

Mahatma Education Society's
Pillai College of Arts, Commerce & Science (Autonomous)
Affiliated to University of Mumbai

'NAAC Accredited 'A' grade (3 cycles)
'Best College Award' by University of Mumbai
ISO 9001:2015 Certified



SYLLABUS

Program: Master of Arts Communication and Journalism

MAMCJ PART-I

PCACS/MAMCJ/SYL/2024-25/PI

**As per National Education Policy
Choice Based Credit & Grading System**

Academic Year 2024-25



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BOS MEMBERS - DEPARTMENT OF MEDIA

Sr No	Name	Composition Category	Signature
1	Dr. Prerna Sharma	Chairperson (Head of the Department of Multimedia & Mass Communication)	
2	Mrs. Juliet Esther	Faculty Specialization	
3	Mrs. Surekha Padmaraj	Faculty Specialization	
4	Mr. Yash Rane	Faculty Specialization	
5	Ms. Hanan Tisekar	Faculty Specialization	
6	Ms. Vishakha Ratnaparkhi	Faculty Specialization	
7	Ms. Harsha Nair	Faculty Specialization	
8	Dr. Artee Aggarwal – Amity University	Subject Expert 1 From Outside Parent University	Absent

9	Dr. Manjiree Vaidya – Amity University	Subject Expert 2 From Outside Parent University	
10	Dr. Rajesh Yeole Dept of Communication & Journalism, CKT College	Subject Expert 3 Vice Chancellor Nominee	
11	Mr. Nishkarsh Sinha (Project Manager at Dreambridge emerging technologies Ltd)	Industry Representative (Industry/Corporate/Allied Sector)	
12	Mrs. Deepa Makkad (Ex Director -Team Rustic - Event Management Company)	Industry Representative (Industry/Corporate/Allied Sector)	
13	Ms. Roshan Gopalan 2019-2020	Post Graduate Meritorious Alumnus	
14	Ms. Gurpreet Kaur Khalsa	Post Graduate Meritorious Alumnus	
15	Dr. Gajanan Wader	Principal	
16	Mrs. Deepika Sharma	Vice-Principal	

INTRODUCTION

Master of Arts in Communication & Journalism is a two-year program exclusively designed to prepare students for the continuously evolving media & communication industry. The program outlines a perfect blend of theoretical knowledge and practical exposure for students. Students are encouraged to prepare portfolios of short films, writing blogs, writing articles, creating magazines and research projects as their assignments.

Indoor and Outdoor exercises are done to enhance their media communication skills. Regular Industrial interactions & news channel visits are planned to provide hands-on training and experience to the learner. For further updation after completion of the programme learners can pursue higher studies like PhD and M.Phil in Mass Communication & Journalism. They can also opt for UGC-NET or JRF.

PROGRAM OUTCOMES

Sr. No	PO Title	PO in brief
PO1	Media Fluency	Demonstrate knowledge of the basic concepts used in different media-related areas like advertising, marketing, content writing, designing, portfolio making, event management, etc
PO2	Communication & Phonetic Skills	Communicate effectively in the complex media situation by being able to comprehend, write effective articles, design ads, make effective presentations, and to give and receive clear instructions.
PO3	Ethics and Legal Terminologies	Apply ethical principles and legal terminologies in media.
PO4	Media Research and Criticism	Applying social research methodologies in real- time situations.
PO5	Creative Thinking	Apply innovative mass communication techniques to create an outreach in the political, religious, sociological and economic environment.
PO6	Public Relation Skills	Leveraging expertise to enhance organisational reputation and contribute to dynamic communication strategies.
PO7	Public Opinion	Developing reporting skills and understanding public opinion to help frame public policies.
PO8	Content Analysis	Analyse visual content with respect to sentiment, generation and public understanding.

Programme Specific Outcomes

PSO-1	Students will develop public speaking and communication skills. It will provide an overview of various concepts and theories of Mass Media and Communication. It imbibe basic knowledge of functional and operational use of language in media.
PSO-2	Students will understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques.
PSO-3	Students will learn the elements of lead writing, inverted pyramid, news story construction, attribution, and appropriate newspaper style.
PSO-4	Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.

Course Structure

Semester I

Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures/ Week
PMAMC101	Major	Media Communication and Management	Theory	100	4	4
PMAMC102	Major	Introduction to Journalism	Theory	100	4	4
PMAMC103	Major	Advertising and Public Relations	Theory	100	4	4
PMAMC 104	Major Elective	Critics & Ethics in Advertising	Theory	100	4	3
	Major Elective	Integrated Marketing Communication	Theory	100	4	3
	Major Elective	Contemporary issues in advertising	Theory	100	4	3
PMAMC105P	Major Practical	Advertising and Public Relations Practicals	Practical	50	2	2
PMAMC106	RM	Research Methodology	Theory	50	2	2
PMAMC107P	RM	R tool	Practical	50	2	2
Total				550	22	20
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

RM : Research Methodology

Semester II

Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credits	Lectures/ Week
PMAMC201	Major	Reporting , Editing & Anchoring	Theory	100	4	4
PMAMC202	Major	Communication Theory	Theory	100	4	4
PMAMC203	Major	Indian Film Studies and Appreciation	Practical	100	4	4
PMAMC204	Major Elective	Advertising Creativity and Execution	Theory	100	4	4
	Major Elective	Rural Marketing	Theory	100	4	4
	Major Elective	Digital Marketing	Theory	100	4	4
PMAMC205P	Major Practical	Youtube marketing	Practical	50	2	2
PMAMC206	OJT/FP	Internship	Practical	100	4	-
Total				550	22	20
All Subjects having Field Project as part of Continuous Assessment-2						

Abbreviations:

OJT : On Job Training: Internship/ Apprenticeship
FP: Field Project

EVALUATION PATTERN

A	60 Marks Final Exam, 20 Marks Internal Exam, 15 Marks Field Project, 5 Marks Attendance
B	100 marks distributed within report /case study/ project/ presentation etc.
C	50 Marks Practical Examination.
D	100 Marks Practical Examination. Subject 1 Practical (50 Marks) + Subject 2 Practical (50 Marks) =100
E	200 Marks distributed within project dissertation & implementation report / internship period / certificate etc.
F	40 marks Theory Exam

SEMESTER I				
Course Code	Course Type	Course Title	Evaluation Type	Marks
PMAMC101	Major	Media Communication and Management	A	100
PMAMC102	Major	Introduction to Journalism	A	100
PMAMC103	Major	Advertising and Public Relations	A	100
PMAMC104 A	Major Elective	Critics & Ethics in Advertising	A	100
PMAMC 104 B	Major Elective	Integrated Marketing Communication	A	100
PMAMC 104 C	Major Elective	Contemporary issues in advertising	A	100
PMAMC105 P	Major Practical	Advertising and Public Relations Practicals	C	50
PMAMC106	RM	Research Methodology	D	50
PMAMC107 P	RM	R tool	B	50
Total				550

SEMESTER II

Course Code	Course Type	Course Title	Evaluation type	Marks
PMAMC201	Major	Reporting , Editing & Anchoring	A	100
PMAMC202	Major	Communication Theory	A	100
PMAMC203	Major	Indian Film Studies and Appreciation	B	100
PMAMC204 A	Major Elective	Advertising Creativity and Execution	B	100
PMAMC 204 B	Major Elective	Rural Marketing	B	100
PMAMC 204 C	Major Elective	Digital Marketing	B	100
PMAMC205 P	Major Practical	Youtube marketing	B	50
PMAMC206	RM	Internship	B	100
Total				550

SEMESTER I

BOS	Department of Media
Class	MA MCJ – Part - I
Semester	I
Subject Name	Media Communication and Management
Subject Code	PMAMC 101
Level of Subject	Basic
Type of Course	Major
Total Credits	4

Course Objectives:

1. To make the students understand the concept of media management.
2. To enable the students to be aware of media technologies and innovations at various aspects.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Media Communication	1.1	Definitions and concepts Types of media (print, broadcast, digital, etc.) Media's role in society and its influence	10
		1.2	Ethical principles in media communication Media laws and regulations	
		1.3	Freedom of speech and censorship	
II	Media Writing and Content Development	2.1	Writing for different media platforms (print, web, broadcast, etc.)	10
		2.2	Storytelling techniques and narrative structures	
		2.3	Content creation and curation strategies	
III	Media Management	3.1	Media organization structures and management Strategic planning and decision-making Resource allocation and budgeting	10
		3.2	Innovations in media production and distribution Emerging technologies and their impact on media management Strategies for integrating new media tools and platforms	
		3.3	Emerging trends in media production and distribution	
IV	Media Promotions and Trends	4.1	Branding and positioning strategies Advertising and promotional campaigns Social media marketing and influencer relations	15

		4.2	Predictions for the future of media industries Opportunities and challenges for media managers Reflections on personal and professional goals in media management	
		4.3	Ethical dilemmas in media management Corporate social responsibility and sustainability in media organizations	
			TOTAL LECTURES	45

Course Objectives:

1. Understand advanced theories of media communication, their historical context, and contemporary relevance.
2. Critically analyse media effects theories and their impact on media production, consumption, and societal discourse.
3. Evaluate the political economy of media and its influence on content and distribution.
4. Analyse cultural studies perspectives on media representation, focusing on identity and diversity.
5. Recognize the role of media ecology and technological determinism in shaping media landscapes.
6. Apply semiotics and discourse analysis to deconstruct media texts and examine their meanings and social implications.

References:

1. "Media and Communication Theories: A Critical Introduction" by Denis McQuail
2. "Understanding Media Economics" by Gillian Doyle
3. "Media and Cultural Studies: Keywords" edited by Meenakshi Gigi Durham and Douglas M. Kellner
4. "Strategic Management in the Media: Theory to Practice" by Lucy Kung and Gregory F. Lowe
5. "Media Innovation and Entrepreneurship" by Michelle Ferrier and Elizabeth Mays
6. "Media Ethics: Cases and Moral Reasoning" by Clifford G. Christians, Mark Fackler, and Kathy Brittain Richardson

SR NO	CASE STUDY
1	Case Study 1: Film Production and Distribution CineMagic Productions is a well-established film production company known for its critically acclaimed movies. They are currently in the pre-production phase of a highly anticipated action thriller, "Rogue Operative." The film has a substantial budget and has generated significant buzz within the industry.
2.	Case Study 2: Television Network Rebranding NexGen Network, a popular cable television network, has decided to undergo a complete rebranding exercise. This decision was driven by the need to refresh their image, appeal to a younger demographic, and stay competitive in the rapidly evolving media landscape.

BOS	Department of Media
Class	MA MCJ – Part - I
Semester	I
Subject Name	Introduction to Journalism
Subject Code	PMAMC102
Level of Subject	Basic
Type of Course	Major
Total Credits	4

Course Objectives:

1. To introduce the students to the working pattern of journalism.
2. To make the students aware of various writing and editing skills required on field as a journalist.

UnitNo .	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to journalism and News	1.1	- Introduction in Journalism as a practice - -Need for Journalism in modern society	15
		1.2	- What is news?, Types of news – Hard news & soft news , Beat reporting	
		1.3	- Components of news story , News angle, Inverted pyramid for print, electronic and digital media	
II	Writing for media	2.1	- Writing features - Writing editorials - Understanding OpEd page	12
		2.2	- Tracing impact of OpEd over the years - Understanding Advertorial	
		2.3	Writing Headlines - Writing Lead	
III	Key aspects of journalism	3.1	- Difference between writing for print, electronic and digital media, Challenges one can face when writing news and opinions - News agency	09

		3.2	- ABC of news - Principles of News Importance of source	
		3.3	- Rise of citizen journalism - Impact of rise in citizen journalism - Scope and drawbacks of citizen journalism	
IV	Important bodies of the press	4.1	- Press council of India , Audit bureau of circulation , Press trust of India	09
		4.2	Press Information Bureau , National Archives of India	
		4.3	Registrar of Newspapers for India Act, International Federation of Journalist, Working journalist Act	
TOTAL LECTURES				45

Course outcomes:

1. Recalling the terms and concepts related to journalism.
2. Understanding various key aspects of journalism.
3. Apply the components of news story and journalism.
4. Differentiating between types of writing for various mediums.
5. Evaluating the role of various bodies of the press.
6. Developing reports for the media.

Reference Books:

1. Writing and Reporting News by Carole Rich; Thomson Wadsworth
2. Journalism: Principles and Practice by Tony Harcup, Sage Publication, 2011 edition 3.
- Mass Communication in India: Keval J Kumar
4. Media Studies – Eoin Devereux
5. The Elements of Style by William Strunk Jr. and E.B. White
6. Data Journalism Handbook edited by Jonathan Gray, Liliana Bounegru, and Lucy Chambers

SR NO	CASE STUDY
1	<p>Case Study 1: Investigative Journalism and Ethics</p> <p>A young journalist, Emma, has uncovered evidence of corruption within the local city government. The story has the potential to expose wrongdoings and hold officials accountable, but it also carries significant risks. Emma must navigate the ethical complexities of investigative journalism while ensuring the accuracy and fairness of her reporting.</p>
2.	<p>Case Study 2: Citizen Journalism and Social Media</p> <p>In the age of social media, citizen journalism has become a powerful force, allowing ordinary people to document and share news events as they unfold. During a major protest in the city, several videos and eyewitness accounts from citizens went viral on social media platforms, providing alternative perspectives to the mainstream media coverage.</p>

BOS	Department of Media
Class	MA MCJ – Part – I
Semester	I
Subject Name	Advertising and Public Relations
Subject Code	PMAMC103
Level of Subject	Advanced
Type of Course	Major
Total Credits	4

Course Objectives:

1. Analyze the role of advertising in shaping consumer perceptions and behaviors, while evaluating the ethical implications of advertising practices.
2. Learn to navigate crisis communication scenarios, develop effective messaging strategies, and utilize media channels to maintain organizational credibility and address public concerns.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Fundamentals of Advertising	1.1	Advertising: Meaning, Types, and Features	15
		1.2	Benefits, Limitations , Ethics The 5 Ms of Advertising	
		1.3	Role and Importance of Advertising , Advertising Models , Careers in Advertising	
II	Trends	2.1	Digital marketing trends , Social Media Trends	10
		2.2	Creative brief development Copywriting and visual communication	
		2.3	Campaign execution across different media platforms	
III	Principles and Practices of Public Relations	3.1	Fundamentals in Public Relations	10
		3.2	Strategic Planning in Public Relations , Corporate Social Responsibility (CSR) and Community Relations	
		3.3	Media Relations and Communication , Crisis Communication and Reputation Management	
IV	Advanced Topics in Public Relations	4.1	Digital and Social Media in Public Relations	10

		4.2	Evaluation and Measurement in Public Relations	
		4.3	International and Cross-Cultural Public Relations , Ethics and Professionalism in Public Relations	
			TOTAL LECTURES	45

Course Objectives:

1. Understand advertising fundamentals, its role, and importance in modern communication.
2. Apply knowledge of the 5 Ms of advertising for strategic campaign planning.
3. Utilize advertising models like AIDA for crafting effective messages.
4. Explore career opportunities in advertising and develop relevant skills.
5. Recognize the functions of advertising agencies and evaluate selection criteria.
6. Apply principles of public relations for strategic communication and reputation management.

References:

1. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch - This comprehensive textbook covers the fundamentals of advertising, including its meaning, types, features, and the role of advertising in integrated marketing communications.
2. "Strategic Advertising Management" by Larry Percy and Richard F. Elliott - This book explores strategic planning in advertising, including the 5 Ms of advertising, advertising models, and the role and importance of advertising in marketing strategy.
3. "The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know" by Robert Solomon - This book provides insights into advertising agencies and client relationships, including the functions and types of agencies, and criteria for selecting ad agencies.
4. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox and Glen T. Cameron - This textbook covers principles and practices of public relations, including strategic planning, media relations, crisis communication, and corporate social responsibility.
5. "Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry - This book explores advanced topics in public relations such as digital and social media, including their use in public relations campaigns and strategies.
6. "Ethics in Public Relations: A Guide to Best Practice" by Patricia J. Parsons - This book focuses on ethics and professionalism in public relations, providing guidance on ethical decision-making and best practices in the field

SR NO	CASE STUDY
1	Company X, a tech startup, struggled to gain market visibility. Through strategic advertising campaigns highlighting its innovative solutions and targeted PR efforts emphasizing its industry expertise, Company X doubled its customer base within six months. The coordinated approach not only boosted brand awareness but also positioned Company X as a leader in its field, resulting in increased investor interest and business partnerships.
2.	In an effort to rebrand and reposition itself in a competitive market, Company Y employed a comprehensive advertising and PR strategy. Through a series of engaging ad campaigns across digital and traditional channels, coupled with strategic PR initiatives focusing on community engagement and thought leadership, Company Y successfully revitalized its image and increased market share by 20% within a year.

BOS	Department of Media
Class	MA MCJ – Part - I
Semester	I
Subject Name	A) Critics and Ethics in Advertising
Subject Code	PMAMC104
Level of Subject	Advanced
Type of Course	Major Elective
Total Credits	4

Course Objectives:

1. To understand managing crises.
2. To make the students aware about the ethical practices of the media.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Crisis and critics management	1.1	- Introduction to Critics and crisis - Understanding the do's and don'ts of critics management	12
		1.2	- Critics message - PR during the crisis management	
		1.3	- Role and importance of Advertisers in crisis management - Cases studies in crisis management	
II	Introduction to ethics	2.1	- What is ethics - Need of ethical practice - Ethics and Ads	12
		2.2	- Identifying unethical practice on field - Media ethics – concept	
		2.3	- Media freedom - Media's social responsibility and accountability - Self-regulation	

III	Understanding Ethics and governance	3.1 3.2 3.3	- Role of owners in maintaining ethics - Ethical issues related with ownership <u>of media</u> - Guidelines and/or Codes suggested for media/press by other national <u>and international organizations</u> , - Case studies	12
IV	Ethical grounds	4.1	- Copyrights: Introduction to the Act, Application of the Act & Case study	9
		4.2	- IPR : Introduction to the Act, Application of the Act & Case study - Digital ethics, Understanding Cyberspace, Cyber Crime, Case study	
		4.3	Plagiarism: Introduction, significance of avoiding plagiarism, How to avoid Plagiarism, Case studies	
TOTAL NUMBER OF LECTURES				45

Course Outcomes:

1. Recalling the concept of ethics.
2. Understanding the concept of critics
3. Applying methods and codes in media
4. Analyzing the application of copyright act.
5. Evaluating the impact of media freedom.
6. Creating a crisis team.

References:

1. Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy Kreshel and Robert Woods, Media Ethics: Cases and Moral Reasoning, 2015
2. D D Basu, Laws of the Press in India, 2002
3. Edward S Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of Mass Media, 2010
4. Ess Charles; Digital Media Ethics, 2013
5. Fortner, R.S. and Fackler Mark; The Handbook of Global Communication and Media Ethics, 2011

SR NO	CASE STUDY
1	Social Media Crisis Management: Acme Corporation, a well-known consumer electronics brand, faced a social media crisis when a video went viral showing one of their products catching fire during a product demonstration. The video quickly gained traction, and customers took to various social media platforms to express their concerns and criticize the company.
2.	Integrated Marketing Communication Campaign: ZigTech, a leading technology company, is planning to launch a new line of smart home devices. The company aims to create an integrated marketing communication campaign to raise awareness, generate interest, and drive sales for the new product line.

BOS	Department of Media
Class	M.A.M.C.J. PART - 1
Semester	I
Course Name	B) Integrated Marketing Communication
Course Code	PMAMC 104
Level of Course	Medium
Type of the Course	Major Elective
Total Credits for the Course	4

Course Objectives:

1. To equip the students with knowledge about the nature, purpose and complex structure in the planning and execution of an effective IMC program..
2. To introduce students to the complexities of IMC, its importance in marketing & advertising.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to IMC	1.1	IMC- Meaning, features, evolution, reasons for growth	12
		1.2	Promotional tools in IMC, planning process, role of IMC in marketing	
		1.3	Communication process, Traditional and alternative response hierarchy models.	
II	Elements of IMC-I	2.1	Advertising: Features, Role of advertising in IMC, advantages and disadvantages, types of media	12
		2.2	Sales promotion; scope, role of sales promotion as IMC tools, reasons for growth, advantages and disadvantages, types, objectives,	
		2.3	Evaluation of sales promotion campaign	

III	Elements of IMC - II	3.1	Direct marketing: Role of direct marketing, scope, role of direct marketing as IMC tools, reasons for growth, advantages and disadvantages, types, objectives,	12
		3.2	Public relations and Publicity: Role of PR, scope, role PR in IMC tools, reasons for growth, advantages and disadvantages, types, objectives,	
		3.3	Personal selling- features, role of personal selling in IMC, advantages and disadvantages, selling process, importance of PS.	
IV	Evaluation and ethics in Marketing Communication	4.1	Evaluating IMC program: POPAI, Toll free numbers, QR code, message evaluation. Internet responses, cognitive Neuroscience, scanner data, Purchase simulation tests.	09
		4.2	Ethics and Marketing Communication: Stereotyping, targeting vulnerable customers, offensive brand messages, legal issues, COMmercial free speech, frauds	
		4.3	Current trends in IMC: Internet and IMC, Advertising on internet, PR through internet banner, Sales promotion on Internet, Direct marketing on Internet	
TOTAL LECTURES				45

Course outcomes:

1. Understand the theoretical foundations and principles of Integrated Marketing Communication (IMC), including its evolution, concept, and significance in contemporary marketing practice.
2. Develop the ability to analyze and assess the effectiveness of various communication channels and promotional tools, and to integrate them cohesively within an overarching marketing strategy to deliver consistent and impactful messages to target audiences.
3. Gain proficiency in developing comprehensive IMC plans, incorporating market research, segmentation, targeting, positioning, branding, and creative messaging to achieve organizational objectives and enhance brand equity.
4. Explore the ethical, legal, and societal implications of IMC practices, understanding the importance of transparency, authenticity, and social responsibility in building trust and credibility with

stakeholders.

5. Acquire practical skills in implementing and managing IMC campaigns across traditional and digital media platforms, utilizing marketing automation tools, data analytics, and performance metrics to optimize campaign performance and return on investment.
6. Cultivate effective teamwork and collaboration skills through hands-on projects and case studies, engaging in interdisciplinary collaboration with colleagues from marketing, advertising, public relations, and other relevant fields to develop and execute integrated communication strategies that drive business results and foster long-term relationships with customers and stakeholders.

Reference:

1. Belch, G. E., & Belch, M. A. (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill Education.
2. Shimp, T. A., & Andrews, J. C. (2020). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Cengage Learning.
3. Duncan, T., & Caywood, C. (2020). The concept, process, and evolution of integrated marketing communication. In Handbook of Integrated Marketing Communication (pp. 3-28). Routledge.
4. Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F. (1993). Integrated marketing communications: Putting it together & making it work. NTC Business Books.
5. Kitchen, P. J., & Schultz, D. E. (Eds.). (1999). Integrated Marketing Communications: A Primer. Routledge.
6. Fill, C., & Turnbull, S. (2020). Marketing communications: brands, experiences, and participation. Pearson.

SR NO	CASE STUDY
1	<p>Case Study 1: Apple's "Shot on iPhone" Campaign</p> <p>Apple's "Shot on iPhone" campaign exemplifies integrated marketing communication by seamlessly combining product showcasing, user-generated content, and social media engagement. The campaign featured stunning photographs and videos captured by iPhone users worldwide, demonstrating the device's camera capabilities. These visuals were showcased across various channels, including billboards, television commercials, print ads, and social media platforms like Instagram. By integrating user-generated content with traditional advertising channels, Apple effectively highlighted the iPhone's photography features while fostering a sense of community among users. The campaign's success was evident in its widespread adoption by consumers and the immense social media engagement it generated.</p>
2.	<p>Case Study 2: Airbnb's "Live There" Campaign</p> <p>Airbnb's "Live There" campaign demonstrated the power of integrated marketing communication by combining storytelling, digital platforms, and experiential marketing. The campaign aimed to differentiate Airbnb from traditional accommodations by promoting authentic travel experiences. Through visually captivating videos and immersive content, Airbnb showcased unique properties and local experiences available on its platform. The campaign was distributed across various digital channels, including social media, online videos, and the Airbnb website. Additionally, Airbnb organized experiential events and partnerships to bring the "Live There" concept to life. By integrating storytelling with digital and real-world experiences, Airbnb successfully positioned itself as a platform for immersive travel experiences, resulting in increased brand awareness and user engagement.</p>

BOS	Department of Media
Class	MAMCJ - I
Semester	I
Course Name	C) Contemporary Issues in advertising
Course Code	PMAMC 104
Level of Course	Medium
Type of the Course	Major Elective
Total Credits for the Course	4

Course Objectives:

1. To bring awareness and sensitivity among the students towards contemporary issues.
2. To help students understand, identify, assess and evaluate world and local events and engage in a debate on these issues.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Global Ecological Issues	1.1	Climate change and Global warming- causes , consequences and remedial measures. Deforestation- causes, consequences and remedial measures	13
		1.2	Sustainable development- concept, need and significance, Coastal regulatory Zone- need and importance, CRZ Act	
		1.3	Movements (International & National) related to environmental protection	
II	Human Rights and Legislative Measures	2.1	United Nations Laws UDHR and its significance, CRC and CEDAW, DRD	13
		2.2	Legislative measures with reference to India <ul style="list-style-type: none"> ● <i>Women:</i> Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013 ● <i>Child:</i> Protection of Children from sexual offence Act -2012 (POCSO), Child Labour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000 	

		2.3	<ul style="list-style-type: none"> ● <i>Education</i> : Right to Education Act 2009, New Education Policy 2019 (Draft) ● <i>Health</i> : National Health Policy of 2015, Prenatal Diagnostic Technique Regulation and prevention of Misuse amendment rules of 2003 	
III	Political Concerns and Challenges in India	3.1	<ul style="list-style-type: none"> ● Crime and Politics ● Electoral Behaviour & need for electoral reforms in India 	09
		3.2	Corruption: Causes and remedial measures. RTI Act, Lok Pal Bill, Whistle Blowers Protection Act, 2011	
		3.3	<ul style="list-style-type: none"> ● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue AFSPA and its impact. Terrorism- ● Causes, consequences and remedial measures ● Case studies from India and International 	
IV	Economic development and challenges	4.1	<ul style="list-style-type: none"> ● Special Economic Zones & the Role of MIDC in the economic development of Maharashtra ● Agrarian Issues ● Rural indebtedness, farmers' suicides and its implications ● Developmental Issues: <ul style="list-style-type: none"> ● Displacement and rehabilitation ● The Rehabilitation and Resettlement Bill 	10
		4.2	<ul style="list-style-type: none"> ● Tribal Issues ● Marginalisation of the Tribals ● Forest Rights Act ● Land Acquisition Act ● Food Security Act 2013 	
		4.3	<ul style="list-style-type: none"> ● Economic- Naxalism and its impact ● Religion- Communal Violence 	
			TOTAL LECTURES	45

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Course outcomes:

1. Civil and human rights that vary among social and governmental systems
2. The importance of human rights and its implementation in India.
3. Present day environmental, political, economic and social concerns and issues
4. Key themes and debates related to societies in contemporary India
5. Interdisciplinary, social science approaches to contemporary issues pertaining to contemporary India
6. Students will critically evaluate contemporary ethical and societal issues in advertising, demonstrating an understanding of the impact of advertising on culture, diversity, and consumer behavior.

Reference Books:

1. Ram Ahuj, Social Problems in India
2. Rush Ramona, Oukrop Carole, CreedonPamola (2013), ‘Seeking equity for women in Journalism and Mass Communication education: A 30 year Update’, Taylor and Francis
3. Coleman Benjamin: Conflict, Terrorism and Media in Asia
4. Ranganathan Maya; Rodrigues Usha: (2010) Indian media in a Globalised World, Sage Publications
5. Media and Gender in Post-Liberalisation India, Frank and Timmy Gmbh Publication (Pg 19- 45)
6. Talwar Rajesh, (2013), Courting Injustice: The Nirbhaya Case and Its Aftermath, Hay House Inc.

SR NO	CASE STUDY
1	<p>Case Study 1: Patagonia's Environmental Activism</p> <p>Patagonia, the outdoor clothing company, has gained widespread acclaim for its bold stance on environmental issues. In 2018, amidst political debates over public lands, Patagonia launched its "The President Stole Your Land" campaign in response to the reduction of protected national monuments in the United States. The company utilized its marketing channels, including social media, its website, and in-store displays, to raise awareness about the importance of preserving public lands. Patagonia took a firm stand by suing the Trump administration over the issue and redirecting Black Friday sales proceeds to environmental organizations. This integrated approach not only reinforced Patagonia's brand identity as a socially responsible company but also mobilized public support for environmental conservation efforts.</p>
2.	<p>Case Study 2: Dove's Campaign for Real Beauty</p> <p>Dove's "Campaign for Real Beauty" is a prime example of a brand addressing contemporary societal issues related to body image and self-esteem. Launched in 2004, the campaign aimed to challenge beauty stereotypes and promote inclusivity by featuring diverse representations of women in its advertising. Dove employed various media channels, including television commercials, print ads, and social media platforms, to showcase real women of different ages, sizes, and ethnicities. The campaign sparked conversations about beauty standards and garnered widespread praise for its positive impact on women's self-perception. By integrating its messaging across multiple platforms and media channels, Dove successfully positioned itself as a champion of body positivity and social change, resonating with consumers globally.</p>

BOS	Department of Media
Class	MAMCJ – Part - I
Semester	I
Subject Name	Advertising and Public Relations Practicals
Subject Code	PMAMC 105P
Level of Subject	Advanced
Type of Course	Major Practicals
Total Credits	2

Course Objective:

1 Public relations involves the cultivation of favorable relations for organizations and products with its key publics through the use of a variety of communications channels and tools.

2 Analyze the theoretical foundations and practical applications of advertising strategies, including market segmentation, creative messaging, and media selection.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Develop a PR campaign	1.1	Select a company, organization, or product Identify the target audience and key messages	10
		1.2	Create a comprehensive PR campaign plan, including objectives, strategies, tactics, and timeline	
		1.3	Design sample press releases, media advisories, and other materials	
II	Social media strategy	2.1	Research a brand's target audience and their social media usage	15
		2.2	Develop a social media marketing strategy, including platform selection, content calendar, and engagement tactics	
		2.3	Create sample social media posts, ads, and influencer campaign ideas	
III	Advertising campaign	3.1	Select a product or service to promote Define the target market, objectives, and key selling points	10

		3.2	Develop an integrated advertising campaign across various channels (print, broadcast, digital, etc.)	
		3.3	Design sample ads, storyboards, or creative concepts	
IV	Event planning and promotion	4.1	Choose an event (e.g., product launch, conference, fundraiser)	10
		4.2	Plan the event logistics, including venue, schedule, and necessary resources Create a promotional plan, including media relations, advertising, and social media tactics	
		4.3	Develop sample promotional materials, such as invitations, press releases, and social media posts	
			TOTAL LECTURES	45

Course Outcomes:

1. Design and execute advertising campaigns effectively, integrating market research, audience analysis, and strategic planning.
2. Conduct comprehensive market research and audience analysis to inform decision-making and target audience identification.
3. Develop impactful advertising messages through creative development and copywriting aligned with brand objectives.
4. Master media planning and buying, optimising budget allocation for maximum campaign impact.
5. Implement public relations strategies, including strategic communication planning and media relations, to foster positive stakeholder relationships.
6. Evaluate integrated marketing communications (IMC) strategies using metrics and analytics to enhance campaign effectiveness and future communication efforts.

References:

1. "Advertising Campaign Planning: Developing an Advertising-based Marketing Plan" by Jim Avery and George Powell - This book provides insights into planning and executing advertising campaigns, including market research, creative development, and media planning.
2. "Market Research in Practice: An Introduction to Gaining Greater Market Insight" by Paul Hague and Julia Cupman - This comprehensive guide covers market research methodologies and techniques, including audience analysis, to support effective advertising and marketing strategies.
3. "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan - This book focuses on creative development and copywriting, offering practical advice and examples for crafting impactful advertising messages.
4. "Media Planning & Buying in the 21st Century" by Larry D. Kelley and Charles D. Neslund - This textbook covers media planning and buying strategies, including the selection of appropriate media channels and optimization of media budgets.
5. "Strategic Planning for Public Relations" by Ronald D. Smith - This book explores strategic communication planning in public relations, including media relations, event planning, and crisis communication.
6. "Integrated Marketing Communications: Putting It Together & Making It Work" by Don Schultz, Philip Kitchen, and Tad Brunyéé - This book provides insights into integrated marketing communications (IMC) strategies and their evaluation, emphasizing the importance of cohesive messaging across various communication channels.

BOS	Department of Media
Class	PART I
Semester	I
Subject Name	Research Methodology
Subject Code	PMAMC106
Level of Subject Elect	Advanced
Type of Course	Research Methodology
Total Credits	2

Course Objectives:

1. To give students an insight into the knowledge about Research Methodology and select and define appropriate research problem and research process
2. To enable the students to understand the Quantitative and Qualitative Methods for conducting research.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Research	1.1	Meaning, Features and Importance of research ,Objectives and Types of research, Research Process.	15
		1.2	Research Design – Meaning, Types, significance of Review of Literature	
		1.3	Hypothesis: Formulation, Sources, Importance and Types Sampling: Significance, Methods, Factors determining sample size	
II	Data Collection and Processing	2.1	Primary Data – Meaning and Types, Pros and Cons, Secondary Data – Meaning, pros and cons.	15
		2.2	Questionnaire: Types, Steps in Questionnaire Designing, Essentials of a good questionnaire.	
		2.3	Data Processing: Significance in Research, Stages in Data Processing: Editing, Coding, Classification, Tabulation, Graphic Presentation	
III	Data Collection and Processing	3.1	Advertising Research – Meaning , Features, Pros and Cons Finance Research - Meaning , Features, Pros and Cons	15

		3.2	Marketing Research - Meaning , Features, Pros and Cons , Types – Product Research, Sales Research, Promotion Research, Customer Research, MIS.	
		3.3	Meaning, Features, Pros and Cons Operational Research - Meaning , Features, Pros and Cons	
IV	Interpretation and Report writing	4.1	Research Report Writing: Importance, Essentials, Structure layout, Types.	15
		4.2	References and Citation Methods: APA (American Psychological Association) CMS (Chicago Manual Style) MLA (Modern Language Association)	
		4.3	Footnotes and Bibliography and Modern Practices in research: Ethical Norms in Research, Plagiarism, Role of Computers in Research.	
Total lectures				60

Course Outcomes: By the end of the course the student will be able to:

1. Define the concepts of research and research problems.
2. Explain the review of literature, types of data collection and sampling design.
3. Illustrate the method of Hypothesis testing both parametric test and non-parametric test.
4. Examine research report writing
5. Evaluate the statistical techniques use in data collection and data processing. 6.
6. Create a research report.
6. Create a research paper.

Reference Books:

1. Research Methodology, Methods and Techniques, C R Kothari and Gaurav Garg, New Age International Publishers
2. Research Methods in Accounting, Malcolm Smith
3. Research Methods and Methodology in Finance and Accounting, by Viv Beattie and Bob Ryan
4. Research Methodology: A Step-by-Step Guide for Beginners, Book by Ranjit Kumar
5. Research Methods in Education, Textbook by Keith Morrison, Lawrence Manion, and Louis Cohen
6. Research Methodology: Methods and Techniques by C.R. Kothari

BOS	Department of Media
Class	MAMCJ PART I
Semester	I
Subject Name	R Tools
Subject Code	PMAMC107P
Level of the Subject	Advance
Type of Course	Research Method Practical
Total Credits	4

Practical No.	Details
1	Using R execute the basic commands
2	Import the data from Excel / .CSV find mean median mode,standard deviation variance
3	Perform R program for making Diagrams(Bar Diagram,Multiple Bar Diagram,Pie Chart)
4	Perform R program for making Graphs(Histogram,Frequency Polygon,Ogive)
5	Import the data from Excel / .CSV and perform the Chi-squared
6	Perform an R program on z-test- one population mean
7	Perform an R program on t test- one sample, paired and unpaired
8	Perform an R program on Non ParametricTest -Sign test, wilcoxon signed rank test
9	Two population means.One population proportion,two population proportion.
10	Test,goodness of fit ,Independence of attributes
11	Perform an R program on One way ANOVAand Two way ANOVA
12	Perform an R program on Friedman Test and Kruskal Wallis test

SEMESTER II

BOS	Department of Media
Class	PART I
Semester	II
Subject Name	Reporting, Editing & Anchoring
Subject Code	PMAMC 201
Level of Subject	Basic
Type of Course	Major
Total Credits	4

Course Objectives:

1. To train the learners to acquire the skills of news-gathering with traditional as well as modern tools.
2. To make the learners efficient in field work .

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Concept Of News	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. Objectivity as the basic principle.	10
		1.2	How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage	
		1.3	Sources Primary and Secondary Citizen journalism Role of anonymous sources. New-age technological sources-RTI, Recorders, Camera, Spy Camera and Spy tools, Social Media, Being undercover.	

II	Ethical Issues & Diaster Management	2.1	Ethical Issues in reporting/ Credibility of Reporters. Follow-up Story Yellow Journalism and its comparison with other forms. Rafale scam Agusta westland case PNB scam (Nirav modi) Bofors scam Watergate scam	10
		2.2	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities	
		2.3	Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack	
III	Introduction to Editing	3.1	What is News, how to edit a copy, Principles, News Elements. Qualities of a good sub-editor, precautionary measures and golden rules.	16
		3.2	Editor – News editor, Sub-editor- their responsibilities, Editorial writing – Letters to the editor, Structure of an editorial department.	
		3.3	Leads, Principles of rewriting – Rural news editing.	
IV	The Art of Presentation in News Reporting	4.1	Understanding the significance of anchoring in news broadcasting.	09
		4.2	Exploring different presentation styles: formal news delivery, conversational tone, breaking news urgency.	
		4.3	Analyzing the impact of the anchor's demeanor and delivery on audience perception and engagement	
			TOTAL LECTURES	45

Course Outcomes:

1. Identify the fundamental concept of reporting.
2. Differentiate between the various principles of reporting.
3. Applying the new age technological sources in editing.
4. Analysing the role of credibility in Reporting.
5. Selection of correct style sheet as per requirement.
6. Create reports on day- to- day reports and edit as per required.

Reference Books:

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. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi. 5. Verma. M.K, News.
4. Bruce & Westley (1980), News Editing, IBHS Publishing House, New Delhi.
5. The Associated Press Stylebook
6. Writing and Reporting News: A Coaching Method by Carole Rich

Sr No	CASE STUDY
1	Case Study 1: Breaking News Coverage A major earthquake has just struck a densely populated city, causing significant damage and casualties. The news desk at a national television network needs to quickly mobilize its resources to provide live coverage of the unfolding situation.
2	Case Study 2: Anchoring a Primetime News Program You are the lead anchor for a popular primetime news program that covers a wide range of topics, including politics, business, entertainment, and human-interest stories. Tonight's broadcast features several high-profile stories, including a controversial political scandal and a heartwarming human-interest piece.

BOS	Department of Media
Class	PART I
Semester	II
Subject Name	Communication Theory
Subject Code	PMAMC 202
Level of Subject	Basic
Type of Course	Major
Total Credits	4

Course Objectives:

1. To make students aware of models of communication.
2. To make the learners aware of different theories.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Communication - an overview	1.1	Introduction to Communication, Evolution of Communication Different milestones in communication	10
		1.2	Variables of communication Different forms of communication- Verbal and Nonverbal communication Communication process and Models, Barriers of Communication Socialization and Role of communication	
		1.3	Levels of ommunication-Intra-personal, inter-personal, group, public/mass media communication	
II	Functions	2.1	Functions of communication Surveillance Function, Correlation Function, Entertainment Function	10
		2.2	Cultural Transmission Dysfunctions of Mass Communication Communication and Research Market driven media content effects	

		2.3	Cultural integration and cultural pollution	
III	Introduction to Editing Theory	3.1	Models: Aristotle Model, SMCR-David Berlo, Shannon and Weaver, Lasswell,	16
		3.2	Osgood, Dance, Schramm, Gerbener, Newcomb, Westley and MacLean Model	
		3.3	Convergence and Gate-keeping	
IV	Communication models	4.1	Significance and limitations of communication models	09
		4.2	Brief introduction to communication theories: Magic Bullet Theory	
		4.3	Personal Influence Theory: Two-step flow & Multi-step flow theory. Cognitive Dissonance. Uses and Gratification	
			Agenda-setting and Framing, Individual Difference Theory: Cultivation Theory. Press/Normative Theories, Indian System Theories.	
			TOTAL LECTURES	45

Course Outcomes:

1. Identify the levels of communication.
2. Differentiate between the various functions.
3. Applying the various models..
4. Analysing the barriers in communication.
5. Selection of appropriate model.
6. Create reports as per required.

Reference Books:

1. Mass Communication Theory: An Introduction by Denis McQuail (2005). Understanding Media by Marshall McLuhan
2. Understanding Media Theory by Kevin Williams
3. The process and Effects of Mass Communication by Wilbur Schramm
4. The Process of communication by David Berlo (1960)
5. Mass Communication Theory and Practice by Uma Narula (1976).
6. Introduction to communication studies by John Fiske.

Sr No	CASE STUDY
1	A multinational corporation, ABC Inc., is in the process of negotiating a partnership with a company based in Japan. The negotiation meetings involve executives from both companies who come from diverse cultural backgrounds. During the meetings, there are noticeable differences in nonverbal communication cues such as body language, eye contact, and gestures
2	A controversial political issue, such as immigration reform, is being extensively covered by various media outlets. Each media platform presents the issue with a particular framing, shaping how the public perceives and discusses it. Some outlets frame immigration as an economic opportunity, emphasizing its potential benefits, while others frame it as a security threat, focusing on risks and challenges.

BOS	Department of Media
Class	Part -I
Semester	II
Subject Name	Indian Film Studies and Appreciation
Course Code	PMAMC203
Level of the Course	Basic
Type of Course	Major
Total Credits for the Course	4

Course Objectives:

1. Develop a comprehensive understanding of Indian cinema's historical evolution and regional specificities.
2. Analyse the role of film movements, auteurs, and key figures in shaping Indian cinema.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Indian Cinema and themes	1.1	Early Indian Cinema: The birth of Indian cinema, silent film era, emergence of talkies.	11
		1.2	Parallel Cinema & Thematic Concerns: Social realism, art house cinema, and independent filmmaking in India.	
II	Genre Studies and Regional Cinema	2.1	Regional Cinema Powerhouses: Exploring the vibrant landscape of regional cinemas (Marathi, Bengali, Tamil, Malayalam, etc.).	11
		2.2	Genre Studies: Bollywood Masala, Mythology, Social Dramas, and the evolving genres in Indian cinema.	
III	Film Theory and Indian Cinema	3.1	The Auteur and Auteur Theory: Exploring the works of iconic Indian filmmakers (Satyajit Ray, Adoor Gopalakrishnan, Mrinal Sen, etc.)	11
		3.2	Film Theory and Indian Cinema: Applying critical frameworks (Feminist Film Theory, Postcolonial Theory, etc.) to analyze Indian films.	
		3.3	Music, Dance, and Spectacle in Indian Cinema: The role of music and dance in Indian film aesthetics.	
IV	Contemporary Trends and Research Project	4.1	Contemporary Trends and Issues: Independent filmmaking, digital revolution, and the changing landscape of Indian cinema.	12
		4.2	Research Project: Students will conduct independent research and present a critical analysis of a chosen aspect of Indian cinema.	
Total Lectures				45

Course outcomes:

1. Demonstrate a comprehensive understanding of the history and development of Indian cinema from its early beginnings to the contemporary era.
2. Analyze the stylistic and thematic characteristics of different regional film industries in India.
3. Apply film theory and critical frameworks to deconstruct and interpret Indian films.
4. Evaluate the social, political, and cultural context in which Indian cinema is produced and consumed.
5. Develop critical writing skills through film reviews, essays, and presentations.
6. Articulate a nuanced and informed perspective on the future of Indian cinema.

Reference Books:

1. Dwyer, Rachel. Cinema India: The Bollywood Experience. (Oxford University Press, 2014)
2. Rajadhyaksha, Ashish, and Paul Willemen. Encyclopaedia of Indian Cinema. (Routledge, 1994)
3. Baskerville, Sarah. The Italian Neo-Realist Cinema. (Princeton University Press, 1986) (This provides a theoretical framework for analysis)
4. Bordwell, David. Narration in the Fiction Film. (University of Wisconsin Press, 1985) (Understanding film narrative structures)
5. Chatterjee, Partha. The Nation and its Fragments: Colonial and Postcolonial Histories. (Princeton University Press, 1993) (Contextualizing cinema in social and political history)
6. Articles from academic journals and online resources on specific aspects of Indian cinema (to be provided throughout the course)

Sr No	CASE STUDY
1	"Dil Chahta Hai" is a critically acclaimed and commercially successful Bollywood film directed by Farhan Akhtar. Released in 2001, the film is widely regarded as a game-changer for the Indian film industry, exploring themes of friendship, love, and the challenges of modern urban life.
2	"Bahubali: The Beginning" is a historical action-drama film directed by S.S. Rajamouli and produced in the Telugu language. The film, released in 2015, became a massive success, breaking box office records and garnering widespread critical acclaim for its visual grandeur and storytelling.

BOS	Department of Media
Class	PART I
Semester	II
Subject Name	A) Advertising Creativity and Execution
Subject Code	PMAMC 205
Level of Subject	Basic
Type of Course	Major Elective
Total Credits	4

Course Objectives:

1. Understand the theoretical foundations of advertising creativity, including psychological principles, persuasive communication theories, and creative problem-solving approaches.
2. Explore the historical evolution of advertising creativity and its impact on cultural norms, consumer behavior, and industry trends.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Foundations of Advertising Creativity	1.1	Understanding the Role of Creativity in Advertising. <ul style="list-style-type: none"> • Definition and importance of creativity in advertising • Theoretical frameworks: persuasive communication theories, creativity models • Historical perspectives: evolution of creativity in advertising 	11
		1.2	Psychological Principles in Advertising Creativity. <ul style="list-style-type: none"> • Cognitive psychology and consumer behavior • Emotional appeals and psychological triggers • Neuromarketing insights: understanding brain responses to advertising stimuli. 	

		1.3	<p>Creative Process in Advertising.</p> <ul style="list-style-type: none"> ● Ideation techniques: brainstorming, mind mapping, lateral thinking ● Concept development: from insights to creative briefs ● Creative execution: translating ideas into visual and verbal elements. 	
II	Creative Strategies and Techniques in Advertising	2.1	<p>Types of Creative Strategies.</p> <ul style="list-style-type: none"> ● Humor and satire in advertising ● Emotional storytelling and narrative advertising ● Shockvertising: using controversy and shock value to grab attention 	11
		2.2	<p>Visual and Verbal Elements in Advertising Design.</p> <ul style="list-style-type: none"> ● Typography and layout principles ● Color theory and its psychological effects ● Imagery and visual metaphors in advertising 	
		2.3	<p>Multimedia Approaches to Advertising.</p> <ul style="list-style-type: none"> ● Video advertising: storytelling through sight and sound ● Interactive and experiential advertising ● Integrated campaigns: leveraging multiple media channels for cohesive messaging. 	
III	Creative Execution and Production	3.1	<p>Creative Execution and Production.</p> <ul style="list-style-type: none"> ● Digital Tools and Software for Advertising Production ● Graphic design software (e.g., Adobe Creative Suite) ● Video editing platforms (e.g., Adobe Premiere Pro, Final Cut Pro) ● Social media management tools for content creation and scheduling 	11
		3.2	<p>Advertising Production Processes.</p> <ul style="list-style-type: none"> ● Pre-production planning: scripting, storyboarding, casting ● Production techniques: filming, photography, animation ● Post-production editing and refinement 	

		3.3	<p>Campaign Optimization and A/B Testing</p> <ul style="list-style-type: none"> ● Metrics and analytics for measuring advertising effectiveness ● Split testing creative elements: headlines, visuals, calls-to-action ● Iterative optimization: refining campaigns based on performance data. 	
IV	Ethical Considerations and Professional Practice in Advertising	4.1	<p>Ethical Issues in Advertising.</p> <ul style="list-style-type: none"> ● Truth in advertising: avoiding deceptive or misleading claims ● Privacy concerns: data collection, targeting, and personalization ● Diversity and representation: avoiding stereotypes and cultural appropriation 	12
		4.2	<p>Legal Considerations in Advertising.</p> <ul style="list-style-type: none"> ● Intellectual property rights: copyright, trademarks, fair use ● Advertising regulations: compliance with FTC guidelines and industry standards ● Contractual agreements: client contracts, talent releases, usage rights 	
		4.3	<p>Professionalism and Collaboration in Advertising.</p> <ul style="list-style-type: none"> ● Client relationships and communication skills ● Team dynamics and collaboration within creative agencies ● Presentation skills: pitching advertising concepts and campaigns to clients and stakeholders 	
Total Lectures				45

Course outcomes:

1. Analyze and critique the role of creativity in advertising campaigns, demonstrating an understanding of its impact on audience engagement and brand perception.
2. Evaluate various creative strategies and techniques used in advertising, including visual, copywriting, and multimedia approaches, to effectively communicate brand messages.
3. Apply principles of creativity to develop innovative advertising concepts that align with client objectives, target audience preferences, and market trends.
4. Demonstrate proficiency in executing advertising campaigns across diverse media platforms, including print, digital, social media, and emerging technologies.
5. Collaborate effectively within multidisciplinary teams to brainstorm, conceptualize, and refine advertising ideas, incorporating feedback and integrating diverse perspectives.
6. Design a campaign

Reference Books:

1. Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan.
2. "The Advertising Concept Book: Think Now, Design Later" by Pete Barry.
3. "Creative Advertising: Ideas and Techniques from the World's Best Campaigns" by Mario Pricken.
4. "Advertising and Promotion: An Integrated Marketing Communications Perspective" by George E. Belch and Michael A. Belch.
5. "The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells" by Robert W. Bly.
6. "Ogilvy on Advertising" by David Ogilvy. c. How did the "Get a Mac" campaign influence consumer perceptions of Apple products and the broader competitive landscape in the technology industry?

Sr No	CASE STUDY
1	Case Study 1: Nike's "Just Do It" Campaign Nike's "Just Do It" campaign is one of the most iconic and enduring advertising campaigns in history. Launched in 1988, the campaign has evolved over the years to encompass a wide range of athletes and activities, but its core message of empowerment and perseverance remains consistent.
2	Case Study 2: Apple's "Get a Mac" Campaign Apple's "Get a Mac" campaign, which ran from 2006 to 2009, featured a series of commercials depicting a personified Mac and PC engaging in humorous conversations that highlighted the benefits of using a Mac computer over a PC.

BOS	Department of Media
Class	PART I
Semester	II
Subject Name	B) Rural Marketing
Subject Code	PMAMC 204
Level of Subject	Basic
Type of Course	Major Elective
Total Credits	4

Course Objectives:

1. To understand in a better way about rural marketing, challenges and opportunities in India.
2. To create awareness about various agricultural schemes initiated by the government for rural development.

Unit No.	Name of Module	Topic No.	Name of Topic	Hours
1	Introduction	1.1.	Introduction to Rural Marketing: Concept, scope of rural marketing, Rural marketing in India -size and prospects	15
		1.2.	Rural market environment -a. Demographics, economic, Rural infrastructure, - Connectivity, Electricity, communication, Healthcare, Education. Factors contributing to the growth of rural marketing.	
		1.3.	Rural consumer behavior - Concept, factors affecting rural consumers ,Rural consumer behavior- social, cultural ,technological factors, lifestyle ,personality and Brand Belief, Brand loyalty.	

2	Rural Marketing Mix - I	2.1.	Rural and Urban markets- Rural vs urban consumers- challenges, differences in consumer behavior in rural and urban markets , parameters of differentiating urban and rural market	15
		2.2.	Rural product strategy- Concept, Product life cycle, Rural product classification , building brands in rural markets , brand loyalty vs brand stickiness, Problem of fake products in rural India	
		2.3.	Rural pricing strategy Pricing elements, Rural pricing strategies, Competition and pricing , Segmentation , targeting and positioning for rural markets	
3	Rural Marketing Mix - II	3.1.	Promotional strategies - Promotion towards rural audience Importance of branding, packaging, labelling Case study of promotional activities of various companies	15
		3.2.	Distribution strategies for rural consumers- Customer convenience buying, Channels of distribution - HAATS, Mandis, PDS, Co-operative society, Distribution models of FMCG companies - HUL,ITC etc, Distribution network , Ideal distribution model for rural markets	
		3.3.	Communication strategy- Challenges in rural communication Determining communication objectives, Creating advertisement for rural audiences Rural Media: Mass media , non-conventional, personalized media.	
4	Recent Trends In Rural Marketing	4.1.	Rural development as a core area, Efforts put for rural development by government-NREGA, Jan DhanYojana, Ayushman Scheme, Skill Development. Emerging profile of rural markets.	15
		4.2.	Marketing of agricultural inputs- Indian tractor industry-overview	

			Fertilizer industry - overview Indian agrochemical industry- overview Agricultural exports: Role of APEDA, Contribution of agricultural export in generating revenue for India :foodgrains,organic products , fruit export.	
		4.3.	Impact of technology and its role in rural marketing , Agri-technology and case studies on successful online agricultural work models	
TOTAL NUMBER OF LECTURES				60

Course Outcomes:

- 1 - Enumerating basic concept of rural marketing
- 2 - Demonstrating the marketing environment and consumer behavior in rural areas
- 3 - Illustrating various product and pricing strategies required to target rural market
- 4 - Evaluating various promotional and distributional strategies for rural areas
- 5 - Analyzing the role of Government for rural development.
- 6 - Summarizing the marketing of various agricultural produce and impact of technology.

References:

1. Rural Marketing in India K.S.Habeeb-Ur-Rahman Himalaya Publishing House
2. Indian Agricultural Since Independence M.L.Dantwala Oxford & IBH Publishing Co. Pvt. Ltd.
3. Rural Marketing : Concepts & Practices Balram Dogra, Karminder Ghuman McGraw Hills
4. Kashyap, G. K., & Raut, R. D. (2016). Rural Marketing: Challenges and Opportunities. Springer.
5. Sharma, S. (2017). Rural Marketing: Concepts, Practices, and Challenges. Pearson Education India.
6. Sankaran, K. (2018). Rural Marketing: Targeting the Non-Urban Consumer. Macmillan Publishers India

Sr No	CASE STUDY
1	Case Study 1: LocalConnect recently collaborated with a multinational beverage company to promote a new energy drink in rural areas. Instead of using traditional advertising methods, they organized community events, sponsored local sports tournaments, and leveraged word-of-mouth marketing. By integrating the product seamlessly into rural lifestyles, they successfully increased brand awareness and sales.
2	Case Study 2: The transition from print to digital proves to be a daunting task for Mountain Echo. They invest in training their staff on digital content creation and web publishing. Additionally, they collaborate with local schools to create educational programs on digital literacy and online journalism. Through these efforts, Mountain Echo successfully launches its digital platform, attracting a new generation of readers and advertisers.

BOS	Department of Media
Class	PART I
Semester	II
Subject Name	C) Digital Marketing
Subject Code	PMAMC 204 C
Level of Subject	Basic
Type of Course	Major Elective
Total Credits	4

Course Objectives:

1. To have an in-depth study of the most important sectors/platforms.
2. To learn how to use the digital media platform for paid as well as free marketing activities

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Digital Media	1.1	Understanding Digital media Principles Key concepts	13
		1.2	Evolution of the Internet	
		1.3	Traditional vs News media	
II	Search Engine Optimization	2.1	What is SEO	10
		2.2	On page optimization, off page optimization	
		2.3	Search Engine Algorithm Intro to Big Data, Data mining & Management Data Management Platforms	
III	Social Media	3.1	Facebook, Twitter, LinkedIn, Blogs	13
		3.2	Web analytics	
		3.3	Lead nurturing Content writing Features of a website	
IV	Cyber Law	4.1	IT Act	09
		4.2	Copyright	
		4.3	Ethics, digital security New challenges	
			TOTAL LECTURES	45

Course outcomes:

1. Students will be able to write the content for social media platforms.
2. They will be prepared for the contemporary digital media world with regard to communication and demonstrate comprehensive knowledge of digital marketing concepts, tools, and techniques, including but not limited to search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing.
3. Apply critical thinking and analytical skills to evaluate digital marketing strategies, assess the effectiveness of various digital channels, and make data-driven decisions to optimize marketing campaigns for maximum return on investment (ROI).
4. Develop practical skills in planning, implementing, and managing digital marketing campaigns across different platforms, utilizing industry-standard tools and techniques to reach target audiences, drive website traffic, and generate leads or sales.
5. Cultivate proficiency in utilizing digital marketing analytics tools to track key performance indicators (KPIs), measure campaign success, and identify areas for improvement, while understanding the importance of continuous optimization and experimentation in the digital marketing landscape.
6. Engage in effective communication and collaboration with stakeholders, including clients, team members, and external partners, to develop and execute integrated digital marketing strategies that align with organizational objectives, brand identity, and audience needs in a dynamic and competitive digital environment.

References:

1. Digital Marketing: Strategy, Implementation & Practice, Dave Chaffey, Fiona Ellis-Chadwick, Pearson Education Limited, 5th Edition, 2012.
2. The Social Media Bible: Tactics, Tools, and Strategies for Business Success, Lon Safko, John Wiley & Sons, 2012
3. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and Practice (7th Edition). Pearson Education Limited.
4. Smith, R., & Zook, Z. (2017). Digital Marketing Excellence: Planning, Optimizing, and Integrating Online Marketing. Routledge.
5. Ryan, D., & Jones, C. (2019). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (5th Edition). Kogan Page.
6. Evans, D., & McKee, J. (2018). Digital Marketing in Practice. Routledge.

Sr No	CASE STUDY
1	Case Study 1: "Navigating Social Media Ethics in Influencer Marketing" A popular beauty brand has recently partnered with a well-known social media influencer to promote its new line of skincare products. However, shortly after the campaign launch, allegations surface that the influencer failed to disclose their paid partnership with the brand, raising concerns about transparency and ethics in influencer marketing.
2	Case Study 2: "Balancing Personalization and Privacy in Data-Driven Advertising" A leading e-commerce platform has been utilizing advanced data analytics to personalize advertisements for its users based on their browsing history and purchase behavior. While this approach has proven to be effective in driving sales, it has also sparked debates around privacy infringement and consumer consent.

BOS	Department of Media
Class	PART I
Semester	II
Subject Name	YouTube Marketing
Subject Code	PMAMC 205P
Level of Subject	Basic
Type of Course	Major Elective
Total Credits	4

Course Objectives:

1. To acquaint the students with the creation of youtube.
2. To make the learners understand AI.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction	1.1	Introduction to YouTube : History of YouTube YouTube What's New , Creating a channel	10
		1.2	Establish goals Define success metrics Analyze the competition	
		1.3	Develop target audience Research trends and topics	
II	Understanding of styles and techniques	2.1	Find a theme for your content Introduction to vlogging	10
		2.2	Story building and development	
		2.3	Creating playlists	
III	Award Winning & Screening	3.1	Using YouTube Studio Editing captions and titles for SEO	16
		3.2	Editing content in YouTube Studio	
		3.3	The importance of thumbnails	
IV	Assessment & Trends	4.1	Ad creation best practices Ad analytics Adding monetization Video insights	09

		4.2	KPI's , Other content distribution platforms	
		4.3	Significance of AI in Youtube marketing , Paid vs unpaid promotion	
			TOTAL LECTURES	60

Course Outcomes:

1. Develop a comprehensive understanding of YouTube as a marketing platform, including its features, algorithms, and best practices for content creation, optimization, and promotion.
2. Gain proficiency in creating engaging and effective YouTube videos, mastering techniques such as storytelling, scripting, filming, editing, and post-production to attract and retain viewers' attention.
3. Acquire knowledge of YouTube analytics and metrics, enabling students to track and analyze key performance indicators (KPIs) to assess the success of their YouTube marketing efforts and make data-driven decisions for optimization.
4. Explore strategies for growing a YouTube channel's subscriber base, increasing video views, and fostering audience engagement through audience targeting, community building, and cross-promotion across digital platforms.
5. Understand the role of YouTube advertising in a comprehensive marketing strategy, learning how to plan, implement, and measure the effectiveness of YouTube ads, including TrueView ads, display ads, and sponsored content partnerships.
6. Develop practical skills in monetizing YouTube content, including strategies for generating revenue through ad revenue sharing, sponsorships, affiliate marketing, merchandise sales, and crowdfunding, while adhering to YouTube's policies and guidelines.

References:

1. Haffey, D. and Ellis-Chadwick, F., 2015. Digital Marketing Strategy, Implementation and Practice, 6th edition. Financial Times/ Prentice Hall, Harlow.
2. Kingsnorth, S., 2016. Digital Marketing Strategy: An Integrated Approach to Online Marketing, Kogan Page, Business & Economics
3. Chaffey, D. Smith, P.R., 2017. Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing 5th Edition, Routledge , ISBN-13: 978-1138191709
4. Gabani, P. (2020). YouTube Video Marketing: Step-By-Step Guide to Create Successful YouTube Channel, Make Viral Videos, Grow Your Audience, and Make Money Online. Independently published.
5. Houghton, G., & Budai, P. (2019). YouTube Marketing Strategies: How to get thousands of YouTube Channel subscribers and millions of video views with David Walsh. David Walsh.
6. Jarvis, M. (2020). YouTube Secrets: The Ultimate Guide to Growing Your Following and Making Money as a Video Influencer. Lioncrest Publishing.

Sr No	CASE STUDY
1	<p>Case Study 1: Product Launch Campaign on YouTube</p> <p>TechGear Inc., a leading consumer electronics company, is preparing to launch a new line of wireless headphones. They have decided to leverage YouTube as a key part of their marketing strategy, aiming to generate buzz and drive product awareness among their target audience.</p>
2	<p>Case Study 2: Building a Successful YouTube Channel</p> <p>Sarah, a lifestyle vlogger, has been consistently creating content on her YouTube channel for the past two years. While her channel has a dedicated following, she aims to take it to the next level and potentially explore monetization opportunities.</p>