Polycentric, Regiocentric, Geocentric) and its relevance to global marketing orientation. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition, nature, and scope of international marketing. • Domestic vs. international marketing: Key differences and complexities. • Drivers of globalisation: Technology, trade liberalisation, and consumer convergence. • EPRG framework – orientation of international firms. • Overview of international trade theories: Comparative advantage, product life cycle theory. • India in global markets: Role of Indian MNCs (e.g., Tata, Infosys, Mahindra) on the world stage. 	
<p>Module 2</p>	<p>International Marketing Environment, Strategy & the Marketing Mix</p>		<p>1</p>
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Analyse cultural, economic, political, and legal environments that affect international marketing. • Compare and evaluate different market entry strategies and select appropriate modes for given scenarios. • Adapt the 4Ps of the marketing mix (Product, Price, Place, Promotion) for international contexts. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • International marketing environment: Cultural (Hofstede's dimensions), economic, political-legal factors. • Market entry strategies: Exporting, licensing, franchising, joint ventures, wholly-owned subsidiaries. • International product decisions: Standardisation vs. adaptation. • International pricing strategies: Transfer pricing, dumping, grey markets. • International distribution: Global supply chains, logistics, and channel management. 	

	<ul style="list-style-type: none"> Assess the role of digital marketing and social media in building global brand presence. 	<ul style="list-style-type: none"> International promotion: Global advertising, cross-cultural communication, and digital campaigns. Digital & social media marketing across borders: Platforms, localisation, and influencer strategies. Case studies: Global campaigns by brands like Dove, McDonald's, and Amul on international platforms.
Assignments / Activities towards CCE		
<ul style="list-style-type: none"> Country Market Analysis: Choose a country and prepare a detailed marketing environment report covering cultural, economic, political, and legal factors for an Indian brand planning to enter that market. Market Entry Strategy Pitch: In groups, select a hypothetical product or Indian brand and present a market entry strategy for an international market — justifying the entry mode, target segment, and marketing mix adaptations. Cross-Cultural Ad Analysis: Compare two advertisements for the same global brand from two different countries. Analyse how cultural differences have influenced the messaging, visuals, and tone, and present findings to the class. Global Brand Audit: Study an Indian brand with international presence (e.g., Tata, Fabindia, or Paper Boat) and evaluate its global marketing strategy — positioning, pricing, distribution, and digital footprint — in a written report. 		

References:

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- Hollensen, S. (2017). *Global marketing* (7th ed.). Pearson Education.
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- Kumar, V., & Nagpal, A. (2020). *International marketing research*. SAGE Publications India.

6.5 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Agency Management		
	<p>Course Outcomes: This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Examine the structure, functions, and operational dynamics of advertising and media agencies. • Examine the roles and responsibilities of key departments and personnel within an agency. • Analyze client–agency relationships, new business development processes, and account management practices. • Evaluate financial management, resource planning, and legal and ethical issues in agency operations. 		
Module 1	Structure and Organization of an Agency		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> • Define the concept of an advertising and media agency and trace its historical evolution in India and globally. • Identify the different types of agencies — full-service, boutique, digital, media buying, PR — and their scope of work. • Describe the internal structure and organizational hierarchy of a typical agency. • Explain the functions of key departments: creative, account servicing, media, production, and research. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition and concept of an advertising agency. • Historical evolution of agencies in India: from print-era agencies to integrated communication firms. • Types of agencies: full-service, creative boutique, digital agency, media buying agency, PR firm, in-house agency. • Organizational structure: flat vs. hierarchical models. • Key departments and their roles: creative, account management, media planning and buying, strategy and planning, production, digital, research. • Agency networks and holding companies: WPP, Publicis, IPG, Dentsu, and Indian groups. • Case Study: Structure of a leading Indian agency (e.g., 	

		Ogilvy India, McCann, TBWA\India).	
Module 2	Client–Agency Relationships and Account Management		1
	<p>Learning Outcomes: Learners will be able to:</p> <ul style="list-style-type: none"> Analyze the dynamics of client–agency relationships and the factors that lead to successful long-term partnerships. Explain the new business development process including pitching, credentials presentations, and onboarding. Describe the account management function: briefing, feedback cycles, and managing expectations. Evaluate the causes of client–agency conflicts and strategies for conflict resolution. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Nature of client–agency relationships: transactional vs. partnership models. The pitch process: credentials deck, speculative creative, and final presentations. Writing and interpreting the creative brief: components and best practices. Account servicing and account management: day-to-day workflow and project management. Contact reports, status reports, and presentation skills for client meetings. Managing client expectations: timelines, budgets, and scope of work. Causes of client–agency conflict and strategies for retention and resolution. Case Studies: Notable client–agency relationships and breakups in India. 	
Module 3	Financial Management and Agency Remuneration		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Examine the financial structure of an agency including revenue streams, cost centres, and profitability metrics. Explain the different models of agency remuneration: 	<p>Module Contents:</p> <ul style="list-style-type: none"> Agency revenue models: commission-based, retainer, project fees, performance-linked, and hybrid models. Cost estimation and quotation preparation for campaigns. Agency profitability: understanding margins, overheads, and billing rates. 	

	<p>commission, retainer, project-based, and performance-linked fees.</p> <ul style="list-style-type: none"> Examine the process of budgeting, cost estimation, and financial planning for campaigns and agency operations. Assess the impact of digital transformation on agency revenue and business models. 	<ul style="list-style-type: none"> Financial planning and budgeting for agency operations. Managing vendor payments, third-party production costs, and media billing. Impact of digital platforms on traditional commission models. Introduction to agency management software and financial tools. Case Study: Revenue model comparison of a traditional agency vs. a digital-first agency. 	
Module 4	Human Resources, Leadership, and Legal & Ethical Issues		1
	<p>Learning Outcomes: Learners will be able to-</p> <ul style="list-style-type: none"> Examine human resource practices in agencies: talent acquisition, retention, and creative team management. Describe leadership styles applicable to agency environments and the role of agency culture in performance. Identify legal considerations in agency operations including contracts, IP ownership, and media law. Analyze ethical responsibilities of agencies toward clients, consumers, and society, and the role of self-regulatory bodies. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Talent acquisition and retention in the creative industry: challenges and strategies. Building and managing creative teams: fostering collaboration and innovation. Leadership styles in agency management: creative leadership vs. managerial leadership. Agency culture, diversity, and inclusion practices. Legal framework for agencies: client contracts, non-disclosure agreements, IP and copyright ownership. Advertising regulations in India: ASCI guidelines and the Consumer Protection Act. Ethics in advertising: truth in advertising, representation, and responsible communication. Future of agency management: AI, 	

		automation, and the evolving role of human talent.	
Assignments / Activities towards CCE			
<ul style="list-style-type: none"> • Agency Mapping Exercise: Research and map the organizational structure of a real Indian advertising or media agency, identifying departments, key roles, and reporting hierarchies. • Pitch Simulation: In groups, prepare and present a new business pitch for a given client brief, including a credentials deck, creative strategy, and media recommendation. • Case Study Analysis: Analyze a documented client–agency relationship, examining what led to success or breakdown, and present findings with recommendations. • Agency Financial Report: Prepare a hypothetical agency budget and revenue projection for a three-month campaign, justifying the chosen remuneration model. 			

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- Clow, K. E., & Baack, D. (2022). *Integrated advertising, promotion, and marketing communications* (9th ed.). Pearson.
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6.6 OJT

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Internship/OJT		
	<p>Course Outcomes:</p> <p>This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Demonstrate their abilities in professional settings in advertising, media, communication and allied fields. • Apply knowledge gained during the programme to work situations. • Gain hands-on experience of working in the field through an organizational interface and become job ready. • Apply knowledge of media communication in managing functioning of the advertising and communication related activities in work settings. • Develop practical skills in various aspects of advertising industry. • Familiarize with applications in advertising and media related work spaces and document processes, observations and outcomes in form of presentation and report. • Reflect on learning experiences and professional skills acquired, and propose improvements or changes in the working of organisation. • Enhanced problem-solving, reporting, and professional communication skills in real-life scenarios. • Experience organizational, administrative and managerial aspects of work. 		
	At the end of the Internship Learner will make presentation of the work undertaken by them during the internship period.		
	<ol style="list-style-type: none"> 1 Maintain a daily work log or internship diary 2 Participate in assigned professional tasks 3 Collect relevant data and observations 4 Prepare a comprehensive internship/project report 5 Deliver a presentation on their experience and findings. 		
	LOs: Learners will be able to	A student can do an internship in any government, non-government or	

<ul style="list-style-type: none"> • Develop and enhance specific professional skills relevant to the industry • Acquire a deeper understanding of the industry, including its trends, challenges, and opportunities. • Establish professional connections within the industry, including peers, mentors, and professionals, which can be valuable for future career development. • Explore about workplace etiquette, organizational culture, and the dynamics of working in a professional environment. 	<p>corporate organization which is engaged in media production, communication. She may engage in production, creation, extension and /or research activities. She may undertake communication, research, training, capacity building, outreach and related tasks. As a matter of practice she may assist individuals, work with groups or professional organisations.</p>	
<p>Assignments/ Activities towards CCE</p>		
<p>Internship is a continuous graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 100 marks of which 50 marks will be assessed internally (Department Mentor & Internship Supervisor) and 50 will be jointly marked based on Viva Voce held at the college by the External Expert/Departmental Head/supervising teacher.</p>		

Faculty of Interdisciplinary Studies

B.A.

(Mass Communication - Animation)

Structure with Course Titles**B.A. (Mass Communication – Animation)****Semester – V**

Sr. No.	Course	Type of Course	Credits	Marks	Int Marks	Ext Marks
	Semester – V					
50143111	Market Research (Th)	Major (Core)	4	100	50	50
50143412	2D & 3D Animation (Th)	Major (Core)	4	100	50	50
51043411	Animation industries in India (Th)	IKS (Major Specific)	2	50	0	50
50243421	Audio & Video Editing (Pr)	Major (Elective)	4	100	50	50
50343411	Introduction to Visual Effects (Th)	Minor Stream	4	100	50	50
50643401	Story Telling in Animation (Th)	VSC-4	2	50	50	0
51343401	Field Project (Pr)	FP	2	50	50	0
			22	550	300	250

Semester – VI

Sr. No.	Course	Type of Course	Credits	Marks	Int Marks	Ext Marks
	Semester - VI					
60143411	Advanced Web Design (Th)	Major (Core)	4	100	50	50
60143412	Gaming Design and Testing (Th)	Major (Core)	4	100	50	50
60243411	Fundamental of Motion Graphics (<i>After Effects</i>) (Th)	Major (Elective)	4	100	50	50
60343411	Animation with AI (Th)	Minor Stream	2	50	0	50
60343422	3D Animation & Modelling (Pr)	Minor Stream	4	100	50	50
61243421	Internship (Pr)	OJT	4	100	50	50
			22	550	250	300

Exit with Degree (3-year)

Animation Specialization

Course Syllabus

Semester – V

5.1 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Market Research		4
	<p>Course Outcomes:</p> <p>This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Explore the process of knowledge creation. • Execute small research project in order to enable them for further study in exploring markets. • Analyze formulation, collection and processing of information. • Explore the use of technology for research. 		
Module 1	Understanding Markets		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the basic concepts and types of market. • Examine significance of market in advertising and journalism. • Analyze various constituents of market. • Evaluate different markets for products and services 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition of market in general and for news, journalism, advertising, animation, events and particular • Market segmentation: Geographical, economic, social, cultural, political markets. Mass markets versus • Concepts of Users, consumers, customers, audiences, sellers, buyers, mediators, platforms, viewers, listeners, readers as constituents of market • Markets for products versus services, Media products versus other products. 	
Module 2	Understanding Stakeholders		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Examine stakeholders 	<ul style="list-style-type: none"> • Different stakeholders in market- management, government, 	

	<p>that constitute the market.</p> <ul style="list-style-type: none"> • Explore role of different stakeholder in the process of market formation. 	<p>consumers/audiences, businesses, competitors, suppliers, financiers, trade bodies, and so on.</p> <ul style="list-style-type: none"> • Role of Stakeholders in market and market versus marketing research 	
Module 3	Introduction to Market Research		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Synthesize different approaches to market research. • Apply data collection techniques. • Explore the process of data analysis systematically. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Basic principles of scientific research and market research • Quantitative and Qualitative Data • Consumer Research, Audience research, product research, sales research, advertising research. Marketing research, and other forms of research for market • Research of Media Institutions, Messages and Audiences • Role of Research in Media 	
Module 4	Techniques of Market research		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the steps and stages of market research. • Conduct small research related to media markets 	<p>Module Content</p> <ul style="list-style-type: none"> • Primary versus secondary research • Objectives and research questions • Role of sampling in research • Surveys, Consumer studies, • Data collection and data analysis • Report writing 	
Assignments /Activities towards CCE			
<ul style="list-style-type: none"> • Examine a particular product or service in order to understand its market. • Conduct survey and learn data collection and analysis. 			

- Prepare and present research paper either review based or using primary data collection.
- Visit markets and understand and document elements and process of market.
- Undertake user/buyer/audience studies to explore their role in formation of market.

References:

- Baran, S. J., & Davis, D. K. (2015). *Mass communication theory: Foundations, ferment, and future* (7th ed.). Cengage Learning.
- Berger, A. A. (2017). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (4th ed.). SAGE Publications.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). *An integrated approach to communication theory and research* (3rd ed.). Routledge.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.

5.2 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		
	2D and 3D Animation		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Demonstrate animation principles, types, and applications across industries. • Apply basic 2D/3D animation techniques and workflow in creating visual content • Create animations using symbols, motion tweening, and frame-by-frame. • Design and modify 3D models using primitives and geometry editing tools. • Apply materials, textures, and rendering techniques to enhance visual output. 		
Module 1	Introduction to Animation		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Practice animation types, techniques, and applications. • Apply basics of 2D/3D animation and animation workflow. 	<p>Module Contents:</p> <p>Introduction to Animation Types</p> <ul style="list-style-type: none"> • Definition and classification of animation • Overview of traditional vs modern animation techniques • Applications in film, gaming, advertising, and education <p>Computer Animation</p> <ul style="list-style-type: none"> • Introduction to 2D and 3D computer animation • Workflow of animation: pre-production, production, post-production. 	
Module 2	2D Concepts		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Apply the basics of shapes, objects, text, and animation. • Create and export animations using symbols, tweens, and motion paths. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Panels - Description , modifying , Saving • Shaping Objects – Overview of shapes, Drawing • Modifying Shapes, Motion tween • Basic Principles of Text • Bitmap Images , Sounds • Object Selection, working with objects; • Transforming Objects • Animation -Principles , Frame by frame • Animation, twining, masks • Building a Movie- Symbol, Libraries, Structure • Convert normal shape to graphics, Create movie 	
<p>Module 3</p>	<p>Components and Modelling</p>		<p>1</p>
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Apply geometry, primitives, and mesh structures in 3D modeling. • Create and modify 3D objects using tools like extrude, bevel, and subdivide. • Apply materials, textures, and basic UV mapping to enhance visual appearance. 	<p>Module Contents:</p> <p>Basic Geometry & Components</p> <ul style="list-style-type: none"> • Introduction to vertices, edges, and faces. • Types of primitives (cube, sphere, cylinder, plane). • Understanding polygons and mesh structure. • Wireframe, shaded, and textured views. <p>3D Modeling Basics</p> <ul style="list-style-type: none"> • Creating objects using primitives • Modifying geometry (extrude, bevel, inset, subdivide). <p>Materials & Textures</p>	

		<ul style="list-style-type: none"> • Introduction to materials and shaders. • Applying colors and surface properties. • Image textures and procedural textures 	
Module 4	Animation Industry		1
	<p>LOs: Learners will be able to</p> <ol style="list-style-type: none"> 2. Examine the role of animation in entertainment, including films, TV, OTT, and storytelling. 3. Analyze the use of animation in advertising, branding, and audience engagement. 4. Apply animation concepts in education and e-learning for interactive and visual learning. 	<p>Module Contents:</p> <p>Animation in Entertainment Industry</p> <ul style="list-style-type: none"> • Use in films, television, and web series. • Character animation and visual storytelling. • Animated movies, VFX, and hybrid cinema. • Role in OTT and digital platforms. <p>Animation in Advertising & Marketing</p> <ul style="list-style-type: none"> • Animated commercials and brand promotion. • Role of animation in audience engagement. <p>Animation in Education & E-Learning</p> <ul style="list-style-type: none"> • Use in instructional videos and tutorials. • Visualization of complex concepts (science, medical, engineering). • Interactive learning and educational apps. 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Create animation using simple shapes (ball bounce, pendulum swing). • Develop a short hand-drawn animation (e.g., walk cycle or facial expression). • Construct simple 3D objects using primitives (table, cup, room setup). • Create lighting setup (3-point lighting). 			

References:

- Bancroft, T. (2006). *Creating characters with personality*. Watson-Guption.
- Kerlow, I. V. (2009). *The art of 3D computer animation and effects* (4th ed.). Wiley.
- Roberts, S. (2011). *Character animation in 3D: Use traditional drawing techniques to produce stunning CGI animation*. Focal Press.
- Webster, C. (2012). *Animation: The mechanics of motion*. Focal Press.
- White, T. (2006). *Animation from pencils to pixels: Classical techniques for digital animators*. Focal Press.
- Williams, R. (2001). *The animator's survival kit*. Faber and Faber.

5.3 IKS (Major Specific)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Animation Industries in India		2
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain the origin and historical development of the animation industry in India. • Identify the contributions of pioneers, institutions, and studios that played a key role in the growth of Indian animation. • Analyze the expansion of animation in films, television, advertising, and digital media along with emerging technologies and career opportunities. 		
Module 1			1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Analyze the concept and early development of animation in India. • Explore the contributions of pioneers such as Dadasaheb Phalke and the role of the Films Division of India in promoting animation. • Examine the influence of Indian art, culture, and mythology on animation storytelling. 	<p style="text-align: center;">Evolution of Animation in India</p> <ul style="list-style-type: none"> • Introduction to animation and its importance in media and entertainment. • Early history of animation in India. • Contribution of pioneers such as Dadasaheb Phalke and early experimental animation films. • Role of Films Division of India in promoting animation. • Development of animation during the 1950s–1980s. • Influence of Indian art, culture, and mythology on animation storytelling. 	
Module 2	Growth of the Modern Animation Industry in India		1

	<ul style="list-style-type: none"> • Explore the expansion of animation in television, advertising, and educational media. • Examine the growth of Indian animation studios and the outsourcing industry. • Evaluate the role of modern technologies such as 2D, 3D, and VFX and their application in the animation industry. 	<ul style="list-style-type: none"> • Expansion of animation in television and educational programs. • Animation in advertising and public awareness campaigns. • Rise of Indian animation studios and outsourcing industry. • Use of animation in Bollywood films, gaming, and OTT platforms. • Technological advancements such as 2D, 3D, and VFX, AVGC in Indian animation. • Future scope and career opportunities in the Indian animation industry. 	
Assignments/ Activities towards CCE			
	<ul style="list-style-type: none"> • Research on an Indian Animation Pioneers biography. • Case Study of an Indian Animation Studios. • Create a Visual Timeline of Indian Animation industry. 		

References:

1. Jones, T., & Balachandran, A. (Eds.). (2026). *India animated: Essays on contemporary practice*. Palgrave Macmillan.
2. Lent, J. A. (2001). *Animation in Asia and the Pacific*. Indiana University Press.
3. Natarajan, S., & Anand, S. (2011). *Bhimayana: Incidents in the life of Bhimrao Ramji Ambedkar*. Navayana.
4. Saxena, S. (2025). *Animation: History and future? Indian Journal of Computer Graphics and Multimedia*, 5(2), 1–8.
5. Selvan, N. T., & Subramaniam, V. (2025). *Tracing the history of 2D traditional animation in Chennai. ShodhVichar: Journal of Media and Mass Communication*.

5.4 Major (Elective)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Audio and Video Editing		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Apply the fundamental concepts, terminology, and workflow of audio and video editing. • Apply audio and video editing techniques using professional software tools. • Produce creative and technically sound audio-visual projects suitable for digital platforms. 		
Module 1	Fundamentals of Audio & Video Editing		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine the role and significance of editing in media production. • Adapt the key editing terminology and digital formats. • Familiarize with commonly used audio and video editing software. 	<ul style="list-style-type: none"> • Introduction to audio and video editing • Importance of editing in film, television and digital media • Linear and Non-Linear Editing (NLE) systems • Basic editing terminology: frame, shot, sequence, timeline, transitions • Video formats, frame rates, and resolutions • Overview of editing software 	
Module 2	Video Editing and Sound Design Principles		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore different video editing techniques used in storytelling. • Examine the importance of sound design in audio-visual production. 	<ul style="list-style-type: none"> • Principles of continuity editing • Types of editing techniques: jump cut, match cut, cross-cutting, montage • Storytelling through editing and pacing • Introduction to color correction and color grading 	

	<ul style="list-style-type: none"> Apply basic principles of color correction and audio synchronization. 	<ul style="list-style-type: none"> Importance of sound in video production Types of sound: dialogue, background music, ambience, sound effects Audio synchronization and mixing basics 	
Module 3	Video Editing Practice		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Apply practical skills in operating video editing software. Apply transitions and editing techniques to create video sequences. Enhance visual quality through basic color correction and titles. 	<ul style="list-style-type: none"> Introduction to editing software interface Importing and organizing video clips Cutting, trimming and arranging clips on the timeline Applying transitions and basic effects Creating titles and subtitles Working with keyframes and motion effects Motion graphics integration 	
Module 4	Audio Editing and Final Video Production		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Develop audio recordings for better quality. Synchronize audio and video elements effectively. Export a complete edited video project. 	<ul style="list-style-type: none"> Importing and editing audio files Removing noise and improving sound clarity Advertising and promotional video editing Documentary editing techniques Synchronizing audio with video Exporting videos in different formats (YouTube, Instagram, broadcast) 	

		<ul style="list-style-type: none"> Editing a complete short video project 	
Assignments/ Activities towards CCE			
		<ul style="list-style-type: none"> Basic Video Editing Project using secondary material. Audio Editing and Sound Enhancement Exercises. Short Audio-Visual Storytelling Project with available material. Color Correction and Visual Enhancement Task of available material. 	

References:

- Bowen, C. J., & Thompson, R. (2013). *Grammar of the edit* (2nd ed.). Focal Press.
- Dancyger, K. (2018). *The technique of film and video editing: History, theory, and practice* (6th ed.). Routledge.
- Hullfish, S. (2017). *The art of the cut: Conversations with film and TV editors*. Routledge.
- Millerson, G., & Owens, J. (2009). *Video production handbook* (4th ed.). Focal Press.
- Rose, J. (2018). *Producing great sound for film and video* (4th ed.). Routledge.
- Thompson, R., & Bowen, C. J. (2020). *Editing for motion pictures: A guide to film editing*. Focal Press.

5.5 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Introduction to Visual Effects		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Apply fundamentals and applications of VFX in media. • Apply basic VFX techniques such as compositing, masking, and keying. • Analyze VFX used in films, television, and digital media. • Create simple visual effects using digital tools. 		
Module 1	Introduction to VFX		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Apply the basics of visual effects and compositing. • Explore different types of VFX techniques. • Explain the VFX production pipeline. • Adapt the tools used in VFX production. 	<p>Introduction to VFX</p> <ul style="list-style-type: none"> • Meaning and importance of VFX in media • Types of VFX: CGI, compositing, motion graphics • Career opportunities in VFX industry • Applications in films, television, advertising, and gaming • Advantages and disadvantages of VFX • Introduction to compositing software • Basics of layers, masking, and blending 	
Module 2	Basic Editing VFX Techniques		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Apply the interface and tools of VFX software 	<p>Basic Editing VFX Techniques</p> <ul style="list-style-type: none"> • Overview of vfx software interface • Panels, tools, and workspace • Composition settings and project setup • Importing images, videos, and audio 	

	<ul style="list-style-type: none"> • Construct with compositions, layers, and timelines. • Apply basic animation techniques. • Import and manage media files. 	<p>Basic Animation Techniques</p> <ul style="list-style-type: none"> • Layers and timeline management • Keyframes and basic animation (position, scale, rotation, opacity) • Pre-composition and layer organization • Basic effects and presets 	
Module 3	Motion Graphics and Text Animation		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Demonstrate advanced animation techniques. • Design the text and shape layers creatively. • Create motion graphics projects. • Apply transitions and effects. 	<p>Motion Graphics and Text Animation</p> <ul style="list-style-type: none"> • Text animation and typography • Shape layers and vector animation • Motion paths and easing • Transitions and effects <p>Intermediate Compositing</p> <ul style="list-style-type: none"> • Masking and blending modes • Track mattes • Introduction to green screen (chroma key) • Working with adjustment layers 	
Module 4	Editing and Final Video Production		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Develop and finalize VFX shots. • Analyze quality and realism in VFX. • Examine industry trends and career opportunities. 	<p>VFX Pipeline</p> <ul style="list-style-type: none"> • Stages of VFX production: pre-production, production, post-production <p>Post-Production and Advanced Concepts</p> <ul style="list-style-type: none"> • Rendering and output settings • Color correction and grading • Integration of VFX with live-action footage • Sound and visual synchronization • Quality control and final output 	

		<ul style="list-style-type: none"> • Future trends in VFX (AI, virtual production) • Video editing basics within After Effects • Editing a complete short video project 	
Assignments/ Activities towards CCE			
		<ul style="list-style-type: none"> • Storyboard a VFX scene • Create a green screen video (basic chroma key) • Mini VFX project using compositing tools • Final project: short VFX clip 	

References:

- Arena Animation. (2010 onwards). *VFX study material*. Arena Publications.
- Christiansen, M. (2014). *Adobe After Effects CC visual effects and compositing studio techniques*. Adobe Press.
- Lanier, L. (2010). *The VES handbook of visual effects*. Focal Press.
- Wright, S. (2013). *Digital compositing for film and video* (3rd ed.). Focal Press.
- Zwerman, S. (2014). *The VES handbook of visual effects: Industry standard VFX practices and procedures*. Focal Press.

5.6 VSC-4

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Storytelling in Animation		2
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the fundamentals and importance of storytelling in animation. • Apply storyboarding and scriptwriting methods for animation production. • Develop original animated story concepts using creative thinking and narrative techniques. 		
Module 1	Fundamentals of Storytelling		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore the role of storytelling in animation. • Adapt the key elements of a story structure.. • Implement different storytelling styles used in animation. • Develop original story ideas suitable for animated content. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Introduction to storytelling in animation • Elements of a story: plot, setting, theme, conflict, resolution • Types of storytelling: linear and non-linear narratives • Visual storytelling techniques in animation <p>Character and Narrative Development</p> <ul style="list-style-type: none"> • Character design and personality development • Creating compelling story ideas for animation 	
Module 2	Scripting Techniques		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Produce scripts specifically for animated storytelling. 	<p>Scriptwriting and Storyboarding</p> <ul style="list-style-type: none"> • Basics of scriptwriting for animation • Dialogue writing and visual narration • Storyboarding techniques • Shot composition and scene transitions 	

	<ul style="list-style-type: none"> • Translate scripts into visual storyboards. • Develop animatics for animation projects. • Analyze storytelling techniques in animated media. 	<p>Storytelling Techniques in Animated Media</p> <ul style="list-style-type: none"> • Storytelling in short films and series • Emotional storytelling and audience connection 	
<p>Assignments/ Activities towards CCE</p> <ul style="list-style-type: none"> • Design one main character and write a short character backstory, including personality, goals, and motivations. • Develop a 20-25 frame storyboard for a short animated story. • Write a short animation script (1-2 pages) including scene description and dialogue. 			

References:

- Beiman, N. (2012). *Prepare to board! Creating story and characters for animated features and shorts*. Focal Press.
- Blazer, L. (2015). *Animated storytelling: Simple steps for creating animation and motion graphics*. Peachpit Press.
- Jones, T., & Balachandran, A. (2026). *India animated: Essays on contemporary practice*. Palgrave Macmillan.
- Williams, R. (2001). *The animator's survival kit*. Faber and Faber.

5.7 FP

Semester V		
5.7	Field Work (Community Engagement Project)	2
Course Outcomes:	<p>At the end of field work, the learner will be able to:</p> <ul style="list-style-type: none"> • Analyze factors contributing to community dynamics. • Organize and mobilize communities for development or apply communication aids for improvement of knowledge, attitudes or practices on theme defined based on needs assessment. • Recognize concepts of community work environment and become part of one. • Conduct one in line with deliverable outcomes for given community individually as a group or for an organization working for community. • Apply skills gained in the classroom in work life spaces. • Apply knowledge of human behaviour in the social environment and engage diversity and difference in practice. 	
Duration	One month or 120 hours	
	<p>As a part of this course the student is required to take up community work individually, as a group or as an affiliate to an organisation working with communities. The work they will take up would be decided at the college/institutional level. It will include working for community. At the end of her work she is assessed for her individual or group contribution in making improvement in the quality of life of community they work with during their field project.</p>	
Possible activities under Field Project		
<p>Following is an indicative list of activities to be undertaken by the student while engaging in the field work.</p> <ul style="list-style-type: none"> • Take up needs assessment of the community. • Design communication material for knowledge, attitude or practices on selected theme. • Take up pre-knowledge/attitude/practices, use communication and undertake post-test. • Assist the community organization in their ongoing activities and help them with communication aids, marketing, fund raising or reporting and documentation. • Undertake programme planning and execution for institutional or community needs. 		

- Small or Medium enterprises may be helped with their media communication requirements.
- Traditional artisans can be supported for digital media outreach.
- Community organization affiliation can be established by the college and group of students can volunteer and undertake pre-designated tasks, outcome of which can be evaluated at the end of field work.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Field Work is a graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 50 marks of which 25 marks can be for the report and 25 marks can be for the presentation made at the end of the field work in front of peers and teacher.

Semester VI

6.1 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Advance Web Design		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <p>6.1 Explore the basic concepts of web design and webpage creation.</p> <p>6.2 Explain the role of HTML and CSS in developing websites.</p> <p>6.3 Create website layout and multimedia integration.</p> <p>6.4 Assess the simple web interactivity using JavaScript.</p>		
Module 1	Introduction to HTML5 & CSS		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Examine fundamentals of HTML and web page structure. Apply different HTML elements used in web page creation. Organize files and folders for website development. Assess the role of CSS in webpage design. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Introduction to HTML5. Basic structure of an HTML document. HTML tags: headings, paragraphs, lists and links. Creating images and hyperlinks in HTML. Website folder structure and linking pages. Introduction to CSS. Types of CSS: Inline, Internal and External. Basic CSS syntax and properties. 	
Module 2	Web Page Elements and Layout		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore use of different HTML elements in webpage design. • Examine block and inline elements. • Create tables, images and links in web pages. • Apply webpage layout concepts. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Doctype declaration and basic HTML tags. • Block vs Inline tags. • Container and standalone tags. • Using images in HTML. • Creating hyperlinks. • HTML entities. • Introduction to webpage layout using tables. • Introduction to simple webpage structure. 	
Module 3	CSS and Website Design Tools		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore the role of CSS in website design. • Apply CSS concepts to improve webpage appearance. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Introduction to CSS, Types of CSS. • CSS selectors and properties. • Styling text, colors, backgrounds and images. • Basic webpage layout using CSS. • Introduction to responsive web design. 	
Module 4	JavaScript and Interactive Web Development		1

	<p>LOs:Learners will be able to</p> <ul style="list-style-type: none"> • Apply the basic concept of JavaScript. • Assess the role of JavaScript in web pages. • Explain simple programming logic used in JavaScript. • Explore the webpage interactivity. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Overview of JavaScript. • JavaScript syntax and basic structure. • Variables, operators and simple statements. • Conditional statements (if-else). • Basic looping concepts. • JavaScript popup boxes. • Event handling in JavaScript. • Examples of interactive webpages. 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Create a responsive website layout • Create a admission form using all html css tags • Develop a webpage using HTML5, CSS3, and JavaScript 			

References:

- Duckett, J. (2011). *HTML and CSS: Design and build websites*. Wiley.
- Duckett, J. (2014). *JavaScript and jQuery: Interactive front-end web development*. Wiley.
- Flanagan, D. (2020). *JavaScript: The definitive guide* (7th ed.). O'Reilly Media.
- Marcotte, E. (2011). *Responsive web design*. A Book Apart.

6.2 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		
	Game Design and Testing		2
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Apply the fundamentals of game design and interactive media. • Execute Action Script programming concepts to create simple interactive games. • Design game elements such as characters, controls, and scoring systems. 		
Module 1	Fundamentals of Game Design		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore the basic concepts of game design. • Examine different elements of a digital game. • Apply basic ActionScript programming concepts. • Develop simple interactive game components. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Introduction to game design and development • Types of digital games • Elements of game design: gameplay, rules, objectives, and levels • Introduction to interactive media and game mechanics <p>Introduction to ActionScript</p> <ul style="list-style-type: none"> • Overview of ActionScript environment • Variables, data types, and operators • Events and event handling • Conditional statements and loops • Basic animation and interaction using ActionScript 	
Module 2	ActionScript Applications		1
	LOs: Learners will be able to	Game Development Using ActionScript	

	<ul style="list-style-type: none"> • Develop simple games using ActionScript. • Implement game controls and interaction. • Apply testing methods to identify game errors. Evaluate and improve game performance. 	<ul style="list-style-type: none"> • Designing game characters and assets • Game controls and user interaction • Collision detection and scoring systems • Level design and game progression <p>Game Testing and Debugging</p> <ul style="list-style-type: none"> • Introduction to game testing • Types of testing: functionality testing and usability testing • Debugging techniques in ActionScript • Identifying and fixing errors in games <p>Improving game performance and user experience</p>	
<p>Assignments/ Activities towards CCE:</p> <ul style="list-style-type: none"> • Create a simple game concept with gameplay rules and objectives. • Develop a small interactive game using ActionScript. 			

References:

- Adams, E. (2014). *Fundamentals of game design*. New Riders.
- Bond, J. G. (2014). *Introduction to game design, prototyping, and development*. Addison-Wesley Professional.
- Fullerton, T. (2018). *Game design workshop: A playcentric approach to creating innovative games* (4th ed.). CRC Press.
- Rogers, S. (2014). *Level up! The guide to great video game design* (2nd ed.). Wiley.
- Schell, J. (2019). *The art of game design: A book of lenses* (3rd ed.). CRC Press.

6.3 Major (Elective)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Fundamentals of Motion Graphics		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the concepts, history, and principles of motion graphics used in digital media. • Analyze design elements such as typography, colour, composition, and timing used in motion graphics. • Create basic motion graphics projects using digital animation tools and techniques. 		
Module 1	Introduction to Motion Graphics		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explain the concept and evolution of motion graphics. • Identify the applications of motion graphics in different media platforms. • Differentiate between animation and motion graphics. 	<ul style="list-style-type: none"> • Meaning and concept of Motion Graphics • Difference between animation and motion graphics • History and evolution of motion graphics • Role of motion graphics in film, television, advertising, and digital media • Applications of motion graphics in social media, branding, and user interface design 	
Module 2	Principles and Techniques of Motion Design		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine the expansion of animation in television, advertising, and educational media. • Identify the growth of Indian animation studios 	<ul style="list-style-type: none"> • Principles of motion design: timing, spacing, easing, and motion flow • Visual hierarchy and composition 	

	<p>and the outsourcing industry.</p> <ul style="list-style-type: none"> Evaluate the role of modern technologies such as 2D, 3D, and VFX and explore career opportunities in the animation industry. 	<ul style="list-style-type: none"> Colour theory in motion graphics Typography and kinetic typography Storyboarding and concept development for motion graphics 	
Module 3	Motion Graphics Software and Basic Animation		1
	<p>LOs: Learners will be able to</p> <p>5.1 Operate motion graphics software and basic tools.</p> <p>5.2 Apply keyframe animation techniques to create simple motion graphics.</p> <p>5.3 Develop basic animated compositions using shapes and objects.</p>	<ul style="list-style-type: none"> Introduction to motion graphics software (Adobe After Effects or similar software) Understanding interface, tools, and workspace Creating compositions and importing assets Basic keyframe animation (position, scale, rotation, opacity) Creating simple animated shapes and transitions 	
Module 4	Motion Graphics Project Development		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Apply typography animation and visual effects in motion graphics. Integrate graphics, text, and sound to create motion graphics content. Produce and export a short motion graphics video project. 	<ul style="list-style-type: none"> Text animation and kinetic typography Working with layers, masks, and visual effects Creating animated infographic elements Adding sound and synchronization Rendering and exporting motion graphics videos Developing a short motion graphics project 	
Assignments/ Activities towards CCE			
❖ Basic Motion Graphics Animation Using Keyframe Techniques			

- | | |
|---|--|
| ❖ Kinetic Typography Animation Project | |
| ❖ Creative Motion Graphics Video Production | |

References:

1. Gallagher, R., & Paldy, C. (2007). *Exploring motion graphics*. Thomson Delmar Learning.
2. Krasner, J. (2013). *Motion graphic design: Applied history and aesthetics* (3rd ed.). Focal Press.
3. Lupton, E., & Phillips, J. C. (2015). *Graphic design: The new basics* (2nd ed.). Princeton Architectural Press.

6.4 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		
	Animation with AI		2
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the process of animation and AI technologies. • Apply AI tools for creating animated content and visual assets. • Analyze AI-based workflows in animation production. • Evaluate ethical issues and future trends in AI-driven animation. 		
Module 1	AI in Pre-Production		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine concepts of animation and AI. • Assess AI tools used in animation and media. • Apply AI for character design and concept creation. • Explore AI-assisted storytelling techniques. 	<p>Introduction to Animation and AI</p> <ul style="list-style-type: none"> • Basics of animation (2D, 3D, motion graphics) • Introduction to Artificial Intelligence and Machine Learning • Role of AI in animation industry • Overview of AI tools for animation (image, video, motion generation) <p>AI in Pre-Production</p> <ul style="list-style-type: none"> • Idea generation and storytelling using AI • AI-based character design and concept art • Scriptwriting and storyboarding with AI tools • Style transfer and visual generation 	
Module 2	AI in Production and Post Production		1

	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Create AI-assisted animation projects. • Execute AI tools for motion, editing, and enhancement. • Evaluate AI-generated animation outputs. • Examine ethical and creative challenges in AI animation. 	<p>AI in Production and Post-Production</p> <ul style="list-style-type: none"> • AI tools for animation (auto-rigging, motion capture, lip-sync) • AI-based video and animation generation • Editing and enhancement using AI • Sound design and AI voice generation <p>Ethics and Future Trends</p> <ol style="list-style-type: none"> 1. Ethical issues: copyright, originality, deepfakes 2. Bias and limitations of AI systems 3. Future trends in AI and animation 4. Career opportunities in AI-based animation 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Students will use AI tools to create: 1 social media post (image + caption), 1 short script or blog using AI • Case Study how AI is used in platforms like news, OTT, or advertising • Students participate in debate/discussion : "Can AI replace human creativity in media?" 			

References:

- Alpaydin, E. (2014). *Introduction to machine learning*. MIT Press.
- Foster, D. (2019). *Generative deep learning*. O'Reilly Media.
- Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep learning*. MIT Press.
- Marr, B. (2019). *Artificial intelligence in practice*. Wiley.

6.5 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		
	3D Animation & Modelling (Pr.)		4
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the basics of 3D design and modelling • Develop skills in 3D modelling and spatial design. • Introduce students to the principles of creating realistic 3D environments. • Enhance understanding of lighting, textures, and rendering in 3D visualization. • Enable students to create interior-based 3D compositions for media applications. 		
Module 1	Introduction to 3D Software & Basic Modelling		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Practice the 3Ds Max interface and workspace. • Explore basic 3D shapes and object creation. • Apply transformation tools effectively. • Develop basic modelling skills 	<p>Introduction to 3D Modelling</p> <ul style="list-style-type: none"> • Basics of 3D space, coordinates, and perspectives • Understanding objects, meshes, and geometry • Primitives and object creation • Transformations (move, rotate, scale) • Grouping and hierarchy <p>Basic Environment Design</p> <ul style="list-style-type: none"> • Layout planning for interior spaces • Creating structural elements (floor, walls, openings) • Object placement and alignment • Proportion and scale in 3D design 	

Module 2	Advanced Modelling Techniques		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Apply advanced modelling techniques • Apply modifiers for shaping objects • Create complex 3D models • Improve precision and detailing in modelling 	<p>Interior Environment Modelling</p> <ul style="list-style-type: none"> • Modelling furniture and decorative elements • Arrangement of objects in a cohesive environment • Scene composition and visual balance • Detailing and refinement of models <p>Materials and Lighting</p> <ul style="list-style-type: none"> • Introduction to materials and textures • Applying colors, patterns, and surface details • Types of lighting (ambient, directional, artificial) • Creating mood and atmosphere through lighting 	
Module 3	Materials, Texturing & Lighting		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Analyze material and texture application • Create realistic surfaces using textures • Apply lighting techniques for scene enhancement • Develop skills in camera composition 	<p>Advanced Modelling and Texturing</p> <ul style="list-style-type: none"> • Detailed modelling techniques • Surface refinement and smoothing • Texture mapping and UV basics • Adding realism through details <p>Camera and Composition</p> <ul style="list-style-type: none"> • Camera placement and angles • Framing and perspective • Depth and focus in 3D scenes • Visual storytelling through composition 	

Module 4	Rendering & Final Output		
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Apply the rendering process • Produce high-quality visual outputs • Export projects in various formats • Create a complete 3D animated project 	<p>Rendering and Output</p> <ul style="list-style-type: none"> • Rendering techniques and settings • Image quality and resolution • Output formats and presentation <p>Final Project and Presentation</p> <ul style="list-style-type: none"> • Creating a complete interior environment scene • Scene refinement and detailing • Presentation of final output • Portfolio development 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Basic 3D object modelling exercises • Interior layout planning activity • Furniture and object modelling task • Lighting and texturing assignment • Final project: Complete interior 3D scene with rendering 			

References:

- Autodesk. (2011-). *3D modelling and animation handbook*. Autodesk Publications.
- Derakhshani, D. (2012). *Introducing Autodesk 3ds Max*. Sybex.
- Murdock, K. L. (2013). *3ds Max bible*. Wiley.
- Vince, J. (2011). *Foundation mathematics for computer graphics*. Springer.

6.6 OJT

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Internship/OJT		
	<p>Course Outcomes:</p> <p>This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Demonstrate their abilities in professional settings in animation, media, communication and allied fields. • Apply knowledge gained during the programme to work situations. • Gain hands-on experience of working in the field through an organizational interface and become job ready. • Apply knowledge of media communication in managing functioning of the advertising and communication related activities in work settings. • Develop practical skills in various aspects of advertising industry. • Familiarize with applications in advertising and media related work spaces and document processes, observations and outcomes in form of presentation and report. • Reflect on learning experiences and professional skills acquired, and propose improvements or changes in the working of organisation. • Enhanced problem-solving, reporting, and professional communication skills in real-life scenarios. • Experience organizational, administrative and managerial aspects of work. 		
	At the end of the Internship Learner will make presentation of the work.		
	<ol style="list-style-type: none"> 1 Maintain a daily work log or internship diary 2 Participate in assigned professional tasks 3 Collect relevant data and observations 4 Prepare a comprehensive internship/project report 5 Deliver a presentation on their experience and findings. 		

<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Develop and enhance specific professional skills relevant to the industry • Acquire a deeper understanding of the industry, including its trends, challenges, and opportunities. • Establish professional connections within the industry, including peers, mentors, and professionals, which can be valuable for future career development. • Learn about workplace etiquette, organizational culture, and the dynamics of working in a professional environment. 	<p>A student can do an internship in any government, non-government or corporate organization which is engaged in animation production, communication. She may engage in production, creation, extension and /or research activities. She may undertake communication, research, training, capacity building, outreach and related tasks. As a matter of practice she may assist individuals, work with groups or professional organisations.</p>	
<p>Assignments/ Activities towards CCE</p>		
<p>Internship is a continuous graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 100 marks of which 50 marks will be assessed internally (Department Mentor & Internship Supervisor) and 50 will be jointly marked based on Viva Voce held at the college by the External Expert/Departmental Head/supervising teacher.</p>		

Faculty of Interdisciplinary Studies

B.A.

(Mass Communication - Journalism)

Structure with Course Titles**B.A. (Mass Communication – Journalism)****Semester – V**

Sr. No.	Course	Type of Course	Credits	Marks	Int Marks	Ext Marks
	Semester – V					
50143111	Market Research (Th)	Major (Core)	4	100	50	50
50143212	Journalism for Social Change (Th)	Major (Core)	4	100	50	50
51043211	Indian Regional Journalism (Th)	IKS (Major Specific)	2	50	0	50
50243211	News & Features (Th)	Major (Elective)	4	100	50	50
50343211	Digital Journalism (Th)	Minor Stream	4	100	50	50
50643201	Anchoring and Reporting (Pr)	VSC-4	2	50	50	0
51343201	Field Project (Pr)	FP	2	50	50	0
			22	550	300	250

Semester – VI

Sr. No.	Course	Type of Course	Credits	Marks	Int Marks	Ext Marks
	Semester - VI					
60143211	International Communication (Th)	Major (Core)	4	100	50	50
60143212	News Media Organizations (Th)	Major (Core)	4	100	50	50
60243211	Citizen Journalism (Th)	Major (Elective)	4	100	50	50
60343211	Journalistic Ethics (Th)	Minor Stream	2	50	0	50
60343212	Media Laws and Regulation (Th)	Minor Stream	4	100	50	50
61243221	Internship (Pr)	OJT	4	100	50	50
			22	550	250	300

Exit with Degree (3-year)

Journalism Specialization

Semester V

5.1 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Market Research		4
	<p>Course Outcomes:</p> <p>This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Explore the process of knowledge creation. • Execute small research project in order to enable them for further study in exploring markets. • Analyze formulation, collection and processing of information. • Explore the use of technology for research. 		
Module 1	Understanding Markets		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the basic concepts and types of market. • Examine significance of market in advertising and journalism. • Analyze various constituents of market. • Evaluate different markets for products-services and media products. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Definition of market in general and for news, journalism, advertising, animation, events and particular • Market segmentation: Geographical, economic, social, cultural, political markets. Mass markets versus • Concepts of Users, consumers, customers, audiences, sellers, buyers, mediators, platforms, viewers, listeners, readers as constituents of market • Markets for products versus services, Media products versus other products. 	
Module 2	Understanding Stakeholders		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Examine stakeholders 	<ul style="list-style-type: none"> • Different stakeholders in market- management, government, 	

	<p>that constitute the market.</p> <ul style="list-style-type: none"> • Explore role of different stakeholder in the process of market formation. 	<p>consumers/audiences, businesses, competitors, suppliers, financiers, trade bodies, and so on.</p> <ul style="list-style-type: none"> • Role of Stakeholders in market and market versus marketing research. 	
Module 3	Introduction to Market Research		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Synthesize different approaches to market research. • Apply data collection techniques. • Explore the process of data analysis systematically. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Basic principles of scientific research and market research • Quantitative and Qualitative Data • Consumer Research, Audience research, product research, sales research, advertising research. Marketing research, and other forms of research for market • Role of Research in Media • Research of/about Media Institutions, Messages and Audiences 	
Module 4	Techniques of Market research		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> • Explore the steps and stages of market research. • Conduct small research related to media markets 	<p>Module Content</p> <ul style="list-style-type: none"> • Primary versus secondary research • Objectives and research questions • Role of sampling in research • Surveys, Consumer studies, copy testing, desk research, data analytics, observations • Data collection and data analysis • Report writing 	
Assignments /Activities towards CCE			
<ul style="list-style-type: none"> • Examine a particular product or service in order to understand its market. 			

- Conduct survey and learn data collection and analysis.
- Prepare and present research paper either review based or using primary data collection.
- Visit markets and understand and document elements and process of market, observing consumer behaviors, documenting billing counter behaviours.
- Undertake user/buyer/audience studies to explore their role in making/formation of market.

References:

- Baran, S. J., & Davis, D. K. (2015). *Media and communication theory: Mass communication theory: Foundations, ferment, and future* (7th ed.). Cengage Learning.
- Berger, A. A. (2017). *Media and communication research methods: An introduction to qualitative and quantitative approaches* (4th ed.). SAGE Publications.
- Bryman, A. (2016). *Social research methods* (5th ed.). Oxford University Press.
- Stacks, D. W., Salwen, M. B., & Eichhorn, K. C. (2019). *An integrated approach to communication theory and research* (3rd ed.). Routledge.
- Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research: An introduction* (10th ed.). Cengage Learning.

5.2 Major (Core)

Major (Core)	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		4
5.2	Journalism for Social Change		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain the concept of public opinion and the role of media in shaping it. • Analyze media theories such as agenda setting and framing in the context of social issues. • Evaluate the role of journalism in political communication, election campaigns, and public policy debates. • Examine the contribution of journalism to social change from historical to contemporary contexts. 		
Module 1	Public Opinion and Media Influence		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore the concept of public opinion and different types of publics. • Analyze media theories such as agenda setting and uses & gratifications in the context of social issues. • Evaluate the role of journalism in political communication, election campaigns, and public policy debates. • Examine the contribution of journalism to social change from historical to contemporary contexts. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Meaning and definition of Public Opinion • Types of Public based on demographic characteristics. • Relationship between media, public(s), and policy makers • Role of press in forming public attitudes • Measuring and gauging public opinion • Perspectives of Walter Lippmann, Lazarsfeld, and Chomsky. 	
Module 2	Media Theories and Public Engagement		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Execute agenda setting and uses and gratifications theory. • Analyze how media influence audience perception of social issues. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Agenda Setting Theory and Gatekeeping, Spiral of silence • Framing theory • Media influence on public discourse • Media debates and opinion diversity 	

	<ul style="list-style-type: none"> Apply media theories to real-life public debates and discussions. Evaluate media discourse on contemporary issues such as war, elections, and political debates. 	<ul style="list-style-type: none"> Public engagement with media platforms Role of platforms in user engagement 	
Module 3	Evolution of Journalism for social change		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Review the evolution of journalism for social change in India. Explain the role of journalists during the freedom movement and contemporary society. Analyze the contribution of media in promoting social reforms. Evaluate challenges faced by journalists including safety, privacy, and professional pressures. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Evolution of journalism from Tilak and Gandhi to contemporary India Role of journalism during the Indian freedom movement Role of media in contemporary social change Issues of journalist safety, security, and ethics Role and importance of journalism in democratic society. 	
Module 4	Political Communication and Election Reporting		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explain the relationship between journalism and political power. Analyze media coverage of elections and political campaigns. Evaluate the role of media in shaping political opinions. Assess issues of propaganda, misinformation, and disinformation in political communication. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Journalism and political power Election coverage: Pre-election, during and post-election reporting Media portrayal of political leaders and parties Role of opinion polls and exit polls Propaganda and media influence during wars Embedded journalism and government influence on media. Role of journalists, government and corporations in disinformation 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> Public Opinion Survey & Report Media Theory Application taking a case study or field study (Agenda Setting / Framing) 			

- Analytical Article Writing on role of media
- Case Study Presentation (Media & Politics)
- Election Coverage Simulation (Group Activity)
- Media Monitoring & Content Analysis of media contents
- Fact-Checking Exercise (Fake News Analysis) and case studies

References:

1. Associated Press. (2020). *The Associated Press stylebook and briefing on media law*.
2. Briggs, M. (2012). *Journalism next: A practical guide to digital reporting and publishing*. CQ Press.
3. Harcup, T. (2020). *Journalism: Principles and practice* (4th ed.). Sage Publications.
4. Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism: What newspeople should know and the public should expect* (4th ed.). Crown.
5. Lippmann, W. (1922). *Public opinion*. Harcourt, Brace and Company.
6. McQuail, D. (2010). *McQuail's mass communication theory* (6th ed.). Sage Publications.
7. Mencher, M. (2010). *News reporting and writing* (12th ed.). McGraw-Hill.
8. Randall, D. (2011). *The universal journalist* (4th ed.). Pluto Press.
9. Rich, C. (2016). *Writing and reporting news: A coaching method* (8th ed.). Cengage Learning.
10. Sainath, P. (1996). *Everybody loves a good drought: Stories from India's poorest districts*. Penguin Books.
11. Sardesai, R. (2014). *2014: The election that changed India*. Penguin Random House India.
12. Sardesai, R. (2024). *2014: The election that surprised India*. HarperCollins India.

5.3 IKS (Major specific)

SN	Courses, Modules and Outcomes	Course Contents	Cr
IKS (Major specific)	Semester V		2
5.3	Indian Regional Journalism		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Explain the concept, origin, and development of the Indian regional press. • Examine the contribution of regional newspapers and journalists in social and political movements. • Analyze the role of regional journalism in shaping public opinion and regional identity. • Evaluate the differences between English press and regional press in terms of reach, reporting and ethics. 		
Module 1	Evolution of Indian Regional Press		1
	<p>Los: Learners will be able to</p> <ul style="list-style-type: none"> • Examine the concept of regional journalism. • Explain the historical development of regional newspapers in India. • Analyze the role of regional press in India's freedom struggle. • Assess the important regional newspapers and publications. • Interpret how regional journalism contributed to social awareness. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Meaning and concept of regional journalism • Emergence of Indian language newspapers during British rule • Role of regional press in the Indian freedom movement • Early regional newspapers and their development • Growth of regional press after independence. 	
Module 2	Role and Contribution of Regional Press		1
	<p>Los: Learners will be able to</p> <ul style="list-style-type: none"> • Assess important regional newspapers and journalists. • Explain the role of regional press in cultural and social development. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Development of major regional language press (At least Marathi, Hindi, Gujrati and Bengali) 	

	<ul style="list-style-type: none"> • Examine the influence of regional journalism on public opinion. • Evaluate regional journalism with English journalism. • Assess ethical challenges in regional journalism. 	<ul style="list-style-type: none"> • Role of editors and journalists in regional media • Role of regional press in cultural identity, Regional Aspirations. • Comparative study of English press and regional press (Reach and Readership, Reporting style, Editorial policy, News sources, Ethics and paid news) • Digital regional media influencers 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Regional Newspaper Analysis examining type, nature of news presentation. • Case Study (Role of Regional Press) of regional news networks. • English vs Regional Press Comparison in terms of market, audiences and news contents. • Profile of Regional Journalist by interviewing reporter/editor working in regional press. • Content Analysis (1-week tracking) of news in any language paper. 			

References:

- Ahuja, B. N. (2012). *History of Indian press*. New Delhi: Surjeet Publications.
- Gopal, M. (1990). *Freedom movement and the press: The role of Hindi newspapers*. New Delhi: Criterion Publications.
- Jeffrey, R. (2000). *India's newspaper revolution: Capitalism, politics and the Indian-language press, 1977-1999*. New Delhi: Oxford University Press.
- Kumar, K. J. (2020). *Mass communication in India* (9th ed.). Mumbai: Jaico Publishing House.
- Vilanilam, J. V. (2005). *Mass communication in India: A sociological perspective*. New Delhi: Sage Publications.

5.4 Major (Elective)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		4
5.4	News & Features		
Course Outcomes:	<ul style="list-style-type: none"> Learners will be able to: Explain concepts of news, features, and evolving media practices Produce structured news reports and feature stories for print and digital platforms Examine news values, editorial decisions, and media content critically Assess ethical issues, credibility of sources, and quality of journalistic output Develop multimedia news and feature content using storytelling and digital tools 		
Module 1	Advanced News Writing & Editorial Practices		1
	LOs: Learners will be able to- <ul style="list-style-type: none"> Explain advanced news structures and editorial functions. Construct well-structured news stories with effective leads and headlines. Differentiate between news angles and editorial perspectives. Assess news reports for clarity, factual accuracy, and objectivity. 	<ul style="list-style-type: none"> Advanced News Writing Techniques Editorial Writing: Columns, Opinions, Analysis Headlines, Leads, and News Angles Newsroom Practices Editorial Decision-Making 	
Module 2	Feature Writing & Storytelling Techniques		1
	LOs: Learners will be able to <ul style="list-style-type: none"> Apply different types and styles of feature writing Develop feature stories using narrative and descriptive techniques 	<ul style="list-style-type: none"> Types of Features: Human Interest, Profile, Travel, Lifestyle Narrative Techniques & Creative Non-Fiction Research & Interviewing for Features 	

	<ul style="list-style-type: none"> Examine structure, tone, and storytelling elements in features Produce original feature articles based on research and interviews 	<ul style="list-style-type: none"> Long-form & Magazine Writing Needs of digital texts (hyperlinks, collaborative texts, multimodality, non-linearity, searchable, interactive and so on) 	
Module 3	Digital & Multimedia Journalism		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explain digital journalism and multimedia storytelling concepts Produce online news content using digital tools and platforms Examine audience engagement and content performance Design multimedia news stories integrating text, visuals, and audio 	<p>Module Contents:</p> <ul style="list-style-type: none"> Writing for Digital Platforms (SEO Basics, AI in search, Adaptive SEO) Mobile Journalism (MoJo) Multimedia Storytelling (Text, Video, Infographics) Social Media Journalism & Content Strategy Introduction to Data Journalism & Fact-Checking 	
Module 4	Specialized Reporting		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explain different reporting beats and contemporary media trends Produce reports for specialized beats. Examine case studies of investigative and development journalism Assess misinformation and ethical challenges in media 	<p>Module Contents:</p> <ul style="list-style-type: none"> Beat Reporting: Politics, Business, Health, Environment Investigative & Solutions Journalism Fake News & Verification Techniques Ethics in Digital Journalism 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> News Writing Exercises (Hard News, Analytical Reports) Feature Writing Assignment (Profile / Human Interest) Digital News Story (Multimedia Content) News/Feature Content Analysis 			

- Create a Group Project – Multimedia News Package

References:

- Briggs, M. (2012). *Journalism next: A practical guide to digital reporting and publishing*. CQ Press.
- Harcup, T. (2020). *Journalism: Principles and practice*. Sage Publications.
- Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism*. Crown.
- Mencher, M. (2010). *News reporting and writing*. McGraw-Hill.
- Randall, D. (2011). *The universal journalist*. Pluto Press.
- Rich, C. (2016). *Writing and reporting news: A coaching method*. Cengage Learning.

5.5 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		4
	Digital Journalism		
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Examine the evolution and scope of digital journalism • Develop skills for writing, editing and publishing for digital platforms • Apply multimedia tools in news production • Analyze ethical, legal and technological challenges in digital media 		
Module 1	Introduction to Digital Journalism		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Examine the concept and evolution of digital journalism • Differentiate between traditional and digital media • Identify key digital journalism platforms 	Module Contents: <ul style="list-style-type: none"> • Meaning, Nature, and Scope of Digital Journalism • Evolution: Print → Electronic → Digital Media • Characteristics of Digital News (Speed, Interactivity, Multimedia) • Digital News Platforms: News Portals, Apps, Blogs, social media feeds • Role of Citizen Journalism 	
Module 2	Digital News Writing & Content Creation		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Create effective news content for digital platforms • Adapt content for different online formats • Adapt SEO techniques in journalism 	Module Contents: <ul style="list-style-type: none"> • Traditional Writing vs Writing for web/digital/internet/social media, Inverted Pyramid in Digital spaces • Headline Writing for Online Platforms (Click ability vs Credibility) • Basics: Keywords, Tags, Metadata, RSS feeds, SEO, Hashtags, searchability • Blogging & Content 	

		Management Systems (CMS) • Writing for different Social Media (Twitter/X, Instagram, Facebook)	
Module 3	Multimedia Journalism		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Incorporate multimedia elements in news. • Apply basic tools for audio, video, and photo editing. • Produce engaging digital stories. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Concept of Multimedia Storytelling • Photo Journalism for Digital Platforms • Basics of Video Journalism (Mobile Journalism – MoJo) • Podcasting & Audio News • Infographics and Data Visualization • Tools: Canva, InShot, basic editing apps 	
Module 4	Digital Media Ethics, Laws & Emerging Trends		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Explore ethical issues in digital journalism • Examine fake news and misinformation • Analyze emerging trends in digital media 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Ethics in Digital Journalism (Accuracy, Privacy, Sensationalism) • Fake News, Misinformation & Fact-Checking Tools • IT Laws & Cyber Regulations • Copyright & Plagiarism Issues • Data Journalism & AI in Media • Future Trends: Digital Newsroom, Automation, Audience Analytics 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Prepare a presentation on emerging trends in digital journalism. • Write an SEO-optimized digital news article on a current issue. • Produce a 1–2 minute multimedia news story using mobile journalism tools. • Analyze and verify a viral news story and present findings. • Create social media news posts for different platforms (Instagram, X, Facebook). • Create a short podcast (2–3 minutes) on a trending issues 			

References:

- Briggs, M. (2012). *Journalism next: A practical guide to digital reporting and publishing* (2nd ed.). Washington, DC: CQ Press.
- Bull, A. (2016). *Multimedia journalism: A practical guide* (2nd ed.). London: Routledge.
- Ess, C. (2013). *Digital media ethics* (2nd ed.). Cambridge: Polity Press.
- Foust, J. C. (2017). *Online journalism: Principles and practices of news for the web* (3rd ed.). New York: Routledge.
- Gray, J., Chambers, L., & Bounegru, L. (2012). *The data journalism handbook*. Sebastopol: O'Reilly Media.
- Herbert, J. (2000). *Journalism in the digital age*. Oxford: Focal Press.
- Kawamoto, K. (2003). *Digital journalism: Emerging media and the changing horizons of journalism*. Lanham: Rowman & Littlefield.
- Quinn, S., & Burum, I. (2008). *Mobile journalism: A practical guide*. Oxford: Focal Press.
- Silverman, C. (Ed.). (2014). *Verification handbook: An ultimate guideline on digital age sourcing*. Maastricht: European Journalism Centre.
- Ward, M. (2002). *Journalism online*. Oxford: Focal Press.

5.6 VSC-4

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester V		
	Anchoring & Reporting		2
Course Outcomes:	Learners will be able to: <ul style="list-style-type: none"> • Perform news anchoring for electronic media • Integrate reporting skills with on-camera presentation • Develop voice, screen presence and delivery techniques • Produce TV news bulletins and field reports • Apply ethical and professional standards in broadcast journalism 		
Module 1	Anchoring for Broadcast Media		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Explore the role of an anchor in electronic media • Develop on-camera presentation skills • Apply voice and delivery techniques for news reading • Incorporate basic to intermediate studio anchoring 	Module Contents: <ul style="list-style-type: none"> • Introduction to Broadcast Anchoring: • Voice, Diction & Delivery for News • On-Camera Presentation Skills • Script Handling & News Reading • Teleprompter Basics & Improvisation • Types of Anchoring (Applied) 	
Module 2	Integrated Reporting & On-Field Presentation		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Apply reporting knowledge in on-field video format • Create PTC (Piece to Camera) and live reporting • Produce basic news packages for television/digital media 	Module Contents: <ul style="list-style-type: none"> • Transition from Print to TV Reporting • Piece to Camera (PTC) • Basic News Package Production • On-Field Reporting Techniques • Introduction to Mobile Journalism (MoJo) • Live Reporting Basics 	

	<ul style="list-style-type: none"> • Execute mobile journalism tools for reporting 		
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • News reading (camera-based practice) • Teleprompter reading exercise • PTC recording assignment • Event coverage (field reporting) • Basic news package creation (group project) <p>Note: Students are required to compile all assignments and put them together as a comprehensive project file, including scripts, recordings and relevant evidence of practical work. That file will be assessed as a part of assessment for this paper.</p>			

References:

- Associated Press. (2020). *The Associated Press stylebook 2020–2022*. Basic Books.
- Barnas, F. (2017). *Broadcast news writing, reporting, and producing* (6th ed.). Routledge.
- Boyd, A. (2001). *Broadcast journalism: Techniques of radio and TV news* (5th ed.). Focal Press.
- Chandra, B. K. (2019). *Reporting se anchoring tak*. Notion Press.
- Chapman, J., & Kinsey, M. (2009). *Broadcast journalism: A critical introduction*. Routledge.
- Kalra, R. J. (2012). *The ABC of news anchoring*. Pearson Education India.
- Kern, J. (2008). *Sound reporting: The NPR guide to audio journalism and production*. University of Chicago Press.
- Sidlow, F., & Stephens, K. (2021). *Broadcast news in the digital age: A guide to reporting, producing, and anchoring* (2nd ed.). Routledge.

5.7 FP

Semester V		
5.7	Field Work (Community Engagement Project)	2
Course Outcomes:	<p>At the end of field work, the learner will be able to:</p> <ul style="list-style-type: none"> Analyze factors contributing to community dynamics. Organize and mobilize communities for development or apply communication aids for improvement of knowledge, attitudes or practices on theme defined based on needs assessment. Recognize concepts of community work environment and become part of one. Conduct one in line with deliverable outcomes for given community individually as a group or for an organization working for community. Apply skills gained in the classroom in work life spaces. Apply knowledge of human behaviour in the social environment and engage diversity and difference in practice. 	
Duration	One month or 120 hours	
	<p>As a part of this course the student is required to take up community work individually, as a group or as an affiliate to an organisation working with communities. The work they will take up would be decided at the college/institutional level. It will include working for community. At the end of her work she is assessed for her individual or group contribution in making improvement in the quality of life of community they work with during their field project.</p>	
Possible activities under Field Project		
<p>Following is an indicative list of activities to be undertaken by the student while engaging in the field work.</p> <ul style="list-style-type: none"> Take up needs assessment of the community. Design communication material for knowledge, attitude or practices on selected theme. Take up pre-knowledge/attitude/practices, use communication and undertake post-test. Assist the community organization in their ongoing activities and help them with communication aids, marketing, fund raising or reporting and documentation. 		

- Undertake programme planning and execution for institutional or community needs.
- Small or Medium enterprises may be helped with their media communication requirements.
- Traditional artisans can be supported for digital media outreach.
- Community organization affiliation can be established by the college and group of students can volunteer and undertake pre-designated tasks, outcome of which can be evaluated at the end of field work.

Assignments/Activities towards Comprehensive Continuous Evaluation (CCE):

Field Work is a graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 50 marks of which 25 marks can be for the report and 25 marks can be for the presentation made at the end of the field work in front of peers and teacher.

Semester VI

6.1 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	International Communication		
	Course Outcomes: Learners will be able to: <ul style="list-style-type: none"> • Explore core concepts and scope of international communication. • Analyze global media systems and their relation with communication theories. • Evaluate the role of media in international relations. • Examine cultural and contemporary issues in global communication. 		
Module 1	Introduction to International Communication		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Explain meaning, nature, and scope of international communication. • compare evolution of global communication systems world over and in India. • Examine key concepts like globalization and imperialism. 	<ul style="list-style-type: none"> • Meaning, nature and scope • Historical evolution • Key concepts: globalization, glocalization, media imperialism, conflict, war, disaster, advocacy, controls, hegemony, imperialism. • Role of media in the process of globalization. • Indian media and global media comparison. Status of Indian media in international spaces. 	
Module 2	Theories and Global Media Systems		1
	LOs: Learners will be able to <ul style="list-style-type: none"> • Apply theories of international communication. • Analyze the prevailing 	<ul style="list-style-type: none"> • Dominant Paradigm and Dependency Theory • World Systems Theory • Cultural Imperialism • Global media systems and international news agencies 	

	structures of global media systems.	<ul style="list-style-type: none"> Media conglomerates, digital platforms 	
Module 3	International Relations		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Examine evolution of communication strategies in international relations. Evaluate the role of media in international relations. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Media and foreign policy Public diplomacy and soft power Communication in conflict and peace-building Propaganda and information warfare 	
Module 4	Culture and Contemporary Issues		
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Analyze cultural dimensions of global communication. Assess emerging challenges in international communication. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Globalization, localization and glocalization Inter and intracultural, cross-cultural communication Diaspora, Cultural identity and representation Digital divide and information inequality Fake news, misinformation, disinformation and global media ethics Embedded journalism 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> Theoretical Analysis of Dependency Theory / Cultural Imperialism Select any recent international media event (e.g., war coverage, global campaign, international crisis) and examine how global media outlet and local media outlet has covered it. Analyze: <ul style="list-style-type: none"> Media coverage and framing taking any news event Role of digital media in spreading information Critical Essay on Fake news, digital divide or global media issue 			

References:

- Boyd-Barrett, O. (1977). Media imperialism: Towards an international framework for analysis. In J. Curran, M. Gurevitch, & J. Woollacott (Eds.), *Mass communication and society*. Edward Arnold.
- Herman, E. S., & McChesney, R. W. (1997). *The global media: The new missionaries of global capitalism*. Cassell.
- McPhail, T. L. (2014). *Global communication: Theories, stakeholders, and trends* (4th ed.). Wiley-Blackwell.
- Straubhaar, J., LaRose, R., & Davenport, L. (2013). *Media now: Understanding media, culture, and technology* (8th ed.). Wadsworth.
- Thussu, D. K. (2018). *International communication: Continuity and change* (3rd ed.). Bloomsbury Academic.

6.2 Major (Core)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester: VI		
	News Media Organization		4
Course Outcomes:	Learners will be able to: <ul style="list-style-type: none"> • Examine the structure and functioning of newspaper organizations in the digital era. • Analyse ownership patterns and business models of print and digital news media. • Evaluate the roles and coordination of different departments in media organizations. • Examine contemporary challenges such as digital disruption, media convergence, and revenue models. 		
Module 1	Introduction to Newspaper Industry & Organizational Structure		1
	LOs: Learners will be able to 6.1 Examine the evolution and role of newspapers in society. 6.2 Analyze the transition from print to digital media. 6.3 Explore different types and structures of newspaper organizations. 6.4 Evaluate the importance of media management.	Module Contents: <ul style="list-style-type: none"> • Evolution of newspapers: print to digital transformation • Role of newspapers in democracy • Types of newspapers: national, regional, vernacular, digital-first • Principles of newspaper management • Ownership patterns: Private, Public, Trust, Corporate • Organizational structure of newspaper organizations • Media convergence and integrated newsroom 	
Module 2	Departments & Newsroom Operations		2
	LOs: Learners will be able to <ul style="list-style-type: none"> • Examine the functioning of different departments in media organizations. 	Module Contents: <ul style="list-style-type: none"> • Editorial department: roles and hierarchy • Advertising and marketing department 	

	<ul style="list-style-type: none"> Analyze coordination between editorial and business units. Evaluate the role of emerging digital teams. 	<ul style="list-style-type: none"> Circulation and distribution Human Resource and administration Public Relations in media organizations Digital desk, social media teams Audience engagement and analytics Newsroom workflow and coordination 	
Module 3	Media Management & Business		3
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explore basic management principles in media organizations. Explain decision-making and leadership in newsrooms. Execute business and revenue models of newspapers. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Principles of management: planning, organizing, staffing, directing, controlling. Decision-making in editorial and managerial contexts Newspaper as a business enterprise Revenue models: advertising, subscription, and digital monetization Cost management and resource utilization Marketing strategies and brand positioning in media Role of emerging technologies: AI and data analytics in media operations 	
Module 4	Contemporary Issues, Ethics & Future Trends		4
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Decipher legal issues related to digital media and online communication. Analyze the impact of cyber laws and social media regulation on journalism. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Digital transformation and challenges to print media Fake news, misinformation and issues of credibility Media ethics and editorial responsibility Crisis management in media organizations 	

	<ul style="list-style-type: none"> Evaluate challenges of misinformation, copyright violations and privacy in digital media. 	<ul style="list-style-type: none"> Media regulation and policy framework Sustainability and innovation in news organizations Emerging trends: AI, mobile and multimedia journalism 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> Case study analysis of a newspaper organization Field visit to a newspaper office and report writing Presentation on media ownership and business model Create an organizational structure chart of a media house Develop a marketing strategy for a newspaper Research report on "Future of Newspaper Industry" 			

References:

- Albarran, A. B. (2010). *The media economy*. Routledge.
- Chyi, H. I. (2020). Trial and error: U.S. newspapers' digital struggles. *Journalism Practice*.
- Croteau, D., & Hoynes, W. (2014). *Media/society: Industries, images, and audiences*. Sage Publications.
- Doyle, G. (2013). *Understanding media economics*. Sage Publications.
- Fenton, N. (2010). *New media, old news*. Sage Publications.
- Franklin, B. (2014). *The future of journalism*. Routledge.
- Government of India. (Latest editions). Reports on media & digital communication.
- Küng, L. (2017). *Strategic management in the media*. Sage Publications.
- Pavlik, J. V. (2021). *Journalism in the age of virtual reality*. Columbia University Press.
- Picard, R. G. (2011). *The economics and financing of media companies*. Fordham University Press.

6.3 Major (Elective)

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		
	Citizen Journalism		4
	Course Outcomes: Learners will be able to <ul style="list-style-type: none"> • Examine the concept and importance of Citizen Journalism. • Analyze the role of citizens in gathering and sharing news through digital platforms. • Explore themselves as citizens and apply the principles in their own personal settings to cover the news story. 		
Module 1	Emergence and Growth of Citizen Journalism		1
	LOs: Learners will be able to: <ul style="list-style-type: none"> • Explain the concept of Citizen Journalism. • Explore the role of common citizens in news reporting 	Module Contents: <ul style="list-style-type: none"> • Introduction to Citizen Journalism • History and evolution of Citizen Journalism • Difference between traditional journalism and citizen journalism • Role of social media in citizen Journalism • Importance of Citizen Journalism 	
Module 2	Practical Skills and Tools in Citizen Journalism		1
	LOs: Learners will be able to: <ul style="list-style-type: none"> • Apply tools used in citizen journalism. • Develop basic skills for gathering and sharing 	Module Contents: <ul style="list-style-type: none"> • Digital tools for citizen journalism (mobile, social media, blogs) • Basics of news writing for citizens • Capturing photos and videos for reporting • Verification of information, Fact checking process 	

Module 3	Ethics in citizen journalism		1
	<p>LOs: Learners will be able to:</p> <ul style="list-style-type: none"> Analyze ethical issues in citizen journalism. Decipher responsibilities of the journalist while reporting. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Meaning of Fake News, Misinformation and Disinformation Causes and spread of misinformation in social media Fake news and misinformation Fact checking techniques Privacy and legal considerations <p>Impact of fake news on society, politics and public opinion</p>	
Module 4	Citizen Journalism Practices		1
	<p>LOs: Learners will be able to:</p> <p>6.5 Apply practical skills of Citizen Journalism in real-life situations.</p> <p>6.6 Evaluate the role of citizen journalism in democratic participation.</p> <p>6.7 Assess the future scope of citizen journalism in digital media.</p>	<p>Module Content</p> <p>1. Mobile Journalism (MoJo)</p> <ul style="list-style-type: none"> Concept of Mobile Journalism Use of smartphones for reporting news Basic techniques of capturing photos, videos and audio Importance of framing, lighting and sound in mobile reporting Examples of viral citizen journalism stories in India and worldwide Impact of citizen journalism on mainstream media coverage 	
Assignments / Activities towards CCE			
<ul style="list-style-type: none"> Presentation on current issues of citizen journalism. Create a short news report using a mobile phone. Fact checking activity using online tools. Case study analysis of viral citizen journalism stories. 			

References:

- Allan, S., & Thorsen, E. (Eds.). (Updated editions after 2010). *Citizen journalism: Global perspectives*. Peter Lang Publishing.
- Gurevitch, M., Bennett, T., Curran, J., & Woollacott, J. (2006). *Culture, society and media*. Routledge.

- Mehta, N. (2015). *India on television: How satellite news channels have changed the way we think and act*. HarperCollins India.
- Press Council of India. (2010 onwards). *Norms of journalistic conduct*.
- Rodrigues, U. M., & Ranganathan, M. (2014). *Indian media in a globalised world*. Sage Publications India.

6.4 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		
	Journalistic Ethics		2
	<p>Course Outcomes :</p> <p>Learners will be able to :</p> <ul style="list-style-type: none"> • Debate about ethical principles in journalism • Identify key issues like bias, misinformation and media responsibility • Apply ethical decision-making in journalistic practices • Analyze real-world ethical dilemmas in media • Evaluate media conduct and accountability 		
Module 1	Journalistic Ethics and Media Responsibility		1
	<p>LO's : Learners will be able to</p> <ul style="list-style-type: none"> • Explore ethics in journalism • Explain principles such as truth, accuracy, fairness, and objectivity • Decipher ethical challenges in media • Differentiate between ethical and unethical reporting • Examine the role of press freedom and responsibility 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Meaning and concept of journalistic ethics • Ethical principles: truth, accuracy, fairness, and accountability • Freedom of press vs responsibility of media • Ethical guidelines by media organizations and regulatory bodies • Issues of bias, objectivity, and credibility in reporting 	
Module 2	Media Ethics: Issues and Case Studies		1
	<p>LO's : Learners will be able to :</p> <ul style="list-style-type: none"> • Explain key ethical issues in contemporary and digital journalism. • Examine challenges such as sensationalism, fake 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Sensationalism and media trial • Plagiarism and fabrication in journalism • Fake news, misinformation, and disinformation 	

	<p>news, plagiarism, and media bias.</p> <ul style="list-style-type: none"> • Assess news content based on ethical standards, credibility, and fairness. • Demonstrate responsible reporting practices across digital and traditional media platforms. • Develop ethical news content adhering to professional guidelines and accountability norms. 	<ul style="list-style-type: none"> • Ethical concerns in digital journalism and social media • Representation of marginalized communities in media • Media accountability and self-regulation • Case studies of ethical and unethical journalism 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Case study analysis of ethical issues in news • Class debate on media ethics • Write a news report following ethical guidelines • Identify fake news and analyze its impact 			

References:

- Black, J., Steele, B., & Barney, R. (2005). *Doing ethics in journalism: A handbook with case studies*. Allyn & Bacon.
- Kovach, B., & Rosenstiel, T. (2014). *The elements of journalism* (3rd ed.). Three Rivers Press.
- Plaisance, P. L. (2013). *Media ethics: Key principles for responsible practice* (2nd ed.). Sage Publications.
- Press Council of India. (n.d.). *Norms of journalistic conduct*.
- Ward, S. J. A. (2010). *Global journalism ethics*. McGill-Queen's University Press.

6.5 Minor Stream

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester: VI		4
	Media Laws and Regulation		
	<p>Course Outcomes:</p> <p>Learners will be able to:</p> <ul style="list-style-type: none"> • Apply constitutional and legal framework governing media in India. • Examine legal issues affecting journalism, broadcasting and digital media. • Assess the role of regulatory bodies and media laws in maintaining ethical journalism. • Evaluate emerging legal challenges related to social media, cyber laws, and digital media platforms. 		
Module 1	Constitutional Framework and Freedom of Media		1
	<p>LOs: Learners will be able to</p> <p>6.5 Examine the concept and importance of media laws in a democratic society.</p> <p>6.6 Analyze the constitutional provisions related to freedom of speech and press.</p> <p>6.7 Identify the legal limitations on media freedom in India.</p> <p>6.8 Evaluate landmark judicial decisions that shaped press freedom.</p>	<p>Module Contents:</p> <ul style="list-style-type: none"> • Introduction to Media Laws and their importance in journalism and communication. • Freedom of Speech and Expression under Article 19(1)(a) of the Indian Constitution. • Reasonable restrictions under Article 19(2). • Freedom of Press in India and its role in democracy. • Landmark judicial decisions related to media freedom. • Media responsibility and accountability in democratic societies. 	
Module 2	Laws Governing Journalism and Media Practice		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Examine major laws affecting journalism and media practice. 	<p>Module Contents:</p> <ul style="list-style-type: none"> • Defamation: Civil and Criminal. • Contempt of Court and media reporting. 	

	<ul style="list-style-type: none"> Adapt legal risks faced by journalists while reporting. Assess the rights and responsibilities of media professionals. 	<ul style="list-style-type: none"> Official Secrets Act, 1923. Parliamentary privileges and reporting of legislative proceedings. Right to Information Act, 2005 and its significance for journalists. Legal rights, duties, and responsibilities of journalists. 	
Module 3	Media Regulation and Institutional Framework		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explore the regulatory framework of print, broadcast, and film media. Analyze the role of media regulatory institutions in India. Evaluate the importance of self-regulation in media organizations. 	<p>Module Contents:</p> <ul style="list-style-type: none"> Press Council of India: Structure, functions, and role. Cable Television Networks (Regulation) Act, 1995. Cinematograph Act and film certification in India. Broadcasting regulation in India. Role of regulatory bodies such as TRAI in media governance. Self-regulation and accountability mechanisms in media organizations. 	
Module 4	Digital Media Laws, Cyber Regulations and Emerging Issues		1
	<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> Explore legal issues related to digital media and online communication. Analyze the impact of cyber laws and social media regulation on journalism. Evaluate challenges of misinformation, copyright violations, 	<p>Module Contents:</p> <ul style="list-style-type: none"> Information Technology Act, 2000 and its relevance to media. Cybercrimes affecting media organizations and journalists. Regulation of social media platforms and intermediary liability. Information Technology (Intermediary Guidelines and 	

	and privacy in digital media.	Digital Media Ethics Code) Rules. <ul style="list-style-type: none"> • Fake news, misinformation, and legal implications. • Intellectual Property Rights in media: copyright, plagiarism, and digital content protection. • Privacy rights and ethical responsibilities in the digital age. 	
Assignments/ Activities towards CCE			
<ul style="list-style-type: none"> • Presentation on a landmark media law case in India. • Research and analysis of a defamation or contempt of court case involving media. • Debate on Freedom of Speech vs Regulation of Social Media. • Draft a sample RTI application related to a public issue. • Case study analysis of fake news and its legal implications. • Select a recent news report and identify any possible legal or ethical issues such as defamation, privacy violation, or misinformation. 			

References:

- Ahuja, B. N. (2019). *Theory and practice of journalism*. Surjeet Publications.
- Basu, D. D. (2018). *Introduction to the Constitution of India*. LexisNexis.
- Flew, T., & Smith, R. (2021). *New media: An introduction*. Oxford University Press.
- Government of India. (2000). *Information Technology Act, 2000*.
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- Moore, R. L., & Murray, M. D. (2018). *Media law and ethics*. Routledge.
- Neelamalar, M. (2010). *Media law and ethics*. PHI Learning.
- Ravindranath, P. K. (2015). *Media law and ethics in India*. PHI Learning.

6.6 OJT

SN	Courses, Modules and Outcomes	Course Contents	Cr
	Semester VI		4
	Internship/OJT		
	<p>Course Outcomes:</p> <p>This course will enable learners to be able to:</p> <ul style="list-style-type: none"> • Demonstrate their abilities in professional settings in media, communication and allied fields. • Apply knowledge gained during the programme to work situations. • Gain hands-on experience of working in the field through an organizational interface and become job ready. • Apply knowledge of media communication in managing functioning of the advertising and communication related activities in work settings. • Develop practical skills in various aspects of advertising industry. • Familiarize with applications in advertising and media related work spaces and document processes, observations and outcomes in form of presentation and report. • Reflect on learning experiences and professional skills acquired, and propose improvements or changes in the working of organisation. • Enhanced problem-solving, reporting, and professional communication skills in real-life scenarios. • Experience organizational, administrative and managerial aspects of work. 		
	At the end of the Internship Learner will make presentation of the work.		
	<ol style="list-style-type: none"> 1 Maintain a daily work log or internship diary 2 Participate in assigned professional tasks 3 Collect relevant data and observations 4 Prepare a comprehensive internship/project report 5 Deliver a presentation on their experience and findings. 		

<p>LOs: Learners will be able to</p> <ul style="list-style-type: none"> • Develop and enhance specific professional skills relevant to the industry • Experience the industry, including its trends, challenges, and opportunities. • Establish professional connections within the industry, including peers, mentors, and professionals, which can be valuable for future career development. • Explore about workplace etiquette, organizational culture, and the dynamics of working in a professional environment. 	<p>A student can do an internship in any government, non-government or corporate organization which is engaged in journalistic production, media and communication. She may engage in production, creation, extension and /or research activities. She may undertake communication, research, training, capacity building, outreach and related tasks. As a matter of practice she may assist individuals, work with groups or professional organisations.</p>	
<p>Assignments/ Activities towards CCE</p>		
<p>Internship is a continuous graded activity. The student will be graded on the basis of various parameters like punctuality, involvement, sincerity, integrity, skills and so on. There are 100 marks of which 50 marks will be assessed internally (Department Mentor & Internship Supervisor) and 50 will be jointly marked based on Viva Voce held at the college by the External Expert/Departmental Head/supervising teacher.</p>		