

John Wilson Education Society's Wilson College (Autonomous)

Chowpatty, Mumbai-400007

RE-ACCREDITED 'A' grade by NAAC

Affiliated to the

UNIVERSITY OF MUMBAI



Syllabus for T.Y.

Program: BAMMC

Program Code: WUAMM (Subject)

**Choice Based Credit System (CBCS) with effect from
Academic year 2024-2025**

Wilson College



PROGRAM OUTLINE 2024-25

YEAR	SEMESTER	COURSE CODE	COURSE TITLE	CREDITS
TYBAMMC	V	WUAMMC501	Agency Management	03
ADVERTISING		WUAMMC502	Copywriting	03
		WUAMMC503	Marketing and Brand Building	04
		WUAMMC504	Consumer Behaviour	04
		WUAMMC505	Digital Media & E-commerce	04
		WUAMMC506	Documentary & Ad filmmaking	04
TYBAMMC	V	WUAMMC507	Writing & Editing Media	03
JOURNALISM		WUAMMC508	Reporting	03
		WUAMMC509	Journalism & Public Opinion	04
		WUAMMC510	News Media Management	04
		WUAMMC511	Digital Media & Citizen Journalism	04
		WUAMMC512	Investigative Journalism	04

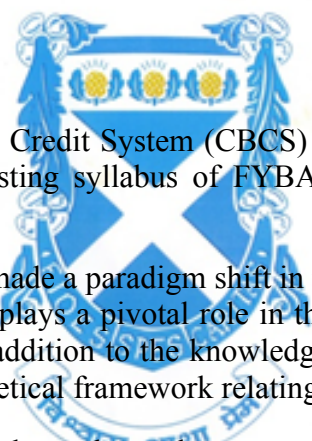
YEAR	SEMESTER	COURSE CODE	COURSE TITLE	CREDITS
TYBAMMC	VI	WUAMMC601	Advertising and Sales Promotion	03
ADVERTISING		WUAMMC602	Entertainment & Media Marketing	03
		WUAMMC603	Television Program Production	04
		WUAMMC604	Advertising In Contemporary Society	04
		WUAMMC605	Media Planning & Buying	04
		WUAMMC606	Advertising Design	04
		WUAMMC607	Brand Due	08
TYBAMMC	VI	WUAMMC608	Feature Writing for Social Justice	03
JOURNALISM		WUAMMC609	Contemporary Issues	03
		WUAMMC610	Travel & Photojournalism	04
		WUAMMC611	Lifestyle Journalism	04
		WUAMMC612	Television Journalism	04
		WUAMMC613	Newspaper & Magazine Making	04
		WUAMMC614	Advanced reporting and writing	08

PROGRAMME SPECIFIC OUTCOME (PSOs)

After completing three years course of in Multimedia and Mass communication, the learner will be able to:

1. Equip with the professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms, journalism etc.
2. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
3. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills with an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
4. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
5. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

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PREAMBLE:

With the introduction of Choice Based Credit System (CBCS) by the esteemed University of Mumbai from academic year 2016-17, the existing syllabus of FYBAMMC is restructured according to the CBCS pattern.

In the last two decades, the LPG has made a paradigm shift in the way society functions. Media, being the important segment of the society, plays a pivotal role in the political, sociological, psychological, and economical aspects in society. In addition to the knowledge of the technical skills of mass media, the current syllabus orients to the theoretical framework relating to media-audience relationship.

The first year of BAMMC course introduces the students to various fields available under the umbrella of mass media, history of the mediums, role media plays between gender and culture and impact of the same.

The fundamentals of mass media prepare the students for advanced theories introduced in the second year of BAMMC, followed by the elaboration on media research concepts and methodologies. Inclusion of field based learning begins in the third year of BAMMC, with specialization in advertising and journalism.

PROGRAM(s): T.Y.B.A.M.M.C.				SEMESTER: V	
Course: Agency Management				Course Code: WUAMMC501	
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

1. Understand the organizational structure and functions of advertising agencies.
2. Analyse client-agency relationships and the roles and responsibilities of each party.
3. Develop skills in project management, budgeting, and resource allocation within an agency setting

Course Outcomes:

1. Recall the key components of agency organization.
2. Explain the dynamics of client-agency relationships.
3. Utilize project management techniques to plan and execute agency projects.
4. Evaluate the effectiveness of different organizational structures within advertising agencies.
5. Critique the strengths and weaknesses of client-agency contracts and agreements.
6. Develop a comprehensive agency management plan for a hypothetical advertising agency.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I	1	Introduction of Advertising Agencies	12
	1.1	Advertising a. Agencies role, Functions,	
	1.2	Account Planning	
	1.3	Client Servicing	
	1.4	Advertising agencies around the world	
	1.5	Recent Trends in Advertising Agency	
II	2	Advertising Campaigns Analysis	12
	2.1	Two Current Campaigns of each the following agencies	

	2.2	Three international awards winning previous year campaign	
	2.3	Advertising Campaign Management	
III	3	Entrepreneurship	12
	3.1	Introduction, Function, Characteristics	
	3.2	Sources of Capital	
	3.3	Creating and Starting the Venture	
IV	4	Setting Up an Advertising Agency	09
	4.1	Business plan	
	4.2	Marketing plan of the client	
	4.3	Response Process	
	4.4	Various methods of Agency Remunerations	
	4.5	Agency Pitch and Proposal	

References:

1. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads by Luke Sullivan
2. Confessions of an Advertising Man by David Ogilvy
3. The Advertising Concept Book: Think Now, Design Later by Pete Barry
4. Ogilvy on Advertising by David Ogilvy
5. A Master Class in Brand Planning: The Timeless Works of Stephen King edited by Judie Lannon and Merry Baskin
6. Juicing the Orange: How to Turn Creativity into a Powerful Business Advantage by Pat Fallon and Fred Senn
7. Where the Suckers Moon: The Life and Death of an Advertising Campaign by Randall Rothenberg
8. The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers by Robert Solomon
9. The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters by Joseph Sugarman
10. Advertising Account Planning: A Practical Guide by Larry Kelley and Donald W. Jugenheimer

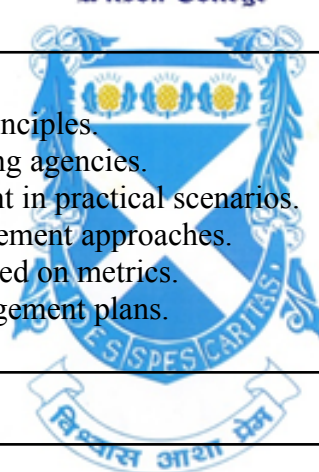
PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Copywriting			Course Code:WUAMMC502		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- Master the art of crafting compelling and persuasive content across various platforms and mediums.
- Understand the nuances of audience targeting, tone of voice, and storytelling techniques to effectively communicate brand messages.
- Gain practical experience in generating engaging copy that drives audience engagement, conversion, and brand loyalty.

Course Outcomes:

- Recall agency management principles.
- Grasp complexities of managing agencies.
- Implement agency management in practical scenarios.
- Assess effectiveness of management approaches.
- Judge agency performance based on metrics.
- Develop holistic agency management plans.



DETAILED SYLLABUS

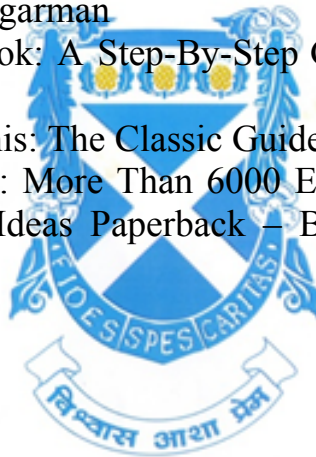
Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Introduction To Copywriting	15
	1.1	a. Basics of copywriting b. Responsibility of Copywriter	
	1.2	a. How to inculcate a 'creative thinking attitude'. b. The idea incubation process c. What's the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative d. Crafting the reasons why consumers should believe your brand and act	
	1.3	a. Idea generation techniques b. Elements of copy	
II		Writing For Advertising	15

	2.1	Marketing brief and Creative brief	
	2.2	<ul style="list-style-type: none"> a. Tone of Voice b. What's the tone c. Tonality and character matters d. How to make your Writing, walk, Talk, and breathe e. Creating breakthrough writing f. How to Control the Command Center in Your Prospect's Mind g. Prospect's Mind h. How to Change Perception i. Emotionality, Storytelling 	
	2.3	<p>HOW TO WRITE COPY FOR</p> <ul style="list-style-type: none"> a. Direct mailer, b. Classified, c. Press release, d. B2B, e. Email copy f. Advertorial, g. Infomercial <p>WRITING COPY FOR VARIOUS MEDIA</p> <ul style="list-style-type: none"> a. Print b. Television c. Outdoor posters d. Radio e. Digital copy for social media like facebook, Instagram etc f. Copy for web page 	
III		Copy Writing Style Of Current Advertising Campaigns Of The Best Advertising Agencies For Their Clients	15
	3.1	<p>Two current campaigns for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analysed in the classroom.</p> <ul style="list-style-type: none"> a. JWT b. Ogilvy c. Lowe Lintas d. FCB Ulka e. DDB Mudra f. Publicize Worldwide <p>At least three international awards winning previous year campaigns (one or two year previous) should be analysed and discussed in the classroom.</p>	
	3.2	<p>Students to be taught the following when discussing the Campaigns:</p> <ul style="list-style-type: none"> a. Copy writing style b. Idea and concept c. How copy is varied for differ media d. Copy for children, youth, women, Senior 	

		citizens, executives' millennials, Baby Boomers, Gen X, Gen Y, Gen Z e. Advertising appeals f. Tone of Voice g. Story telling	
	3.3	Creating a comprehensive copywriting Campaign a. Develop an integrated copywriting campaign for a specific product or service b. Present and justify the creative decisions made in the campaign	

References:

1. Looking Away by Harsh Mandar
2. Copywriting By J.Jonathangabay Frsa
3. Copywriting: Successful Writing For Design, Advertising And Marketing 100 Book By Mark Shaw
4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America'S Top Copywriters Paperback – By Joseph Sugarman
5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches



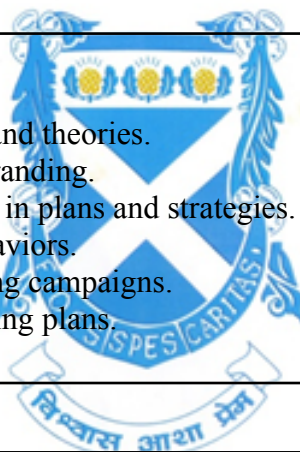
PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Marketing and Brand Building			Course Code:WUAMMC503		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Explore fundamental marketing concepts and theories to develop a strong foundation in strategic marketing planning.
- Learn to conduct market research, analyze consumer behavior, and identify market trends to inform marketing strategies and brand positioning.
- Develop skills in creating integrated marketing campaigns that leverage both traditional and digital media channels to build brand awareness and loyalty.

Course Outcomes:

- Recall key marketing concepts and theories.
- Grasp strategic importance of branding.
- Implement marketing principles in plans and strategies.
- Examine market trends and behaviors.
- Assess effectiveness of marketing campaigns.
- Develop comprehensive marketing plans.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction to Direct Marketing, Integrated Marketing Communication & Customer Relationship Management	20
	1.1	Meaning and Introduction to Marketing,	
	1.2	Evolution of Marketing, Study of Marketing Mix	
	1.3	Traditional Versus Modern Marketing Techniques,	
	1.4	Meaning and Definition of Direct Marketing,	
	1.5	Importance of Direct Marketing, Advantages and	
	1.6	Disadvantages of Direct Marketing	

	1.7	Approaches of Direct Marketing,	
	1.8	Reasons for the growth of Direct Marketing,	
	1.9	Techniques of Direct Marketing,	
	1.10	Economics of Direct Marketing,	
	1.11	Integrated Marketing Communication versus Direct Marketing:	
	1.12	Meaning, Introduction of IMC , Role of IMC in Marketing Process, Relationship of IMC with Direct Marketing	
	1.13	Importance of IMC, Tools of IMC	
	1.14	Customer as the only Project Centre	
	1.15	Targeting and customer Focus	
	1.16	Customer Relationship Management Direct and Interactive Marketing	
	1.17	Targeting and customer Focus	
II		Introduction To Brand Building, Identity Personality And Positioning	20
	1.1	Introduction to brand building	
	1.2	Brand Identity and brand personality	
	1.3	Brand Positioning	
		Branding Leveraging ,Strategies, Equity , Models	
	1.4	Brand Leveraging	
	1.5	Brand strategies	
	1.6	Brand Equity and Models	
III		Brand Building Through Imperative , Global And Coporate Image	20
	2.1	Brand Imperatives	
	2.2	Global Brands	
	2.3	Corporate Image building through brands	
		Brand Building Through CSR ,Brands To Different Sectors , Brand Life Cycle	

	2.4	Brand building through corporate social responsibility	
	2.5	Conception and growth	
	2.6	Branding in different sectors	

References:

1. The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign by Craig Simpson and Dan S. Kennedy - Direct Marketing in Practice by Lisa D. Spiller -
2. Successful Direct Marketing Methods by Bob Stone and Ron Jacobs
3. The Ultimate Direct Marketing, Copywriting, & Advertising Bible by Tony M. Mahoney
4. The Complete Guide to Direct Marketing: Creating Breakthrough Programs That Really Work by Chet Meisner
5. Direct Marketing: Strategy, Planning, Execution by Edward Nash
6. Building Strong Brands by David A. Aaker
7. Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management edited by Alice M. Tybout and Tim Calkins
8. Brand Management: Research, Theory and Practice by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre
9. Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller -
10. Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position by Brad VanAuken
11. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Consumer Behaviour			Course Code:WUAMMC504		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Understand the psychological, social, and cultural factors that influence consumer decision-making processes.
- Analyze consumer trends, preferences, and purchasing behaviors across different demographics and industries.
- Develop insights into consumer motivations, needs, and desires to inform marketing strategies and product development initiatives.

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Course Outcomes:

- Recall consumer behavior theories.
- Comprehend internal and external influences.
- Utilize theories to analyze real-world trends.
- Examine consumer behavior data.
- Judge effectiveness of marketing tactics.
- Develop consumer personas and strategies.



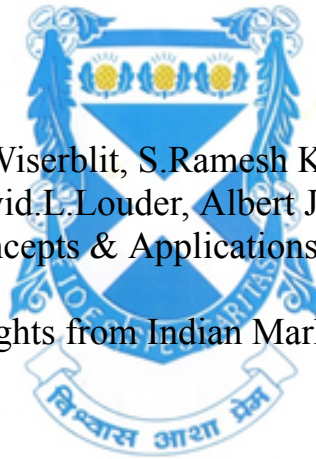
DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I	1.1	Introduction to consumer behaviour	10
		1. Need to study Consumer Behaviour.	
		2. Psychological & Sociological dynamics of consumption.	
		3. Consumer Behaviour in a dynamic & digital world	
	1.2	Marketing & consumer behaviour	

		1. Segmentation Strategies – VALS	
		2. Communication process.	
		3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.	
II	2.1	Psychological determinants & consumer behaviour	20
		1. Motivation – Types & Theories – Maslow.	
		2. Attitude – Characteristics – Theories – Tricomponent.	
		3. Multiattitude Model.	
		4. Cognitive dissonance.	
		5. Personality - Facets of personality. i. Theories – Freud & Jung. ii. Personality traits & consumer behaviour. iii. Self-Concept. Application of these theories in the marketing and consumer behaviour	
III	3.1	Relevance of learning in consumer behaviour	10
	3.2	Perception - Elements in perception. a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising.	
	3.3	Learning – Elements in Consumer Learning	
	3.4	Behavioral & Classical Theory.	
	3.5	Cognitive Learning	
IV	4.1	Socio – economics & cultural determinants & consumer behaviour	10
	4.2	1. Family - Role of family in Socialization & Consumption – FLC.	
	4.3	2. Culture – Role & Dynamics. i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective.	
	4.4	3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour.	

	4.5	4. Economic- social class as the economic	
	4.6	5. determinants of consumer behaviour	
V	5.1	Consumer Decision making	10
		a. Process of decision making.	
		b. Models of decision making.	
		c. Opinion Leadership.	
	5.2	Diffusion & Adoption Process. a. Process of decision making. b. Models of decision making. c. Opinion Leadership.	
	5.3	Diffusion & Adoption Process.	

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References:

1. Leon. Schiffman, Joseph Wisserblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition. David.L.Louder, Albert Jdello Bitta,
2. Consumer Behaviour- Concepts & Applications. Mcgrow Hill. Ramaniy Majumdar,
3. Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Digital Media & E- Commerce			Course Code:WUAMMC505		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Gain proficiency in digital media tools, platforms, and technologies relevant to marketing and e-commerce.
- Learn strategies for creating engaging digital content, optimizing user experience, and driving traffic and conversions on e-commerce platforms.
- Understand the legal, ethical, and regulatory considerations associated with digital marketing and e-commerce practices.

Course Outcomes:

- Recall consumer behavior theories.
- Comprehend internal and external influences.
- Utilize theories to analyze real-world trends.
- Examine consumer behavior data.
- Judge effectiveness of marketing tactics.
- Develop consumer personas and strategies.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction To Digital Marketing	10
	1.1	a. Understanding Digital Media	
	1.2	b. Advantages of Digital Media	
	1.3	c. Principles of Digital Media Marketing	
	1.4	d. Key Concepts in Digital media	
	1.5	e. Traditional V/s Digital Media	
II		Search Engine And Marketing	32
	2.1	SEARCH ENGINE OPTIMIZATION (SEO)	
		a. How search Engine works	
		b. Introduction to SEO	

		c. On Page Optimisation	
		d. Off Page optimisation	
		e. SEO Audit, Tools and Measurement	
		f. SEO Resources, Careers in SEO	
	2.2	Search Engine Marketing (Sem)	
		a. What is SEM?	
		b. Why SEM	
		c. What is Google Adwords? Why Google Adwords	
		d. Google network e. Adwords terminologies	
		f. Campaign types g. Creation of Google Display NETWORK (GDN)	
		h. Display Ads format	
		i. Conversion tracking	
		j. GDN Campaign creation (DEMO)	
		k. Remarketing l. What are Google shopping Ads	
	2.3	SOCIAL MEDIA MARKETING (SMM)	
		a. Introduction to Social Media	
		b. Facebook Marketing	
		c. Intagram Marketing	
		d. LinkedIn Marketing	
		e. Twitter Marketing	
		f. SMM Tools	
		g. Creating a successful social media strategy	
	2.4	Introduction of Email marketing, Web analytics and Affiliate Marketing	
III		E-Commerce	18
	3.1	Introduction to E-commerce & E-business , Building up a Website & Payment, Security in E-Commerce , Integration of Direct Marketing E-Commerce through social media	

	3.2	Introduction to Ecommerce Trends in Ecommerce in Sectors E- commerce Important concepts in E-commerce	
	3.3	Website Different ways of building a website electronic payment Different payments system Effective Email marketing strategies Implementing CRM in Ecommerce	
		Integration of Direct Marketing and E Commerce through the use of Internet and Social Media	

References:

1. Digital Marketing: Strategy, Implementation and Practice by Dave Chaffey and Fiona Ellis-Chadwick
2. E-commerce 2019: Business, Technology, Society by Kenneth C. Laudon and Carol Guercio Traver
3. The Long Tail: Why the Future of Business is Selling Less of More by Chris Anderson
4. Platform Revolution: How Networked Markets Are Transforming the Economy—and How to Make Them Work for You by Geoffrey G. Parker, Marshall W. Van Alstyne, and Sangeet Paul Choudary
5. Hooked: How to Build Habit-Forming Products by Nir Eyal
6. Influence: The Psychology of Persuasion by Robert B. Cialdini
7. Building Social Web Applications: Establishing Community at the Heart of Your Site by Gavin Bell
8. Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi
9. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
10. Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too by Gary Vaynerchuk

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Documentary & Ad filmmaking			Course Code:WUAMMC506		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives:					
<ul style="list-style-type: none"> ● Acquire practical skills in scriptwriting, cinematography, directing, and editing for documentary and advertising film production. ● Learn to develop compelling narratives, visual storytelling techniques, and impactful messaging to engage and captivate audiences. ● Gain hands-on experience in planning, shooting, and editing documentary and advertising projects, from concept development to final production. 					
Course Outcomes:					
<ul style="list-style-type: none"> ● Recall filmmaking principles and techniques. ● Understand role of documentaries and ads. ● Apply filmmaking skills in planning and shooting. ● Analyze films from critical perspective. ● Evaluate effectiveness of films in achieving goals. ● Produce original documentary and advertising films. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction to documentary Filmmaking	10
	1.1	Overview of documentary genres and types	
	1.2	Historical perspective on documentary filmmaking	
	1.3	Introduction to documentary ethics	
	1.4	Reading and Critiquing Documentary Styles and Formats	
II		Pre-Production	10
	2.1	Developing a documentary concept and proposal	

	2.2	Research techniques and interviewing skills	
	2.3	Scripting and storyboarding	
III		Production - Technicals and Techniques	20
	3.1	Cinematography basics	
	3.2	Lighting and sound considerations	
	3.3	Conducting interviews and capturing b-roll	
	3.4	Guerilla Shoot and Makeshifts	
IV		Post-production	10
	4.1	Video editing, Sound design and music in documentaries	
V		AD Filmmaking	10
	5.1	Writing a selling concept. Budgeting. Preparing Storyboard (Using different formats of making) Agency/Client approval	
	5.2	Finalization of Cast and Crew. Set erection/Location, Scheduling, Shooting. Editing, Voice over, Music, Foley, Sp. Effects/Graphics, Sound Re-recording & Mixing, DI & Subtitling. Making final master & telecast copy.	

References:

1. Directing the Documentary by Michael Rabiger
2. Making Documentary Films and Reality Videos: A Practical Guide to Planning, Filming, and Editing Documentaries of Real Events by Barry Hampe
3. Documentary Storytelling: Creative Nonfiction on Screen by Sheila Curran Bernard
4. Shut Up and Shoot Documentary Guide: A Down & Dirty DV Production by Anthony Q. Artis
5. The Visual Story: Creating the Visual Structure of Film, TV and Digital Media by Bruce Block
6. The Complete Guide to Film and Digital Production: The People and The Process by Lorene Wales and Tom Jeffrey
7. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads by Luke Sullivan
8. The Art of Writing Advertising: Conversations with Masters of the Craft: David Ogilvy, William Bernbach, Leo Burnett, Rosser Reeves by Denis Higgins

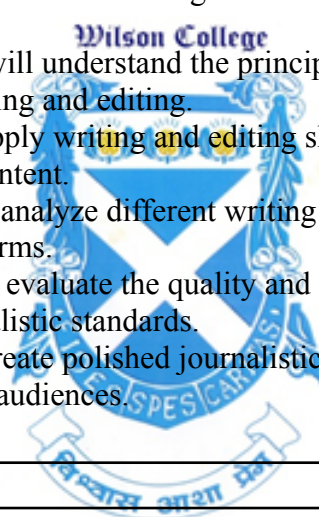
PROGRAM(s): T.Y.B.A.M.M.C. J			SEMESTER: V		
Course: Writing & Editing Media			Course Code:WUAMMC507		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- Develop proficiency in journalistic writing techniques, including clarity, accuracy, and storytelling.
- Master the skills of editing for grammar, style, and adherence to editorial guidelines.

Course Outcomes:

- Remember: Students will recall writing and editing techniques in journalistic contexts.
- Understand: Students will understand the principles of effective storytelling and accuracy in media writing and editing.
- Apply: Students will apply writing and editing skills to produce clear, concise, and accurate journalistic content.
- Analyze: Students will analyze different writing styles and editing strategies used in various media platforms.
- Evaluate: Students will evaluate the quality and effectiveness of their writing and editing based on journalistic standards.
- Create: Students will create polished journalistic content that meets professional standards and engages audiences.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Tools and Techniques of Editing	09
	1.1	Brevity, Conciseness, Eliminating redundancy in communication	
	1.2	Functional Grammar Rules and Application and Correcting Errors	
	1.3	Working with Vocabulary and Punctuations	
	1.4	Effective Communication: Crux of Journalism	
II		Writing Lucid: Senses and Angles	09
	2.1	What is a text? Visual rhetoric's	

	2.2	Podcast: Writing for the ear	
	2.3	Net cast: Writing for the visuals	
	2.4	Writing for Print versus Writing for Web	
III		Writing the Story	09
	3.1	Assimilating facts and details	
	3.2	Building a narrative	
	3.3	Making it pictorial	
	3.4	Layout and Page Design	
IV		Feature Writing	09
	4.1	Features: Human Interest Stories	
	4.2	Reviews: Books, Films, Albums, Apps	
	4.3	Column Writing: Analytical, Interactive, Agony Aunt	
	4.4	Editorials: Importance, Voice of the publication, Format Obituaries (Can obituary be critical?)	
V		Interviews	09
	5.1	Types of subjects	
	5.2	Preparing a questionnaire	
	5.3	Protocol and Ethical Issues	
	5.4	Writing the interview copy	

References:

1. The Editor's Toolbox by Buck Ryan and Michael O' Donnell, Surjeet Publication
2. Writing for the Mass Media by James Glen Stovall
3. Amy Einsohn, The Copyeditor's Handbook, 3rd ed. (University of California Press, 2011)
4. The Chicago Manual of Style.

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Reporting			Course Code: WUAMMC508		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- Learn how to gather, verify, and analyze information from various sources for news stories.
- Develop interviewing skills and techniques for effective reporting on diverse topics and events.

Course Outcomes:

- Students will recall the steps involved in the reporting process.
- Students will understand the role of journalists in gathering, verifying, and analyzing information for news stories.
- Students will apply reporting techniques to gather information from diverse sources and contexts.
- Students will analyze the credibility and reliability of sources and information in news reporting.
- Students will evaluate the accuracy and fairness of their reporting based on journalistic ethics and standards.
- Students will create well-researched and informative news reports that effectively communicate key information to audiences.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Concept Of News & News Gathering	09
	1.1	Definition Of News types of news elements of news collection of facts. News-writing How to write a news story, Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity	
	1.2	Objectivity as the basic principle. Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other? 2. News Gathering a) How do reporters gather news? .	

	1.3	Incident/On the spot coverage. a) Sources Primary and Secondary Citizen journalism Role of anonymous sources. b] New-age technological sources	
II		Beats System in Reporting & Coverage of Disasters	09
	2.1	What is beat system, why it is necessary, how does it help What are requirements of various beats. The basic beats	
	2.2	New upcoming Beats	
	2.3	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities. Imminent Dangers or threats in Reporting. Study these with special in-depth reference	
III		Case studies	09
	3.1	Ethical Issues in reporting/ Credibility of Reporters. Follow-up Story Yellow Journalism and its comparison with other forms.	
	3.2	The Case studies are to be studied in the light of coverage done by reporters. The tools and techniques learnt in earlier sections from 1 to 11 should be applied in studying these.	
	3.3	a] Multimedia Storytelling b] Introduction to data Journalisim c] data ethics in journalisim	

References:

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News.

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Journalism & Public Opinion			Course Code:WUAMMC509		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Understand the role of journalism in shaping public opinion and influencing societal discourse.
- Explore theories and concepts related to media influence, agenda-setting, and framing of news stories.

Course Outcomes:

- To recall theories and concepts related to journalism's influence on public opinion.
- To understand the complex relationship between journalism and public opinion formation.
- To apply theories of media effects to analyze how news media shape public perceptions and attitudes.
- To analyze the role of media framing and agenda-setting in influencing public opinion on various issues.
- To evaluate the ethical implications of media influence on public opinion and democratic processes.
- To create persuasive and informative media content that engages and informs public discourse while upholding journalistic integrity.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Public Opinion And Theories	15
	1.1	Understanding public opinion and theories of media A] defining public opinion Its functions in society. Means of gauging Public Opinion – opinion polls, exit polls, surveys, social media, Role of Media in influencing Public Opinion.	
		B] Media theories	
		Walter Lippman - Modern Media and Technocracy	
		Juergen Habermas- The idea of Public Sphere Noam Chomsky – Manufacturing Consent,	

		Propaganda Model	
		Paul Lazarsfeld – Research, Two Step Flow of Information	
		Agenda Setting Vs Uses and Gratifications	
II		Political Opinion And Policy Making	07
	2.1	Media’s role in influencing political opinion and policy making	
	2.2	Coverage of Political Parties, Personalities and General Elections by national and international media; media biases. Use of Media for election campaigns-The Donald Trump Elections, BJP campaign in India.	
	2.3	Media Coverage of Indian Government’s Economic, Defence and Foreign Policy.	
III		WARS AND CONFLICTS	08
	3.1	Media’s coverage of wars and conflicts	
	3.2	Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan.	
	3.3	War on terror-International conflicts in Syria, Israel, Afghanistan and Europe	
IV		Political Opinion And Policy Making	15
	4.1	Media’s coverage of social and economic issues	
	4.2	A. Portrayal of Women in Media.	
		B. Representation of LGBTQ community in media.	
		C. Representation of Dalits, Tribals and Economically weaker sections of Society.	
V		Impact Of New Media	15
	5.1	Evolution of digital, social and new media and its impact on public opinion	
	5.2	Digital media and its impact on Political culture. Use of WhatsApp, twitter and Face book to promote fake news Social media and its impact on culture	

References:

1. Ahmed Rashid: The Taliban.
2. Chambers Deborah, Fleming Carole (2004), 'Women and Journalism', Psychology Press.
3. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis.
4. Sardesai Rajdeep: 2014: The Election that Changed India .
5. Walter Lippmann : Public Opinion by Herman Edward S. and Chomsky Noam
6. Manufacturing Consent: The Political Economy of the Mass Media by
7. Lalles John: Nature and Opinion of Public Opinion.
8. Tiwari Arpit Rakesh: Study of the Print News Coverage of Narendra Modi @014 Lok
9. Coverage of 2014 Lok Sabha Polls by News Channels – Analysis by Centre for Medi Studies.
10. Coleman Benjamin: Conflict, Terrorism an Media in Asia.
11. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications.




PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: News Media Management			Course Code: WUAMMC510		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Gain knowledge of newsroom operations, editorial decision-making, and news production processes.
- Learn strategies for audience engagement, content distribution, and revenue generation in the news media industry.

Course Outcomes:

- 
- To recall key principles and concepts of news media management.
 - To understand the role of news media managers in overseeing editorial operations, content production, and audience engagement.
 - To apply management principles to effectively allocate resources, set editorial priorities, and implement strategic plans in news organizations.
 - To analyze the impact of technological advancements and industry trends on news media management practices.
 - To evaluate the performance of news media organizations based on audience reach, content quality, and financial sustainability.
 - To develop innovative strategies for managing news media organizations that adapt to changing audience preferences and industry dynamics.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction	10
	1.1	Making news	
	1.2	Legacy Media	
	1.3	A comparative analysis with electronic media	
	1.4	News media as business enterprise	
II		Organisational Structure	10
	1.1	<ul style="list-style-type: none"> ● Hierarchy ● Decision making 	

		<ul style="list-style-type: none"> ● Inter-relationship between ● departments 	
	1.2	Human resource development	
	1.3	Financial management	
	1.4	Cost & Profitability	
	1.5	Challenges of globalisation and liberalisation	
	1.6	Understanding company law	
III		Resource and supply chain, and marketing techniques.	20
	3.1	Resource and supply chain	
		Newsprint Technology	
		Production process	
	3.2	Managing Resources	
		Advertising revenue building and maintenance	
		Circulation revenue	
		Ways to cut cost and boost revenue	
	3.3	Marketing techniques	
		Brand building & Public Relations	
		1. Newspaper's relation to its community	
		2. Understanding the target audience	
		3. Building goodwill	
		4. Promoting the newspaper's / site's services	
		5. Sales promotional activities	
	3.4	Role of research and readership surveys · Sales forecasting and planning · Advertising the newspaper /website I channel · Becoming a digital media brand	
IV	4.1	Disruptive Technology and Media Business Models	10
		The role of advertising From web 1.0 to 2.0	

		Yahoo ,Craigslit, google, Facebook ,twitter, WhatsApp , Pinterest	
V		CASE STUDIES - Contemporary Case Studies	10

References:

- 1) Ben Badgikian: Media Monopoly
- 2) India’s Communication Revolution from Bullock Carts to Cyber Carts, (Arvind Singhal, Everett M Rogers)
- 3) Advertising and Integrated Marketing Communications, (Kruti Shah)
- 4) Digital Branding: A Complete Step-by-Step Guide to Strategy, Tactics and Measurement (Daniel Rowles)
- 5) Disruptive Innovation: Strategies for Enterprise Growth (Jayanta Bhattacharya)
- 6) Understanding Company Law, (Alstair Hudson)
- 7) Newspaper organization and Management (Rucket and Williams)
- 8) The paper tigers by Nicholas Coleridge
- 9) News Media Management: Mr P.K Ravindranath
- 10) Print Media Communication and Management by Aruna Zachariah
- 11) News Culture by Stuart Allan



PROGRAM(s): T.Y.B.A.M.M.C.				SEMESTER: V	
Course: Digital Media & Citizen Journalism				Course Code: WUAMMC511	
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives: <ul style="list-style-type: none"> ● Explore the impact of digital technologies on journalism practices and citizen participation in news reporting. ● Develop skills in utilizing digital platforms and social media for news dissemination and audience interaction. 					
Course Outcomes: <ul style="list-style-type: none"> ● To recall the evolution and significance of digital media and citizen journalism. ● To understand the role of digital technologies in facilitating citizen participation and empowerment in news production and dissemination. ● To apply digital media tools and platforms to create and share news content that reflects diverse perspectives and voices. ● To analyze the impact of citizen journalism on traditional news media practices and norms. ● To evaluate the credibility and reliability of citizen-generated content in digital media environments. ● To create digital media projects that leverage citizen journalism approaches to address community issues and amplify marginalized voices. 					

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DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction To Digital Marketing	10
	1.1	a. Understanding Digital Media	
	1.2	b. Advantages of Digital Media	
	1.3	c. Principles of Digital Media Marketing	
	1.4	d. Key Concepts in Digital media	
	1.5	e. Traditional V/s Digital Media	
	1.6	Search Engine and Marketing	10

	1.7	Search Engine Optimization (SEO)	
	1.8	a. How search Engine works	
	1.9	b. Introduction to SEO	
	1.10	c. On Page Optimisation	
	1.11	d. Off Page optimisation	
	1.12	e. SEO Audit, Tools and Measurement	
	1.13	f. SEO Resources, Careers in SEO	
II	2.1	Multimedia Writing	20
	2.2	Introduction to Graphics	
	2.3	Video Storytelling	
	2.4	Artificial Intelligence, Virtual Reality and Computer driven storytelling <i>Wilson College</i>	
III		Citizen Journalism	20
	3.1	<p>Introduction to Citizen Journalism</p> <ul style="list-style-type: none"> • Definition and history of citizen journalism • Importance and role of citizen journalism in today's media landscape • Ethical considerations in citizen journalism • Case studies of successful citizen journalism project <p>Tools and Techniques for Citizen Journalists Basics of journalism: writing, interviewing, and fact-checking Utilizing social media platforms for reporting Smartphone journalism: capturing and editing photos and videos Using online platforms and blogs to publish citizen journalism content</p>	
	3.2	<p>Legal and Ethical Issues in Citizen Journalism</p> <p>Understanding defamation, libel, and slander laws Copyright and fair use in citizen journalism Protecting sources and maintaining confidentiality Ethical dilemmas and decision-making in citizen journalism</p>	

References:

1. We the Media: Grassroots Journalism by the People, for the People by Dan Gillmor

2. Digital Journalism: Emerging Media and the Changing Horizons of Journalism by Kevin Kawamoto
3. Citizen Journalism: Global Perspectives edited by Stuart Allan and Einar Thorsen
4. The Elements of Journalism: What Newspeople Should Know and the Public Should Expect by Bill Kovach and Tom Rosenstiel
5. Journalism in the Digital Age: Theory and Practice for Broadcast, Print and Online Media by John Herbert
6. Media and Society: Critical Perspectives edited by Arthur Asa Berger
7. The New Ethics of Journalism: Principles for the 21st Century by Kelly McBride and Tom Rosenstiel
8. Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs
9. The Ethics of the Story: Using Narrative Techniques Responsibly in Journalism by David Craig
10. The Handbook of Journalism Studies edited by Karin Wahl-Jorgensen and Thomas Hanitzsch



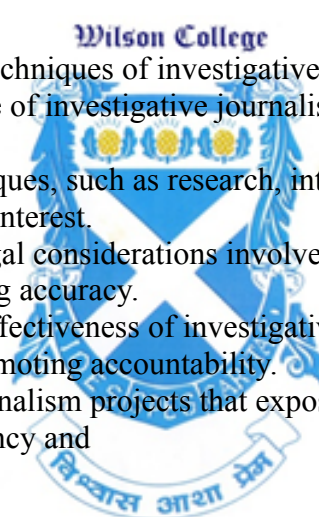
PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: V		
Course: Investigative Journalism			Course Code:WUAMMC512		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Acquire techniques for in-depth research, data analysis, and investigative reporting on complex issues.
- Learn ethical considerations and legal aspects related to investigative journalism, including protecting sources and ensuring accuracy.

Course Outcomes:

- To recall the principles and techniques of investigative journalism.
- To understand the importance of investigative journalism in holding power to account and uncovering hidden truths.
- To apply investigative techniques, such as research, interviewing, and data analysis, to uncover and report on issues of public interest.
- To analyze the ethical and legal considerations involved in investigative reporting, including protecting sources and ensuring accuracy.
- To evaluate the impact and effectiveness of investigative journalism in raising awareness, driving social change, and promoting accountability.
- To produce investigative journalism projects that expose wrongdoing, inform the public, and contribute to greater transparency and accountability in society.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Careers And Opportunities In Investigative Journalism	10
	1.1	Introduction to investigative journalism	
	1.2	Who is an Investigative Reporter? Role of an Investigative Reporter	
	1.3	Qualities and essentials for becoming an investigative journalist, career and opportunities	
	1.4	Centre for Investigative Journalism (CIJ)	

	1.5	Ethical/unethical use of sting operations	
II		Data Collection	15
	2.1	Sources	
	2.2	Records and the Confidentiality of Source	
	2.3	Issues of contempt, defamation	
	2.4	Right to Privacy and Official Secrets Act	
	2.5	What is evidence?	
	2.6	Case Study: Panama Papers and Watergate Scandal	
III		Designing the story	15
	3.1	Finding and writing your story	
	3.2	Observation	
	3.3	Planning techniques	
	3.4	Cultivating sources	
	3.5	Developing the project	
IV		Data Protection and Security	10
	4.1	Security of data and sources	
	4.2	Protection of sources	
	4.3	Safety of journalists	
	4.4	Criticism of Investigative Journalism	
V		Final Story	10
	5.1	Generation of the story	
	5.2	Research methods	
	5.3	Insight knowledge	
	5.4	Asking the right questions	
	5.5	Libel and fact checking	
	5.6	Writing and rewriting the report	

References: A Manual For Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: ADVERTISING & SALES PROMOTION			Course Code:WUAMMC601		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

4. Understand the organizational structure and functions of advertising agencies.
5. Analyse client-agency relationships and the roles and responsibilities of each party.
6. Develop skills in project management, budgeting, and resource allocation within an agency setting

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Course Outcomes:

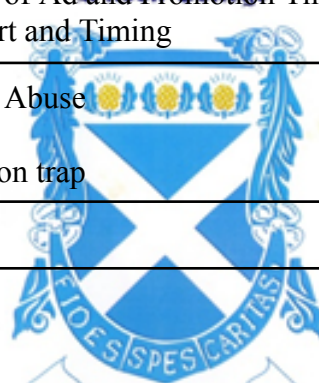
1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,
2. Use a framework to make effective sales promotion decisions, and
3. Adopt the necessary skills and point of view of an effective sales promotion campaign.

• DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I	1	1. INTRODUCTION	12
	1.1	a. Nature and importance of sales promotion, b. Role of Promotion in the Marketing Mix c. The Scope and Role of Sales Promotion d. Reasons for the Increase in Sales Promotion e. Consumer franchise building versus non franchise building promotions	
	1.2	2.Theories in Sales Promotion a. Push promotion b. Pull Promotion c. Combination theory	
	1.3	3.The psychological theories behind sales promotion a. Reciprocation b. Social Proof c. Foot-in-the-Door Technique d. Door-in-the-Face Technique	

		<ul style="list-style-type: none"> e. Loss Aversion f. Social Norms Marketing g. High, Medium, low 	
II	2	Sales Promotion Process	12
	2.1	<ul style="list-style-type: none"> 1. Methods of consumer oriented sales promotion <ul style="list-style-type: none"> a. Sampling b. Coupons c. Premiums d. Refund, rebates, cash backs e. Contests and Sweepstakes f. Bonus packs g. Price off h. Exchange offers i. EMI j. Demonstration of product k. After Sale Service 	
	2.2	<ul style="list-style-type: none"> Methods of Trade oriented sales promotion <ul style="list-style-type: none"> a. Contest & Incentives for dealers b. Trade allowances (Buying allowances, slotting allowances, promotional allowances) c. Point of purchase displays d. Sales training programs e. Trade shows and dealer conferences f. Stock return g. Credit terms h. Dealer trophies 	
	2.3	<ul style="list-style-type: none"> 3.Methods of sales force oriented sales promotion <ul style="list-style-type: none"> a. Bonus and incentives to Sales Force b. Sales Promotion Contest c. Sales Meetings and Conferences: d. Free travel e. Sales literature: f. Demonstration kits g. Honor or recognition 	
III	3	Sales Promotion Campaign	12
	3.1	<ul style="list-style-type: none"> 1.Study and analyse sales promotion campaign of the major brands <ul style="list-style-type: none"> a. Three loyalty programs. (One each of FMCG, Consumer durable and service) b. Three Consumers oriented sales promotion program. (One each of FMCG, Consumer durable and service) c. Three trade oriented sales promotion program. (One each of FMCG, Consumer durable and service) d. Three sales force oriented sales promotion program. (One each of FMCG, Consumer durable and service) 	

		e. Two sales promotion of any luxury brands	
IV	4	Sales Promotion Campaign Analysis	09
	4.1	1. Predicting Sales Promotion Effects a. Evaluation Methods of sales promotion b. Short term and long term effects of sales promotions c. Long-term impact of sales promotion on brand image d. Influence of Sales Promotion on Customer Purchasing Behaviour	
	4.2	2. Steps in Designing of sales promotion campaign a. Designing Loyalty, continuity and frequency program b. Big Data and Loyalty c. Gratification and Loyalty	
	4.3	3. Coordination sales promotion & Advertising a. Budget allocation b. Coordination of Ad and Promotion Themes c. Media Support and Timing	
	4.4	Sales promotion Abuse a. Over use b. Sales promotion trap	



References:

1. Advertising and Sales Promotion Strategy by Kenneth E. Clow and Donald Baack
2. Advertising and Promotion: An Integrated Marketing Communications Perspective by George E. Belch and Michael A. Belch
3. Sales Promotion: How to Create, Implement and Integrate Campaigns That Really Work by Roddy Mullin
4. Sales Promotion and Advertising: An Objective Coordination System by Herbert Jack Rotfeld
5. Integrated Advertising, Promotion, and Marketing Communications by Kenneth E. Clow and Donald Baack
6. The Anatomy of Humbug: How to Think Differently About Advertising by Paul Feldwick
7. The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly by David Meerman Scott
8. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads by Luke Sullivan
9. Ogilvy on Advertising by David Ogilvy
10. The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells by Robert W. Bly

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Entertainment & Media Marketing			Course Code:WUAMMC602		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
Learning Objectives: <ul style="list-style-type: none"> ● Acquire practical skills in scriptwriting, cinematography, directing, and editing for documentary and advertising film production. ● Learn to develop compelling narratives, visual storytelling techniques, and impactful messaging to engage and captivate audiences. ● Gain hands-on experience in planning, shooting, and editing documentary and advertising projects, from concept development to final production. 					
Course Outcomes: <ul style="list-style-type: none"> ● Recall marketing strategies and tactics specific to the entertainment and media industry. ● Understand audience behavior and preferences in the context of entertainment consumption. ● Apply marketing concepts to develop and execute promotional campaigns for entertainment content. ● Analyze the effectiveness of marketing strategies in promoting entertainment content and engaging audiences. ● Evaluate the impact of marketing efforts on audience engagement and media consumption habits. ● Create innovative marketing campaigns tailored to the unique needs and interests of entertainment audiences. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Introduction To Marketing & Latest Entertainment Marketing Strategies	15
	1.1	<ul style="list-style-type: none"> · What is marketing? · Review the emerging marketing communications area of ‘entertainment marketing’ and reconceptualises the phenomenon 	
	1.2	<ul style="list-style-type: none"> · 7 Ps · Brand Basics · Case Studies · Integrated Marketing Communications · Experiential Marketing 	

		<ul style="list-style-type: none"> · Advertiser Funded Programming 	
	1.3	<ul style="list-style-type: none"> · Why Entertainment Marketing? · The Scope and Growth of Entertainment Marketing Practice · The Effect of Entertainment Marketing on Consumers 	
II		Overview Of Indian Media Industry, Marketing In Television Industry, & Niche Marketing	15
	2.1	<ul style="list-style-type: none"> • Explore various media in terms of size and impact • Media characteristics • Compare various media • Opportunities for cross-promotions 	
	2.2	<ul style="list-style-type: none"> · Structure and function of TV · Terminology used in TV · TV Planning, Marketing · Future trends in TV · Maintaining aggressive promotion and packaging approach for all programmes. · Hold on to the leadership position in prime time slot through timely innovations based on audience feedback. · Expand the market by launching programmes that are relatable to all generations' audience. · Advertisement of programmes by print media · Celebration of festivals · Broadcasting famous TV show for full day 	
	2.3	<ul style="list-style-type: none"> · Niche TV and there marketing strategies 	
III		Marketing In Film Industry, Marketing In Online And Social Media & Marketing In Radio Industry	15
	3.1	<ul style="list-style-type: none"> · Marketing and Distribution Structure of films (Domestic and International) · Create Film Marketing Plan. · Research for reach to target market. · Set up marketing schedule. · Film marketing budget. · Designing EPK 	
	3.2	<ul style="list-style-type: none"> · Strategy and Case studies of social media marketing in India. · Using Social Media Marketing For Entertainment Industry · YouTube Marketing For Entertainment Industry · Facebook Marketing For Entertainment Industry · Instagram Marketing For Entertainment Industry · Launch Trailers, Teasers, Snippets 	

		<ul style="list-style-type: none"> · Keep Sharing Across Social Media Platforms · Actively Engage With Your Audience · Post A Variety Of Content · Capitalize On The Power Of IGTV 	
	3.3	<ul style="list-style-type: none"> · Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies · Strengths of Radio in Communicating a Message niche market and listening 06 144 demographic · Variety of promotional activities by Radio stations · Radio advertising works as an everywhere medium · Cost-effectiveness of advertising on radio · Regulation in Entertainment Advertising · Diversity and Inclusion in the entertainment 	

References:

- The Insider's Guide to Independent Film Distribution by Stacey Parks
- The Complete Independent Movie Marketing Handbook by Mark Steven Bosko
- Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert
- Marich Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk
- Marketing and Selling Your Film Around the World: A Guide for Independent
- Filmmakers by John Durie, Annika Pham and Neil Watson



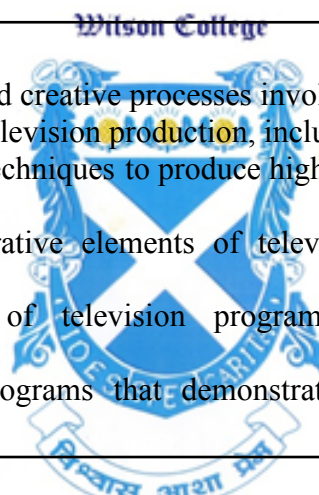
PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Television Program Production			Course Code:WUAMMC603		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Learn about the technical aspects of television production, including camera operation, lighting, and sound recording.
- Understand the creative and logistical processes involved in bringing television programs from concept to broadcast.

Course Outcomes:

- Recall the technical aspects and creative processes involved in television program production.
- Understand the principles of television production, including planning, filming, and editing.
- Apply television production techniques to produce high-quality programs for broadcast or digital platforms.
- Analyze the visual and narrative elements of television programs in relation to audience engagement and impact.
- Evaluate the effectiveness of television program production techniques in achieving communication objectives.
- Create original television programs that demonstrate proficiency in production skills and storytelling.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		TELEVISION IN INDIA	20
	1.1	News, Information and Entertainment – Doordarshan Audience Segments and Cultural Impact Satellite TV and Private TV Channel	
	1.2	FORMATS AND TYPES OF TV PROGRAMMES Theories of Visual Literacy: Gestalt, Semiotics Reporting Skills, Research and Editing Use of graphics and special effects Positioning the Camera for TV shots	
	1.3	Television News gathering and research The Camera - News for TV Finding the Story and	

		Sources, Ethical issues in TV Journalism News/Debates/ Opinions Breaking News Interviews The Soap Constructing Reality in Reality shows	
II		Introduction to Television Production	30
	2.1	Overview of Television Industry Roles and Responsibilities in Production Television Production Workflow Pre-Production <ul style="list-style-type: none"> ● Concept Development and Scriptwriting ● Budgeting and Scheduling ● Casting and Location Scouting 	
	2.2	<ul style="list-style-type: none"> ● Production Techniques ● Camera Operation and Cinematography ● Lighting and Sound Design ● Set Design and Management 	
	2.3	Directing and Producing <ul style="list-style-type: none"> ● Director's Role and Responsibilities ● Producing a Television Program ● Managing Crew and Talent 	
	2.4	Post-Production <ul style="list-style-type: none"> ● Video Editing and Post-Production Workflow ● Sound Editing and Mixing ● Special Effects and Graphics 	
	2.5	Distribution and Broadcast <ul style="list-style-type: none"> ● Distribution Platforms and Channels ● Marketing and Promotion ● Industry Trends and Future Developments 	
III		CONSUMING TELEVISION	10
	3.1	SEC Vs NCCS Measurement Of Viewership: TAM, TRP, TVT, GVT and so on	

References:

- Television Production Handbook by Herbert Zettl
- Television Production: Principles, Practices, and Techniques by Jim Owens and Gerald Millerson
- Television Production: Techniques and Equipment by Gerald Millerson
- Television Field Production and Reporting by Fred Shook and Jack Zibluk
- Electronic Media Production by Robert B. Musburger
- The Television Academy Foundation

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Advertising In Contemporary Society			Course Code:WUAMMC604		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Examine the role and impact of advertising in contemporary society.
- Explore the ethical, social, and cultural implications of advertising practices.
- Analyze how advertising reflects and influences societal values, attitudes, and behaviors.

Course Outcomes:

- Recall the role and impact of advertising in contemporary society.
- Understand the ethical, social, and cultural implications of advertising practices.
- Apply advertising principles to create campaigns that resonate with diverse audiences and address societal issues.
- Analyze how advertising reflects and influences societal values, attitudes, and behaviors.
- Evaluate the effectiveness of advertising campaigns in achieving communication goals and societal impact.
- Create socially responsible advertising campaigns that promote positive change and foster cultural understanding.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Changes In Advertising Environment	12
	1.1	Advertising Environment post-independence; Effects of Liberalization on Advertising Industry in context to Economy, Business, Employment and Life Style	
II		Effect Of Advertising, Criticism Of Advertising, Social Implication Of Advertising	
	2.1	The use and effect of Advertising on the following factors: 1. Women 2. Children 3. Old people 4. Youth Criticism of Advertising: Controversial Advertising; Gender Bias Advertising and Popular culture; Social implication of advertising; The effect of	14

		advertising on market and economy.	
III		Types Of Advertising; Internet Advertising And Digital Advertising	12
	3.1	Types of Advertising: Political advertising, B to B, Consumer advertising, Retail advertising, Industrial advertising, Financial advertising. Internet Advertising and Digital Advertising : Upcoming different ways in New Media	
IV		The Analysis Of Advertising Environment Of India And Other Foreign Countries	
	4.1	National, International and Global Advertising & Marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, FRANCE, CHINA, JAPAN, BRAZIL, UAE, THAILAND The use of this analysis in marketing and Advertising. (CASE STUDY)	12
V		Social Marketing	
	5.1	Social Marketing: Definition, Need for Social Marketing; The difficulties of Social Marketing; The various subjects for Social Marketing; Effects of social marketing.	10

References:

1. Advertising by Amita Shankar
2. Advertising by London & Britta
3. Advertising by Ramaswamy & Namakeeman

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Media Planning & Buying			Course Code:WUAMMC605		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:

- Understand the principles of media planning, including audience analysis, media selection, and budget allocation.
- Learn how to develop media plans that effectively reach target audiences and achieve marketing objectives.
- Gain practical experience in negotiating and buying media placements across various channels and platforms.

Course Outcomes:

- Recall media planning principles, including audience analysis and media selection.
- Understand the role of media planning and buying in reaching target audiences and achieving marketing objectives.
- Apply media planning techniques to develop strategic media plans that maximize reach and impact.
- Analyze media consumption trends and audience demographics to inform media buying decisions.
- Evaluate the effectiveness of media plans in reaching target audiences and delivering campaign objectives.
- Create customized media plans that optimize budget allocation and media placement for maximum efficiency and effectiveness.

Wilson College



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction To Media Planning	08
	1.1	a. Basic Terms and Concepts b. The function of Media planning in advertising c. Objectives of MP. d. Role of Media planner e. Challenges in Media planning f. BARC and NCCS Grid g. Factors influencing media strategy decisions h. Criterion for selecting media vehicles	
II		Negotiation Skills In Media Buying	04
	2.1	a. Negotiation Strategies	

		b. Laws of Persuasion	
III		Media Planning Process	
	3.1	a. Situation analysis and Marketing strategy plan b. Media Briefing c. Media objectives and target audience analysis d. Media selection and strategy e. Media budgeting f. Media Buying g. Evaluation	12
IV		Media Mix	
		Factors Affecting Media Mix Decision	02
V		Media Measurement	06
	5.1	a. Reach b. Frequency c. GRPS/GVT Ratings d. TRP/TVT Ratings e. Impressions f. Cost efficiency g. Cost per thousand h. Cost per rating i. Circulation / Readership /AIR j. Selectivity Index k. Share of Voice	
VI		Sources Of Media Research	12
	6.1	a. Nielsen Clear Decision (NCD for Print) b. Broadcast Audience Research Council c. Audit Bureau of Circulation d. RAM e. Comscore – Digital f. Alexa	
VII		Selecting Suitable Media Option (Advantages And Disadvantages) Media Buying	
	7.1	a. Newspaper b. Magazine c. Television (National, Regional and Local) d. Radio e. Outdoor and out of home f. Transit g. Cinema Advertising	12
VIII		Account Planning	04

References:

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

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Ad-Design			Course Code:WUAMMC606		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60

Learning Objectives:


- Develop proficiency in creating visually compelling and persuasive advertising designs.
- Learn about design principles, typography, color theory, and layout techniques relevant to advertising.
- Gain practical experience in using design software tools to create print and digital advertising materials

Course Outcomes:

- Recall design principles, typography, and layout techniques relevant to advertising.
- Understand the role of visual communication in advertising and brand messaging.
- Apply design software tools to create visually compelling and persuasive advertising materials.
- Analyze the visual impact and effectiveness of advertising designs in capturing audience attention and conveying brand messages.
- Evaluate the creativity and innovation of advertising designs in relation to campaign objectives and brand identity.
- Create original advertising designs that effectively communicate brand messages and engage target audiences across various media platforms.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction: Advertising Design Communication Design	10
	1.1	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
	1.2	Role of Agency Departments 1.Accounts dept 2. Media dept 3. Creative dept 4. Production dept.	
	1.3	Process of Design Research of 1. Product (features & benefits)	

		2. Market 3. Message Strategy 4. Competition & claim 5. Visualisation& Copy 6. Illustration 7. Execution	
	1.4	Art Direction Role of art director in various media Detailing in illustration Detailing in TVC	
	1.5	Analysing Ads & Logos Discussion of existing ads: Message TVCs: Transit for relevancy PoS:	
II		Design Basics: Language Of Visuals	10
	2.1	Elements of Design  Vocabulary	
	2.2	Principles of Design Grammar	
	2.3	Rules of Design Rules/Guides	
	2.4	Optical illusions Visual Influence	
	2.5	Typography Type as Design element Classification: Measurement: Word Expression, Meaning expressed by appearance	
III		Layout: The Blue Print	10
	3.1	Types of Layout Mondrian, Picture window, Split, Big type, All text, All art, Circus etc.	
	3.2	Stages of Layout Thumbnail sketches, Rough layout, Finished layout, Comprehensive	
	3.3	Choosing Picture Strong visual capable of selecting Target Group, Suitable with headline, Trial close	
	3.4	Choosing Typo Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc	

	3.5	Putting all Together Choosing canvas size, Trying formats, orientations, Various proportions of verbal & Visual	
IV		Planning A Campaign: Working On Final Project	20
	4.1	Choosing a product Finalizing what to sell. Designing a Logo Symbolic etc. Planning tagline	
	4.2	Research Product/Service (features & benefits) Market. Tone & Voice	
	4.3	Idea generation Coming to big idea, Trying various idea generation techniques	
	4.4	Visualising Layout Choosing appropriate image/s & working on rough layout Finalizing layout for highest effectiveness.	
V		Execution: On System Work (Faculty To Guide & Instruct)	20
	5.1	Logo Design Working on system Modifying Typo, Using glyphs, Considering shape as identity	
	5.2	Logo Manual Creating a Logo design Philosophy Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. Making all compact. Creating 4 diff sizes & also reverse	
	5.3	Print Ads/ Press ads Press Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	
	5.4	Outdoor ad, Innovative/ Transit /Ambient Point of purchase Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spotability, Appropriate headlines	
	5.5	TVC or Web Ads TVC Storyboard with , VFX, OSD, SFX, VO	

		Web ad	
VI		Recent Trends in Ad-Design	
		<ul style="list-style-type: none"> ● Implementation of AI in the creative process using tools such as ChatGPT, Mid journey, DALL-E etc. ● Deep dive into design principles of Social Commerce ● CRM building through design and personalization ● Hyper personalization using First party Data and how creative adaptations will based on each person rather than audience segments ● Design for walled gardens and platforms such as Meta, Google, Amazon etc ● Rise of OTT and CTV ● Everything becomes shoppable and interactive, how ad design can influence purchase ● Design in the world of content creators and influencers ● Building Media and Creative to target what a user wants rather than what a brand sells 	

References:

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



PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Brand Due			Course Code: WUAMMC607		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
08	120	NA	08	40	60

Learning Objectives:

1. Explore the principles of brand design for both services and products.
2. Learn how to create visually compelling brand identities that resonate with target audiences.
3. Understand the importance of consistency and coherence in brand design across various touchpoints and channels.

Course Outcomes:

1. Recall key brand design principles and terminology.
2. Explain the significance of brand design in visual communication.
3. Create visual identities using design software and tools.
4. Critique brand designs for effectiveness and consistency.
5. Assess the impact of brand design on consumer perception.
6. Generate innovative brand design concepts and guidelines.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Hours
I	1.1	Brand Destination	02 Credits/10
II	2.1	Brand Identity	02 Credits/30
	2.2	Brand Personality	
	2.3	Brand Positioning	
	2.4	Marketing Communication	
	2.5	Traditional and Digital Media	
	2.6	Brand Design for services and products	
III	3.1	Service branding	02 Credits/20
IV	4.1	Product branding	02 Credits/20

References:

1. Building Strong Brands by David A. Aaker
2. Kellogg on Branding: The Marketing Faculty of The Kellogg School of Management edited by Alice M. Tybout and Tim Calkins
3. Brand Management: Research, Theory and Practice by Tilde Heding, Charlotte F. Knudtzen, and Mogens Bjerre
4. Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller -
5. Brand Aid: A Quick Reference Guide to Solving Your Branding Problems and Strengthening Your Market Position by Brad VanAuken
6. The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier



PROGRAM(s): T.Y.B.A.M.M.C.J.			SEMESTER: VI		
Course: Feature Writing for Social Justice			Course Code:WUAMMC608		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60
<p>Learning Objectives:</p> <ol style="list-style-type: none"> 1. Identify and analyze social justice issues, including their historical context and contemporary relevance. 2. Develop advanced research and reporting skills to investigate social justice topics thoroughly and ethically. 3. Employ narrative techniques to craft compelling feature stories that amplify marginalized voices and evoke empathy. 4. Advocate for social change through feature writing by challenging stereotypes and promoting understanding. 5. Demonstrate proficiency in diverse feature writing formats to engage readers and inspire action on social justice issues. 					
<p>Course Outcomes:</p> <ol style="list-style-type: none"> 1. Explain the historical context and contemporary relevance of social justice topics. 2. Interpret diverse perspectives and experiences within social justice narratives. 3. Apply advanced research and reporting techniques to investigate social justice issues thoroughly. 4. Analyze the complexities and intersections of social justice issues within feature writing. 5. Generate innovative feature writing approaches to address emerging social justice challenges. 6. Produce compelling feature stories that advocate for equity, challenge injustice, and empower marginalized communities. 					

DETAILED SYLLABUS

Mod ule	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		About Features	09
	1.1	What makes feature writing different	
	1.2	Deconstructing a feature	
	1.3	News Feature	
	1.4	Human Interest Stories, Profiles	
	1.5	Developmental stories, opinion pieces, in-depth feature as	

		a tool for social Justice	
II		How To Pen a Feature	09
	2.1	Finding fresh ideas, developing a story idea	
	2.2	On and off field research	
	2.3	Building observation and listening skills	
	2.4	Structuring the story	
	2.5	Use of anecdotes, Illustrations, Interviewing	
III		Becoming The Voice Of The Urban Poor{Mumbai}:Letters To The Editors,Blogs	09
	3.1	Prone to disasters : floods etc	
	3.2	Poor health specially mental health	
	3.3	Lack of facilities and obstacles to education	
	3.4	Night schools	
	3.5	Unemployment and exploitation	
IV		Mumbai Based Features/Letter To The Editor/Post/Opinion Piece On	09
	4.1	Plight of Rag pickers	
	4.2	Construction workers	
	4.3	The homeless	
	4.4	Slum rehabilitation projects	
	4.5	Condition of Mumbai Jails/ Courts	
V		Mumbai Based Features/Letter To The Editor/Post/Opinion Piece On	09
	5.1	City issues of hygiene and pollution	
	5.2	Water crisis	
	5.3	Crime and safety	
	5.4	Corruption issues faced by the common man	
	5.5	Challenges faced by senior citizens and the physically/mentally challenged	

References:

1. Feature Writing: Meera Raghvendra Rao, 2012
2. Communication and Development: The Challenges of Twenty First Century- V.S. Gupte, 2000.
3. *On Writing Well* (30th anniversary edition), William Zinsser, Harper Paperbacks, 2006.
4. Poverty and deprivation among the Katkari by Rohit Mutatkar, Economic and Political Weekly Vol. 52, Issue no. 13.01 April, 2017
5. Legal status and deprivation in urban slums over two decades by Laura B Nolan, David E Bloom and Subbaramaniyam. Economic and Political Weekly Vol. 53, Issue No 15, 14 April, 2018.
6. Delhi's Slum Dwellers, deprivation, Preferences and Political Engagement among Urban poor by Abhijit Banerjee, Rohini Pande and Michael Walton, International Growth Centre, October 2012.
7. The Free Voice on Democracy, Culture and Nation by Ravish Kumar.
8. Everyone Loves a Good Drought by P. Sainath.
9. Looking Away by Harsh Mandar



PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Contemporary Issues			Course Code:WUAMMC609		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- Gain knowledge of current events and trends shaping society locally, nationally, and globally.
- Develop critical thinking skills to analyze and evaluate complex contemporary issues from multiple perspectives.
- Explore the role of journalism in addressing contemporary challenges and fostering informed public discourse.

Course Outcomes:

- Recall recent events and trends shaping contemporary society.
- Explain the complexities and interconnectedness of contemporary issues such as politics, economics, and social justice.
- Analyze and interpret contemporary issues from diverse perspectives, considering cultural, political, and ethical factors.
- Critically evaluate media coverage and public discourse surrounding contemporary issues for bias, accuracy, and completeness.
- Generate informed opinions and propose solutions to contemporary challenges through written or multimedia presentations.

DETAILED SYLLABUS

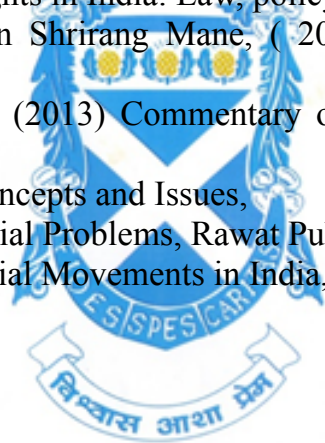
Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Social Movements And Progress For Society	
	1.2	Define Social Movements, Elements, Types and Stages of Social Movements.	
	1.3	Social Movements with reference to Tribal, Women, Farmers, Untouchability, Cultural, Environmental (with special reference to Swatch Bharat Abhiyaan)	
	1.4	Developmental issues- displacement and rehabilitation.	
		Economic Growth And Development	
	1.5	Economic issues in India.	

	1.6	Industry and Economic Growth – Factors, challenges, industrial robots and employment,	
	1.7	Agriculture and economic development Factors, challenges and measures.	
	1.8	New age skills – Make in India, trends and challenges.	
	1.9	Entrepreneurship and its relevance.	
	1.10	Tourism-trends and challenges	
	1.11	Regional aspects- Role of MIDC in economic development of Maharashtra, Special Economic Zone, Food Security Act'2013	
II		Politics And Society	
	2.1	Crime and Politics	
	2.2	Role of whistle blower	
	2.3	Corruption- causes and remedial measures	
	2.4	Role of political parties and its impact on political system.	
	2.5	Changing trends in politics- Functions, features, agendas, majority v/s coalition government.	
	2.6	Terrorism – causes, consequences, remedial measures.	
III		Social Welfare Schemes By The Government Of India	
	3.1	· With reference to women and child (any five)	
	3.2	· Commerce and Industry (start-up India hub, scheme for IPR-creative India and innovative India.	
	3.3	· Smart Cities, skill to save life, save a life initiative, national strategic plan and mission (2017-2024) SAMPARK.	
	3.4	· Rural (any three Schemes)	

References:

1. Rush Ramona, Oukrop Carole, Creedon Pamola (2013), 'Seeking equity for women in Journalism and Mass Communication education: A 30 year Update', Taylor and Francis
2. Coleman Benjamin: Conflict, Terrorism and Media in Asia
3. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sag Publications

4. Humphries Drew (Ed), (2009), Women, Violence and Media: readings from feminist Criminology, UPNE.
5. Berns Nancy, Framing the Victim: Domestic Violence, Media, and Social Problems, Transaction Publishers.
6. Bareh Hamlet, (2001), Encyclopedia of North-East India: Assam, Mitthal Publications.
7. Freedman Des, ThussuDaya; (2011), Media and Terrorism: Global Perspectives, Sage Publications
8. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19-45)
9. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.
10. Praveen Swami (2007) An Informal War: India, Pakistan and the Secret Jihad in Jammu and Kashmir London: Routledge.
11. KakManju, TripathyPrajnashree, Lal Manjula; (2007), Whose Media? a Woman's Space: The Role of the Press in Projecting the development needs of Women, Concept Publishing House.
12. Uma Kapila(ed) (2013)Indian Economy: performance and policies ,14th edition Academic Foundation.
13. V. K Puri and S.K Misra (ed) (2013)Indian Economy,31st edition.Himalaya Pub House.
14. Asha Bajpai , (2011) Child Rights in India: Law, policy, and practice .
15. Dr. B Ramaswamy and Nitin Shirrang Mane, (2013) Human Rights: Principles and practices,Alfa Publication.
16. R P Kataria and Salah Uddin (2013) Commentary on Human Rights Orient Publishing Company.
17. J.Shivanand, Human Rights:Concepts and Issues,
18. Ram Ahuja , (2012),Indian social Problems, Rawat Publications.
19. Ghanashyam Shah, (2011) Social Movements in India, Sage Publications.
20. A.R Desai, Rural Sociology.



PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Travel & Photojournalism			Course Code:WUAMMC610		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- Learn about the history and evolution of travel journalism and its role in cultural exchange and understanding.
- Develop photography skills specific to capturing travel scenes, landscapes, and cultural experiences.
- Understand ethical considerations in travel journalism, including issues related to representation, authenticity, and responsibility.



Course Outcomes:

- Recall key principles of photography and travel journalism.
- Explain the role of photojournalism in documenting and storytelling about travel experiences.
- Utilize photography techniques to capture compelling images that convey the essence of travel destinations and cultural experiences.
- Critically evaluate travel narratives and photo essays for their storytelling effectiveness and cultural sensitivity.
- Produce a portfolio of travel photography and accompanying narratives that demonstrate proficiency in visual storytelling and cultural awareness.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		Introduction To Travel Writing	10
	1.1	Definition of travel encounters: how travelling in India and abroad has different connotations	
	1.2	Idea of the Exotic with respect to India	
	1.3	Pre-pandemic and Post-pandemic travel trends	
	1.4	Writing about destinations: How do we capture the particular spirit of a place? Who are we writing for?	
	1.5	Compelling beginnings and endings: Where do we start? How do we end? Ethical issues while covering travel journalism: How to cover and what should be	

		avoided. Factoring in cultural diversity	
II		Words, Pictures And Story Telling	15
	2.1	What is good travel writing? Salient Examples	
	2.2	Finding and focusing your story, crafting and structure – the beginning, middle, the end and transitions.	
	2.3	Bring your story to life – characters and Descriptions	
	2.4	Elements of style – use of first person, developing your voice, rewriting and self-editing	
	2.5	The qualities of a good travel writer - use of vivid language, voice, tone, readings from published travel writers.	
	2.6	The dos and don'ts from professionals	
		Types Of Travel Writing	15
	2.7	Freelance Travel writing	
	2.8	Travel blogging	
	2.9	Books	
	2.10	General Tips and guidelines	
	2.11	Travel writing for guidebooks and apps	
III		Photojournalism	10
	3.1	Introduction to Photo Journalism	
	3.2	Basics on Visual Culture	
	3.3	From Image to Text	
	3.4	Mechanical Reproduction through photography	
	3.5	Basic Concepts of photography and photo	
	3.6	Editing	
	3.7	Analysis of Photo Journalist's work,	
	3.8	Photojournalism Ethics	
	3.9	Case Studies in Photo	

IV		Marketing Your Story	10
	4.1	Online Travel Journalism	
	4.2	Networking, niche markets, travel trends, market research	
	4.3	Communicating with editors of different media	
	4.4	Preparing the manuscript for submission	

References:

1. How To Be A Travel Writer (Lonely Planet) By Don George
2. The Writer's Handbook Guide To Travel Writing By Barry Turner (Editor)
3. The Travel Writer's Handbook: How To Write And Sell Your Own Travel Experiences 6th Edition By Jacqueline Harmon Butler, Louise Purwinzobel.
4. Travel Writing: See The World. Sell The Story. 2nd Edition By L. Peat O'neil



PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Lifestyle Journalism			Course Code:WUAMMC611		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
03	NA	NA	03	40	60

Learning Objectives:

- Explore the various sub-genres of lifestyle journalism, including fashion, food, health, and entertainment.
- Develop skills in researching and writing lifestyle content that engages and informs readers.
- Learn about the role of lifestyle journalism in reflecting and influencing contemporary cultural trends and values.

Course Outcomes:

- Recall various sub-genres of lifestyle journalism.
- Explain the influence of lifestyle journalism on cultural trends and consumer behavior.
- Create engaging lifestyle content that appeals to target audiences and reflects contemporary cultural values.
- Critically evaluate lifestyle journalism content for its relevance, credibility, and impact on readers.
- Develop a range of lifestyle journalism pieces, including articles, reviews, and interviews, that demonstrate creativity and journalistic skill.



DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			03/45
I		Introduction to Lifestyle Journalism	15
	1.1	Soft News V/s Hard News Understanding Lifestyle Journalism: Definition, Scope, and Evolution Historical Context and Development of Lifestyle Journalism	
	1.2	Importance and Role of Lifestyle Journalism in Contemporary Media Key Concepts and Principles in Lifestyle Journalism	
	1.3	Ethics and Responsibilities in Lifestyle Journalism Identifying Target Audience and Understanding Audience Engagement Tools and Platforms for Lifestyle Journalism	
II		Lifestyle Journalism Practices and Techniques	15

	2.1	Research methods and data collection techniques in lifestyle journalism Interviewing skills and conducting lifestyle interviews	
	2.2	Writing Styles and Techniques for Lifestyle Journalism Feature Writing in Lifestyle Journalism: Crafting Compelling Narratives	
	2.3	Photography and Visual Storytelling in Lifestyle Journalism Social Media Strategies for Lifestyle Journalists Multimedia Storytelling: Incorporating Video, Audio, and Interactive Elements	
III		Specialized Topics in Lifestyle Journalism	15
	3.1	<ul style="list-style-type: none"> ● Fashion journalism ● Food Journalism 	
	3.2	Travel Journalism Health and Wellness Journalism	
	3.3	Home and Design Journalism Entertainment Journalism Sustainability and Green living Journalism	

References:

1. Lifestyle Journalism (Journalism Studies) 1st Edition by Folker Hanusch (Editor) Feature Writing
2. Lifestyle Journalism, Media, Consumption and Experience, 1st Edition Edited by Lucia Vodanovic
3. Lifestyle Journalism by Jean Ann Colbert In: Encyclopedia of Journalism
4. Feature Writing –Susan Pape and Sue Featherstone (A practical introduction)

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Television Journalism			Course Code:WUAMMC612		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
04	NA	NA	04	40	60
Learning Objectives: <ul style="list-style-type: none"> • Understand the principles and practices of television news production, including scripting, filming, and editing. • Develop skills in on-camera reporting, interviewing, and presenting news stories for television audiences. • Learn about the technological and logistical aspects of television journalism, including studio operations and live broadcasting. 					
 Course Outcomes: <ul style="list-style-type: none"> • Recall the technical and operational aspects of television news production. • Explain the role of television journalism in informing and engaging audiences. • Demonstrate proficiency in on-camera reporting, interviewing, and story presentation for television news. • Critically evaluate television news programs for their journalistic standards, storytelling techniques, and audience appeal. • Produce television news segments or packages that meet professional standards for accuracy, clarity, and journalistic integrity. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/60
I		History and Development, Indian scenario	20
	1.1	Brief History of the development of TV journalism- Globally and in India. Emerging Trends in journalism. The International Scenario- John Baird (Inventor of TV) till date Timeline.	
	1.2	News; Entertainment, Culture, Sports and Films.	
	1.3	Growth of Private International, National and Regional TV Networks, News Channels	

II		Television formats : Content and presentation & Developing skills	20
	2.1	News Features on TV Live Reporting Skills Field Journalism	
	2.2	Other Programs • Music • Sports	
	2.3	Anchoring Reporting or shooting anchor links in public . How and what to give in PTC or piece to camera . How to approach people for sensitive stories. Beat reporting Reporting national and international events Scripting and presentation Scripting for Interviews/Documentary/Feature/Drama/Skits o TV. Story idea, development and Presentation	
III		Current and Emerging Trends in Television Journalism	20
	3.1	24/7 News broadcast TV v/s online streaming catering to infotainment genre majorly targeting the youth Diversity in Newsrooms Ethical Consideration	
	3.2	Ethics (Including Censorship) in presentation of News.	
	3.3	Evolution, Organization, Policies and Programming- News Service, Features, Concept of 24x7 news	

References:

1. MacGregor, Brent; Live, Direct and Biased: Making TV news in the Satellite Age.
2. Parthasarthy, Ramaswamy; Here is the news; (1994) Sterling.
3. Herbert, John; Journalism in the Digital Age; 2000, Focal Press.
4. Hillard; Writing for TV, Radio and New Media; 7th Edition; Wadsworth.
5. Television Production by Phillip Harris.
6. Broadcast Journalism by David Keith Cohler (Prentice Hall).
7. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
8. Awasthi, G. C. Broadcasting in India. Allied Publishers

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Newspaper & Magazine Making			Course Code: WUAMMC613		
Teaching Scheme			Evaluation Scheme		
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
NA	08	NA	04	40	60
<p>Learning Objectives:</p> <ul style="list-style-type: none"> ● Gain knowledge of the production process involved in creating newspapers and magazines, from content generation to layout design. ● Develop skills in editorial decision-making, including story selection, headline writing, and photo editing. ● Understand the business aspects of newspaper and magazine publishing, including advertising, circulation, and audience engagement strategies. 					
<p>Course Outcomes:</p> <ul style="list-style-type: none"> ● Recall the steps involved in newspaper and magazine production. ● Explain the roles and responsibilities of editors, writers, designers, and other stakeholders in publishing. ● Demonstrate proficiency in editorial decision-making, layout design, and content creation for newspapers and magazines. ● Critically evaluate newspaper and magazine layouts and content for readability, visual appeal, and editorial quality. ● Develop a prototype for a newspaper or magazine issue, including editorial content, layout design, and advertising placement, that reflects professional standards and audience preferences. 					

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Lectures
			04/90
I		Design And Layout Basics	10
	1.1	Elements of design	02
	1.2	Principles of Design	02
	1.3	Rules of Layout	02
	1.4	Grid and Page set up	02
	1.5	Master Pages	02
II		Editing And Terminology	08

	2.1	Page division	01
	2.2	Rewriting / recomposing headlines, Creating decks,	02
	2.3	Terminology	02
	2.4	Type of Content	02
	2.5	Errors	01
III		Typography And Visual Aids	06
	3.1	Type classification	01
	3.2	Measurements	01
	3.3	Visual indicators	01
	3.4	Text path	01
	3.5	Text to Box	02
IV		Working On Project Quark Or Indesign	12
	4.1	Workspace	02
	4.2	Toolbox	02
	4.3	Panels	03
	4.4	Picture treatment	03
	4.5	Creating Typo	02
V		Planning And Production Of Magazine	12
	5.1	Content Plan/ varied content	03
	5.2	Flat plan	02
	5.3	Rough Layout	03
	5.4	Logic of Cover design	02
	5.5	Pagination and Print ready	02

References:

- Visual Journalism: Rajesh Pandey, Adhyan Publication.
- Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
- The Magazine Handbook: NcKay J. Routledge.
- Editorial Art and Design: Randy StanoMiyami Herald.
- Art and Production: N. N. Sarkar.
- Digital Editorial Experience: Sue Apfelbaum.

PROGRAM(s): T.Y.B.A.M.M.C.			SEMESTER: VI		
Course: Writing and Analysis			Course Code: WUAMMC614		
Teaching Scheme				Evaluation Scheme	
Lectures (Hours per week)	Practical (Hours per week)	Tutorial (Hours per week)	Credit	Continuous Assessment (CA) (Marks- 40)	Semester End Examination (Marks- 60)
NA	08	NA	04	40	60

Learning Objectives:

1. Enhance writing proficiency by practicing journalistic writing styles, including news reporting, feature writing, and opinion pieces.
2. Refine storytelling techniques to effectively engage readers and convey information accurately and concisely.
3. Gain insight into the evolving landscape of digital journalism, including the influence of social media, citizen journalism, and emerging technologies on news production and distribution.

Course Outcomes:

1. Recall fundamental principles of journalistic writing and analysis.
2. Interpret the significance of objectivity, accuracy, and ethics in journalism practice.
3. Utilize critical analysis skills to evaluate news content for accuracy, bias, and credibility.
4. Analyze news articles to identify underlying assumptions, biases, and narrative structures.
5. Critique news content and editorial decisions based on ethical considerations and professional standards.
6. Generate original news stories and analytical pieces demonstrating mastery of journalistic writing and analysis.

DETAILED SYLLABUS

Module	Unit	Course/ Unit Title	Credits / No. of Hours
			08/90
I	1.1	Feature writing	01/15
	1.2	Blog writing	01/15
II	2.1	Article Analysis	01/15
	2.2	Article Writing	01/15
III	3.1	Beat Analysis	01/15
	3.2	Newspaper making	03/15

Modality of Assessment

Theory Examination Pattern:

A. Internal Assessment- 40%- 40 Marks per paper

B. Industrial visit/ study tour report is mandatory as per the need of the subject.

Sr.No.	Evaluation Type	Marks
1	Written Objective Examination	20
2	Assignment/Case study/ Field visit report/ presentation/ project	20
	Total	40

B. External Examination- 60%- 60 Marks per paper

Semester End Theory Examination:

1. Duration - These examinations shall be of **two hours** duration.

2. Theory question paper pattern:

- There shall be 6 questions with internal choice each of 10 marks two on each unit.
- All questions shall be compulsory with internal choice within the questions.

Wilson College

Paper Pattern:

Question	Options	Marks	Questions Based on
1	A)	10	Unit I
1	B)	10	
2	A)	10	Unit I
2	B)	10	
3	A)	10	Unit II
3	B)	10	
4	A)	10	Unit II
4	B)	10	
5	A)	10	Unit III
5	B)	10	
6	A)	10	Unit III
6	B)	10	
	TOTAL	60	

Practical Examination Pattern:

A. Internal Examination: 40%- 40 Marks

Particulars	Ad-Design	Newspaper and Magazine Making
Element 1	Portfolio	Broadsheet
Element 2	Scrap Book	Tabloid
Element 3	Drawing book	Magazine
Total	20	20

B. External Examination: 60%- 60 Marks

Semester End Practical Examination:

Particulars	Ad-Design	Newspaper and Magazine Making
Element 4	External Viva	External Viva
Total	60	60

PRACTICAL BOOK/JOURNAL

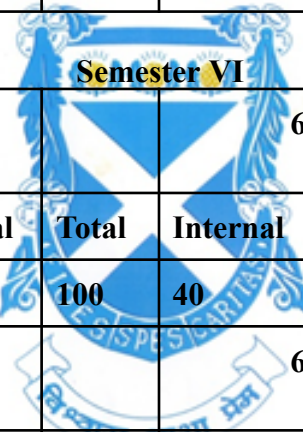
The students are required to perform 75% of the Practical for the journal to be duly certified. The students are required to present a duly certified journal for appearing at the practical examination, failing which they will not be allowed to appear for the examination.

Overall Examination & Marks Distribution Pattern

Semester V

Course	501			502			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	503			504			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	505			506			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200

Course	507			508			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	509			510			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	511			512			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory / Practical	40	60	100	40	60	100	200



Semester VI

Course	601			602			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	603			604			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	605			606			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory / Practical	40	60	100	40	60	100	200

Course	607			608			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200

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Course	609			610			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory	40	60	100	40	60	100	200
Course	611			612			Grand Total
	Internal	External	Total	Internal	External	Total	
Theory / Practical	40	60	100	40	60	100	200
Course	613			614			
	Internal	External	Total				
Theory / Practical	40	60	100				

