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: Bachelor of Arts in Multimedia Mass Communication (B.A.M.M.C)

T.Y. Bachelor of Arts in Multimedia Mass Communication (B.A.M.M.C)

PCACS/BAMMC/SYL/2024-25/TY

As per National Education Policy
Choice Based Credit & Grading System

Academic Year 2024-25

Board of Studies in Department of Media

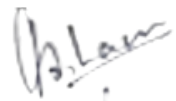| Sr No	Name	Composition Category	Signature
1	Dr. Prerna Sharma	Chairperson (Head of the Department of Multimedia & Mass Communication)	
2	Mrs. Juliet Esther	Faculty Specialization	
3	Mrs. Surekha Padmaraj	Faculty Specialization	
4	Mr. Yash Rane	Faculty Specialization	
5	Ms. Hanan Tisekar	Faculty Specialization	
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	Subject Expert 3 Vice Chancellor Nominee	

	Dept of Communication & Journalism, CKT College		
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	

1. Introduction

The Bachelor of Arts Multimedia and Mass Communication course is a three-year, full-time degree program. Learners can have access to this course after HSC. The main objective of this course is to train young, enthusiastic minds to understand the shades and develop the skills required in the industry. The subject matter of the B.A.M.M.C. Course is established in a variety of media-related subjects, bridging across Journalism and Advertising to Public Relations to Management and Marketing. Learners are provided with theoretical knowledge along with practical training. In today's scenario media stands as an attractive career option to the Indian youth and this degree provides ample job opportunities to the candidates in various fields. The course teaches the learners all technical skills required to be successful in the field of media. It imparts skills such as aptitude research and verbal as well as presentation skills. The course offers all round development of the learner by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become complete media professionals.

2. Programme Outcomes

Sr. No	PO title	PO in Brief
PO1	Media knowledge	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 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	Individual and team work	Function effectively as an individual and as a member or leader in multi-disciplinary settings.
PO5	Innovation and Critical Thinking	Apply relevant primary and secondary information for critical thinking and decision making in various media and societal situations and applying innovative ways of thinking methods.
PO6	life- long learning	Ability to arrange in independent and life -long learning in the broadest context of media change.
PO7	Usage of Recent Technology	Develop skills through creative writing and information technology designing software and value-based courses to fulfill market requirement
PO8	Entrepreneurship Skills	Implementing the knowledge and skill sets acquired from the subjects in order to execute the same by choosing to be an entrepreneur.

3. Programme Specific Outcomes
Advertising

PSO-1	Learners will be able to conceptualize design and produce projects in media based on effective principles and practices of media aesthetics for specific audiences.
PSO-2	Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.
PSO-3	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.
PSO-4	Learners will understand mass media as a system of inter related forces including technological advances, current affairs, latest trends, commercial aspects, regulatory constraints and ethical concerns and understand the terminologies relating to sales promotion and merchandise and develop knowledge, skills such as communication skills, listening skills, managing conflicts, etc around human communication that will facilitate their ability to work collectively with others.

Event Management

PSO-1	Learners will be able to conceptualise the live events and work on projects based on effective principles and practices for specific clients.
PSO-2	Learners will be able to create and design emerging media products, including Blogs, Digital Audio and Video, Social media, Digital Photography and Multimedia.
PSO-3	Learners will develop all round development by touching upon areas like effective communication strategies, industry exposure, public relations etc. thereby grooming them to become effective and successful event planners .
PSO-4	Learners will understand mass media as a system of inter related forces including technological advances, current affairs, latest trends, commercial aspects, regulatory constraints and ethical concerns and understand the terminologies relating to event management and develop knowledge, skills such as communication skills, listening skills, managing conflicts, etc around human communication that will facilitate their ability to work collectively with others.

Course Structure

									Semester V									

Course Code	Course Type	Course Title	Theory/ Practical	Marks	Credit	Lectures / Week
PUAMC501	Ability Enhancement Course	Strategies in Social Media	**Theory**	100	3	3
PUAMC502	Discipline Related	Beat Journalism	**Theory**	100	4	3
PUAMC503	Ability Enhancement Course	Reporting	**Theory**	100	3	3
PUAMC504	Skill Enhancement	Emotional Intelligence	**Theory**	100	2	2
PUAMC505A	Discipline Related	Entertainment and Media Marketing	**Theory**	100	4	3
PUMAC506A	Discipline Related	Advertising Design (Project Work)	**Theory**	100	4	3
PUAMC505B	Related	Event Marketing & Branding	**Theory**	100	4	3
PUMAC506B	Related	Wedding Planning & Live Events (Project Work)	**Theory**	100	4	3
Total				600	20	18
All Subjects having Field Project as part of Continuous Assessment-2						

			Semester VI			
Course Code	**Course Type**	**Course Title**	**Theory / Practical**	**Theory / Practical**	**Marks**	**Credit**
PUAMC601	Ability Enhancement Course	Indian Media Business	**Theory**	100	3	3
PUAMC602	Discipline Related	Media & Culture Studies	**Theory**	100	3	3
PUAMC603	Ability Enhancement Course	Fake News and Fact Checking	**Theory**	100	3	3
PUAMC604	Skill Enhancement	Newspaper & Media Management	**Theory**	100	3	2
PUAMC605A	Discipline Related	Advertising & Sales Promotion	**Theory**	100	3	3
PUMAC606A	Discipline Related	Retailing & Merchandising	**Theory**	100	3	3
PUAMC605E	Related	Portfolio making in Event Management	**Theory**	100	3	3
PUMAC606E	Related	Event Team & Crew Management	**Theory**	100	3	3
Total				600	20	18
All Subjects having Field Project as part of Continuous Assessment-2						

EVALUATION PATTERN

Marking Code	Marking Scheme
A	60 Marks Final Exam, 20 Marks Continuous Assessment I, 15 Marks – Field Project/Continuous Assessment II - Review article/ Chapter writing, 05 Marks- Attendance
B	50 marks distributed within Quiz/Project/Case study-based assignment
C	100 Marks Practical Examination. Course1 Practical (50 Marks) + Course 2 Practical (50 Marks) =100
D	50 Marks Practical Examination. Course 6 Practical (50 Marks)
E	100 marks within Internship of minimum 90 hours duration/ report/PowerPoint presentation and viva

SEMESTER V

Course Code	Course Type	Course Title	Evaluation type	Marks
PUAMC 501	Ability Enhancement Course	Strategies in Social Media	A	100
PUAMC 502	Discipline Related	Beat Journalism	A	100
PUAMC 503	Ability Enhancement Course	Reporting	A	100
PUAMC504	Skill Enhancement	Emotional Intelligence	B	100
PUAMC505 A	Discipline Related	Entertainment and Media Marketing	A	50
PUMAC506 A	Discipline Related	Ad Design	B	100
PUAMC505 E	Related	Event Marketing & Branding	A	100
PUMAC506 E	Related	Project work (Wedding Planning & Live events)	B	100
Total				600

SEMESTER VI

Course Code	Course Type	Course Title	Evaluation type	Marks
PUAMC 601	Ability Enhancement Course	Indian Media Business	A	100
PUAMC 602	Discipline Related	Media and Cultural Studies	A	100
PUAMC 603	Ability Enhancement Course	Fake News and Fact Checking	A	100
PUAMC 604	Skill Enhancement	Newspaper & Media Management	A	100
PUAMC 605A	Discipline Related	Advertising & Sales Promotion	B	100
PUMAC606 A	Discipline Related	Retailing & Merchandising	A	100
PUAMC 605E	Discipline Related	Event Team & Crew Management	A	100
PUMAC 606E	Discipline Related	Portfolio Management	B	100
Total				600

Semester V

BOS	Department of Media
Class	T. Y. B.A.M.M.C.
Semester	V
Course Name	Strategies in Social Media
Course Code	PUAMC 501
Level of Course	Basic
Type of the Course	Ability Enhancement Course
Total Credits for the Course	3

Course Objectives:

1. To explain Social media marketing in application.
2. To identify the significance and role of a social media marketer.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Discipline of Social Media	1.1	Social Media Marketing: Myths, characteristics, careers.	15
		1.2	Social Media Marketing Plan, SMM Planning Cycle, Goals, Strategies, Call to Action.	
		1.3	Target Audience (Persona Development Cycle, Optimal Target Audience).	
II	Content	2.1	Permission vs. Interruption marketing, Rules of Engagement, Ethics.	15
		2.2	Blog, Micro-blog, Q&A column, Social News, Discussion boards: Content creation and objectives.	
		2.3	Visual content: ● Photo: Photo sharing sites, trends ● Video: Benefits, Appeals, Monetizing	
		2.4	Podcast and Webinar.	
III	Metrics of SMM	3.1	Mobile computing and location based social networking .	15
		3.2	Social Media monitoring (Qualitative and Quantitative) - Tracking, Measuring, Evaluation, Return of Information.	
		3.3	KPI: Share of Voice, Audience Engagement, Conversation Rate, Issue Resolution Rate, Active Advocates.	

IV	Application of SMM	4.1	Tools: Facebook, YouTube, Twitter, Instagram, Brand Community, HootSuite, Social Mention. Emojis, Artificial Intelligence & VR, NFT, Metaverse	15
		4.2	Social Media Marketing Plan Execution and analysis.	
TOTAL LECTURES				60

Course outcomes:

1. Define the key elements of a social media marketing plan.
2. Compose a brief plan overview
3. Conduct a competitive analysis of the social media presence of an organization.
4. Working with Key Performance Indicators.
5. Interpret content on social media.
6. Identify how to monetize online videos.

References:
1. Social Media Marketing: A strategic approach - Melissa Barker, Donald
2. Barker, Nicholas Bormann, Krista Neher
3. "Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald
4. "The Art of Social Media: Power Tips for Power Users" by Guy Kawasaki and Peg Fitzpatrick
5. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World" by Gary Vaynerchuk

CASE STUDY	
1	**Case study 1:** Pillai College of Arts, Commerce & Science is in a hive of activities as the annual day celebration has returned to the campus after a four-year hiatus, due to the pandemic. Everyone is excited, and expecting to have a gala time with a series of programmes – from a musical extravaganza to talks by academicians – lining up for the day. Guests have started arriving while the student leaders and lecturers are busy in the last-minute touch-up.
2	**Case study 2:** Pillai College of Arts, Commerce & Science is in a hive of activities as the annual day celebration has returned to the campus after a four-year hiatus, due to the pandemic. Everyone is excited, and expecting to have a gala time with a series of programmes – from a musical extravaganza to talks by academicians – lining up for the day. Guests have started arriving while the student leaders and lecturers are busy in the last-minute touch-up.

BOS	Department of Media
Class	T. Y. B.A.M.M.C.
Semester	V
Course Name	Beat Journalism
Course Code	PUAMC 502
Level of Course	Advanced
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:
1. To understand the differentiation between working for various beats.
2. To make learners equipped with skills required for covering various beats.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to beat journalism	1.1	- Introduction to beat reporting - What are various beats	15
		1.2	- Understanding the importance of beat journalism	
		1.3	- Understanding coverage of beats across various platforms	
II	Lifestyle and fashion Journalism	2.1	Introduction to Lifestyle journalism Whom are we writing for? Craft of lifestyle journalism Types of lifestyle journalism	15
		2.2	Introduction to Fashion journalism Whom are we writing for? Craft of Fashion journalism Types of Fashion journalism	
		2.3	Social media and Lifestyle Journalism Social media and Fashion Journalism	
III	Sports, Automobile and travel Journalism	3.1	Introduction to sports journalism Whom are we writing for? Craft of Sports journalism Social media and Sports Journalism	15

		3.2	Introduction to Automobile journalism Whom are we writing for? Craft of Automobile journalism Social media and Automobile Journalism	
		3.3	Introduction to Travel journalism Whom are we writing for? Craft of Travel journalism Social media and Travel Journalism	
IV	Entertainment and photo journalism	4.1	Introduction to Entertainment journalism Whom are we writing for? Craft of Entertainment journalism	15
		4.2	Introduction to photo journalism Whom are we writing for? Craft of photo journalism	
		4.3	Social media and Entertainment Journalism Social media and photo Journalism	
TOTAL LECTURES				60

Course outcomes:
1. Define the concept of beat reporting and types of beat.
2. Understanding the working of beat journalism.
3. Making use of correct techniques of reporting a beat.
4. Classify requirement of various beats.
5. Evaluate the use of social media for various beats.
6. Create various types of journalism.

References:
1. K.M. Srivastava News Reporting and Editing; Sterling Publishers, New Delhi, 1995
2. Keval J. Kumar, Mass Communication in India, Bombay: Jaico, 1994
3. M.K. Joseph: Outline of Reporting; Anmol Publications Pvt Ltd (2007)
4. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi. South Asia Books (2003)
5. Melvin L Defluer and Sandra J Ball, Longman Publications, 'Theories of Mass Communication'. Longman, 1989
6. Michael R. Real, Mass Mediated Culture, Engelwood: Prentice-Hall, 1977.

CASE STUDY	
1	Name: Alex, a budding beat journalist Scenario: Alex is assigned to cover the education beat for a local newspaper.
2	Name: Emily, an aspiring lifestyle journalist Scenario: Emily is tasked with writing a lifestyle feature on sustainable living for an online magazine.

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C.
Semester	V
Course Name	Reporting
Course Code	PUAMC503
Level of Course	Advanced
Type of the Course	Ability Enhancement Course
Total Credits for the Course	3

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	Introduction to News	1.1	Definition Of News, types of news, elements of news, collection of facts. News-writing How to write a news story	15
		1.2	Basic Principles of Reporting ABC of Reporting Accuracy, Balance/Brevity and Clarity. Objectivity as the basic principle.	
		1.3	Is it possible to adhere to the principle? Other basic principles such Verification, Attribution of Sources, Speed. Do these principles clash with each other?	
II	News Gathering and Ethics	2.1	A) How do reporters gather news? Press Conference, Public Meetings, Press Release, Interviews, Rallies, Official Programs. Incident/On the spot coverage.	15
		2.2	B) 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.	

		2.3	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 What is beat system, why it is necessary, how does it help, What are requirements of various beats.	
III	Sports, Automobile and travel Journalism	3.1	Introduction to sports journalism Whom are we writing for? Craft of Sports journalism Social media and Sports Journalism	15
		3.2	The basic beats such as Crime, Civic Affairs/Local Administration Law and Courts, Politics, State Administration,Transport (Road, Rail,Waterways andAviation), Infrastructure, Education Health, Entertainment and Defense.	
		3.3	New upcoming beats : Community,Women and Child welfare,Technology, Science and Environment,Youth and Career, Consumer.	
IV	Coverage of Disasters	4.1	Do's and Don'ts. Role of Reporters. Mitigation, nuisance value, constructive role, Risks involved, Special training, if any, Precautions and responsibilities	15
		4.2	Imminent Dangers or threats in Reporting. Study these with special in-depth reference to Pulwama attack Gadchiroli Naxal attack	
		4.3	The references of Kerala flood, Orissa thunderstorm, Bihar, Assam flood	
TOTAL LECTURES				60

Course outcomes:
1. Define the concept of beat reporting and types of beat.
2. Understanding the working of beat journalism.
3. Making use of correct techniques of reporting a beat.
4. Classify requirement of various beats.
5. Evaluate the use of social media for various beats.
6. Create various types of journalism.

References :
1. K.M. Srivastava News Reporting and Editing; Sterling Publishers, New Delhi, 1995
2. Keval J. Kumar, Mass Communication in India, Bombay: Jaico, 1994

3. M.K. Joseph: Outline of Reporting; Anmol Publications Pvt Ltd (2007)
4. M.V. Kamath: Professional Journalism; Vikas Publishing, New Delhi. South Asia Books (2003)
5. Melvin L Defluer and Sandra J Ball, Longman Publications, 'Theories of Mass Communication'. Longman, 1989
6. Michael R. Real, Mass Mediated Culture, Engelwood: Prentice-Hall, 1977.

CASE STUDY

1	**Case study 1:** Renu Sharma- a young journalist, is hired by newspaper editor Deepak Suri, and is assigned the task of reporting on celebrity news, writing articles for Page 3. Her roommate Gayatri Sachdeva, an aspiring actress, becomes romantically involved with a leading actor, Rohit Kumar, and soon finds out that she is pregnant. Rohit is aware that the pregnancy will ruin his career so he tells her to get an abortion. Depressed and shattered, Gayarti unsuccessfully tries to commit suicide and, in the process, loses her child. Renu plans to expose Rohit by writing an article on his relationship with Gayatri, but her editor blocks the story, and she is forced to apologise to Rohit. Soon, Renu becomes disillusioned with her job, and she realises that 'the party is over' for her - the celebrity lifestyle is not as glamorous as it seems. She requests to be moved to a different field, and lands on the "crime beat". During the search for a story, she witnesses a bomb blast in the city. She begins to investigate the story, but is made to cover a high-profile Bollywood party by Deepak. At the party, she comes across the ACP in charge of the bomb blast, insensitively discussing the incident. Renu is shocked to find out that the ACP was attending a film shoot while he was on duty, which delayed his reaction to the blast. In a later incident, Renu learns that a number of boys from a rehabilitation home owned by Anjali Thapar have gone missing. The police find out that a group of boys are being held at the Thapar's private bungalow in Madh Island; they conduct a raid. Anjali Thapar has been molesting children from the rehabilitation home. Anjali is finally arrested. Renu manages to capture the whole event on camera, and develops a breaking exposé story. She asks Deepak to run the story as the headline article for the next day's news edition, and he promises. However, that same night Deepak meets with the owner of the newspaper, Mr Agarwal, who is the best friend of Anjali. Agarwal tells Deepak that the newspaper receives major advertising revenue from Anjali. Fearing major loss to his business, Agarwal declines to publish the story, and asks Deepak to fire Renu from the company. Finally, Renu manages a job as a Page 3 writer for another newspaper. She realises that in the elite and extravagant lives of politicians, businessmen, film stars and socialites, there is no place for trust and honour.
2	**Case study 2:** The National parade on Republic Day shall have maximum award recipients from your state this year. Everyone is excited, and expecting to have a gala time with a series of programs – from a musical extravaganza to a speech by the President – lining up for the day. Guests who have started arriving at the event are expected to be covered in your organisation's newsletter.

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C.
Semester	V
Course Name	Emotional Intelligence
Course Code	PUAMC 504
Level of Course	Advanced
Type of the Course	Skill Enhancement
Total Credits for the Course	2

Course Objective :

1. Develop an understanding of the fundamental concepts and theories of emotional intelligence, including self-awareness, self-regulation, social awareness, and relationship management.
2. Equip students with practical skills and strategies to enhance their emotional intelligence, fostering personal growth, effective communication, and interpersonal relationships in both personal and professional contexts.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
1.	Introduction to Emotional Intelligence and Self awareness	1.1	Introduction to Emotional Intelligence. Dimensions of Emotional Intelligence. Difference between EQ v/s IQ.	15
		1.2	Emotional Competencies. Importance of EI. The concept of Emotional Hijacking	
		1.3	Meaning of Self-Awareness, benefits of Self-awareness, Self-Awareness Strategies, Self-Awareness Skills.	
2	Self-Regulation & Elements.	2.1	Introduction to Self-Regulation Self-regulation strategies.	10
		2.2	Self-Control, Meaning of Self-Control, Three Habits of Self-Control, Assessing your Self-Control, Developing Self-Control	
		2.3	Concept of Trustworthiness, Conscientiousness & Adaptability.	
		2.4	Innovation and Innovation Skills	

3	Social Skills and empathy	3.1	Social Skills in EI, Meaning, Elements: Persuasion and Influencing Skills, Communication Skills, Conflict Management Skills, Leadership Skills, Change Management Skills, Building Bonds (Rapport), Collaboration and Cooperation Team-Working Skill	10
		3.2	Empathy: Meaning, Types, Elements, Tactics.	
4	Relationship Management	4.1	Relationship Management in EI: Understanding Relationship management, Strategies, Relationship management Skills.	10
		4.2.	The competencies associated with relationship management, Influence, Leadership, Developing Communication, Change Catalyst. Four criteria for effective relationship management: Decision, interaction, Outcome, Needs.	
TOTAL LECTURES				45

Course Outcomes:
1. Describe the value of emotional intelligence for professional success.
2. Relate the impact of impact of self-awareness & self-control on others.
3. Develop strategies for strengthening empathy.
4. Examine capabilities to demonstrate social awareness through empathy.
5. Justify actions to create connections and build relationships for greater professional effectiveness.
6. Construct methodology for managing emotions.

References:
1. Emotional Intelligence, Daniel Goleman, Bloomsbury Publishing
2. Emotional Intelligence: Why It Can Matter More Than IQ,Daniel Goleman, Bantam
3. Emotional Intelligence 2.0, by Travis Bradberry, Jean Greaves, Perseus Books Group
4. https://www.skillsyouneed.com/ps/self-control.html
5. https://www.passingthebatonpodcast.com/relationship-management/
6. http://www.free-management-ebooks.com/faqpp/developing-05.htm
7. https://www.skillsyouneed.com/general/emotional-intelligence.html

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C. (Advertising)
Semester	V
Course Name	Entertainment and Media Marketing
Course Code	PUAMC505A
Level of Course	Medium
Type of the Course	Discipline Related
Total Credits for the Course	3

Course Objectives:
1. To equip learners with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector.
2. To introduce the learners to the television industry and film industry.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to entertainment marketing	1.1	INTRODUCTION TO MARKETING - What is marketing?, Review the emerging marketing communications area of 'entertainment marketing' and reconceptualises the Phenomenon 7 Ps , Brand Basics, Case Studies	15
		1.2	LATEST ENTERTAINMENT MARKETING STRATEGIES - Integrated Marketing Communications, Experiential Marketing, Advertiser Funded Programming, Why Entertainment Marketing? The Scope and Growth of Entertainment, Marketing Practice, The Effect of Entertainment Marketing on Consumers	
		1.3	OVERVIEW OF INDIAN MEDIA INDUSTRY - Explore various media in terms of size and Impact • Media characteristics • Compare various media • Opportunities for cross-promotions	

II	MARKETING IN TELEVISION INDUSTRY	2.1	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	15
		2.2	Niche TV Marketing: (Sports TV, Lifestyle TV, Kids TV, Regional TV)	
		2.3	MARKETING IN FILM INDUSTRY: 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 (Electronic Press Kit)	
III	MARKETING IN ONLINE AND SOCIAL MEDIA	3.1	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	15
		3.2	Launch Trailers, Teasers, Snippets Keep Sharing Across Social Media Platforms	
		3.3	Actively Engage With Yo Audience Post A Variety Of Content Capitalize On The Power Of IGTV	
IV	MARKETING IN RADIO INDUSTRY	4.1	Exploring the Radio industry in India, Radio channels and radio programs Marketing case studies	15

		4.2	Strengths of Radio in Communicating a Message niche market and listening Demographic	
		4.3	Variety of promotional activities by Radio Stations Radio advertising works as an everywhere Medium Cost-effectiveness of advertising on radio	
TOTAL LECTURES				**60**

Course outcomes:
1. Recall the term marketing.
2. Understanding the concept of entertainment marketing
3. Apply various media platforms in marketing.
4. Analyse implementation of various media.
5. Evaluate the role of radio in communicating.
6. Create a film marketing plan and schedule.

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

CASE STUDY	
1.	Stranger Things: Leveraging Nostalgia and Social MediaBackground: "Stranger Things" is a popular science fiction horror series created by the Duffer Brothers, released on Netflix. The show premiered in July 2016 and quickly gained a dedicated fanbase for its nostalgic references to 1980s pop culture and its compelling storyline.Marketing Strategy: Netflix leveraged nostalgia marketing by heavily referencing iconic 1980s movies, music, and cultural elements in its promotional materials and trailers. The marketing team created interactive experiences, such as a website mimicking a 1980s-era TV guide and a virtual reality experience that allowed users to explore the show's fictional town of Hawkins. Social media played a significant role, with Netflix engaging fans through platforms like Twitter, Instagram, and Facebook. They encouraged user-generated content, memes, and fan theories, fostering a sense of community around the show.
2	Marvel Cinematic Universe (MCU): Building a Cinematic UniverseBackground: The Marvel Cinematic Universe (MCU) is a media franchise and shared universe centered on a series of superhero films produced by Marvel Studios. Starting with "Iron Man" in 2008, the MCU has expanded to include multiple interconnected films, TV shows, and other media.Marketing Strategy: Marvel Studios adopted a long-term, interconnected storytelling approach, with each film contributing to a larger narrative arc known as the "Marvel Cinematic Universe." Cross-promotion and continuity were key components of the marketing strategy, with characters and storylines from one film often appearing in others, encouraging fans to watch every installment to fully understand the overarching story. Marvel Studios utilized multiple marketing channels, including traditional advertising, social media, merchandise tie-ins, and interactive experiences like alternate reality games (ARGs) to engage fans and build hype for each new release.

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C. (Advertising)
Semester	V
Course Name	Advertising Design
Course Code	PUAMC 506 A
Level of Course	Advanced
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:
1. To understand the process of designing effective ads.
2. To enable the learners to develop software skills to be employable in industry. 3. To make the students understand the concept of typography.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction: Advertising Design Communication Design	1.1	Accounts dept.: Client handling, Strategy planning Media dept.: Media research, Media planning, Buying & billing Creative dept.: Prime calibre, All of visualisation, Creative thinking, Execution, Production dept.: (in-house or outsource)	8
		1.2	Photography, TVC, Print of promotional material.	
		1.3	Research of: Product (features & benefits) Market: (TA) Psycho & Demography Message Strategy: What to say & How Competition & claim Visualization & Copy Illustration: Choosing one among Execution: Graphic design	
II	Art Directors and work	2.1	Role of art director in various media Detailing in illustration Detailing in TVC: Location, Models, Costume, Working on storyboard	18
		2.2	Discussion of existing ads: Print ads: For layout, Colours,Message TVCs: AV, Pace, Tone etc Innovative, Ambient, Transit for relevancy PoS: For size, Place,	

			Consumer psychology	
		2.3	Typography - Type as Design element: Classification: Serif, Sans serif,Decorative, Trendy etc. Measurement: size, weight, Kern, Track, leading, Baseline etc.,Word Expression, Meaning expressed by appearance	
III	Layout: The Blue Print& PlanningA Campaign:Working On Final Project	3.1	Types of Layout Mondrian, Picture window, Split, Big type, All text, All art, Circus etc. stages of Layout Thumbnail sketches, Rough layout, Finished layout, Comprehensive Choosing Picture Strong visual capable of selecting Target Group, Suitable with headline,Trial close ChoosingTypo Sorting text into parts of copy. Choosing appropriate typeface for Headline, Subheads Slogan, Body etc. Putting all choosing canvas size,Trying formats, orientations,Together Various proportions of verbal& Visual	10
		3.2	Choosing a product Finalizing what to sell. Designinga Logo:Type based, Shape based, combo, Symbolic etc. Planning tagline	
		3.3	Research Product/Service (features& benefits) Market:Wants& Needs, Psycho& Demography, What words may click their minds.Tone&Voice. Idea generation Coming to big idea,Trying various idea generation techniques Visualising Layout Choosing appropriate image/s& working on rough layout Finalizing layout for highest effectiveness	
IV	Execution: On System Work (Faculty To Guide & Instruct)	4.1	Logo Design Working on system: Corel Draw/Illustrator Designing Logo, Deciding color scheme (Logo is vector based) Modifying Typo, Using glyphs, Considering shape as identity	9
		4.2	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 everything compact. Creating 4 diff sizes & also reverse 3. Print Ads/ Press ads Press: Using finalized layout for creating series of three ads (Synergy maintained) Diff image same typo OR Diff expressions same model-(brand ambassador) & same typo Creating headlines suitable to image (syntax)	

		4.3	Outdoor ad, Innovative/Transit/Ambient, Point of purchase Outdoor: Deciding location, Format, Spotting frequency, Advantage of location, Advantage of local surroundings, Spot ability, Appropriate headlines TVC or Web Ads TVC: Story line, Script, Floor plan, Camera plot, Storyboard with , VFX, OSD, SFX, VO Web ad: Pop up, Scroll, Banner etc Printing, Mounting & Preparing for viva	

Course outcomes:

1. CO 1 - Recalling the various departments of the Ad agency.
2. CO 2 -Understanding the strategies to be used for ads.
3. CO 3 - Applying the various elements of design.
4. CO 4 - Identifying the various formats of layouts.
5. CO 5 -Evaluating various layouts and elements of design.
6. CO 6 - Designing the elements of brand advertisement.

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

Project description:

1. Students have to choose an existing product with new fresh brand name & new logo & not the existing brand
2. Students should not be encouraged to bring in 'innovation' in the product or not to 'invent' totally new. Invention is job of engineers & we are in communication. (If agency has to rely on innovation for the advertisement then it's a failure of their efficiency.)
3. The viva will be based on the project & the evaluation will be based on its effectiveness as communication design.
4. Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell 'his work' then the work is weak. Internal Assessment: (25 Marks) Learning process in art has four phases:

1. Appreciation
2. Imitation
3. Inspiration
4. Creation

To take the students through all these phases the internal assessment consists of:
Scrapbook: (appreciation) Collection of print ads from magazine & Newspaper as well as **Logos of different brands**. Students are supposed to analyse the ads in the scrap book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects.
Logos have to be analyzed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.
Drawing book: (imitation & inspiration) The exercise in the book is based on various design principles such as harmony, contrast, illusions etc & to carry out rough layout & rough designs for new logo. This also comprises idea generation & rough storyboard. **Final campaign:** Creative brief & finalized layouts for press & print media that will follow Synergy. Student to start campaign on approval of

creative brief.

Project: Elements of Campaign: Language can be English, Hindi, Marathi. 2. Logo Design: (Fresh) presented in Logo Manual

3. Stationary: Visiting Card, Letterhead, Envelope in hard copy crafted in actual.

4. Press Ads: Series of 3 ads for Newspaper maintaining synergy.

5. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional 6. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign) 7. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service 8. Point of Sale: Standee/ Danglers/ Strut cad/ Tent card/ kiosk etc: any one suitable 9. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO

10. Internet Ads: Scroll/ Banner/ Pop up etc: Any one ad suitable to product/service

BOS	Department of Media
Class	T. Y. B.A.M.M.C. (Event Management)
Semester	V
Course Name	Event Marketing and Branding
Course Code	PUAMC 505 E
Level of Course	Basic
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:
1. To give the students a thorough understanding of Marketing Concepts.
2. To give the students an understanding of pricing of marketing events .

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Event Marketing - Overview	1.1	Introduction To Event Marketing -The Objectives Of Event Marketing, Advertising As A Part Of Marketing. Brand Name, Product Design, Post-Self Support, Future Of Event Marketing -	15
		1.2	Event Promotion,ToolsOf Promotion, Advertising, Public Relations, Tips On Writing A New Release, What Is A Media Kit, Direct Marketing, Word Of Mouth, Hospitality, Websites, The Promotion Schedule, Planning A Promotion Campaign For An Event.	
		1.3	Social Responsibility towards society, Setting objectives to Direct Event sponsorship, Setting strategies and Tactics, Strategic considerations, Dealing with Clutter, Understanding and controlling fees, Creating your own	

II	Marketing of Events n	2.1	Marketing Of Events - The Need for Marketing, Consumer Expectations, Marketing Mix, Four Ps, Elements, The Promotional mix, What should be the basis of Pricing, When should the Payment be Made, How Should the Payment be Made, Promotion, Strategic Decision, Marketing Objectives, The Promotional Mix, The Media Mix, The Role of the Promotional Mix.	15
		2.2	Future Of Event Marketing -Event Promotion, Tools of Promotion, Advertising, Public Relations, Tips on writing a New Release, What is a Media kit, Direct Marketing, Word of Mouth, Hospitality,	
		2.3	Websites, The Promotion Schedule, Planning a Promotion Campaign for an Event.	
III	Sponsorships	3.1	Event Sponsorship Understand Sponsorship, Understand – Event Organizer, Event Partners, Event Associates, Event Sponsor, Importance of sponsorship – for event organizer, for sponsor	15
		3.2	Types of Sponsorship, Making sponsorship database, making sponsorship proposal, Closing a sponsorship	
		3.3	Research of sponsorship, Converting sponsorship into partnership.	
IV	Brand Management	4.1	Branding – Meaning, Importance, Features, Brand Identity – Meaning, Brand Identity Traps, Branding Process	15
		4.2	Brand Positioning – Meaning, Factors, Components. Brand Image, Brand Architecture.	
		4.3	How to build branding of event ? Case Study	
TOTAL LECTURES				60

Course outcomes:
1. recall the concept of branding
2. understand the concepts of event marketing.
3. apply promotional tools for promoting event.
4. identify the event associates and sponsors.
5. evaluate the Social Responsibility towards society.

6. create a brand for their event firm

Reference Books:

1. The Event Marketing Handbook – Saget Allison – 2006
2. Event Marketing - The Wiley Event Management Series - Leonard H. Hoyle
3. Event Marketing and Event Promotion Ideas - Eugene Loj
4. Smith, J. . Event Marketing: Strategies for Success (2nd ed.). Publisher.
5. Johnson, A.. Branding Beyond Basics: Innovative Strategies for Event Success. Publisher.
6. Brown, K. The Power of Experiential Marketing: Creating Brand Engagement Through Events. Publisher.

CASE STUDY	
1.	Case Study 1: Launch Event for a Tech Startup Background: A tech startup is launching a new product—a mobile app designed to simplify task management for busy professionals. The company wants to create a memorable launch event to generate buzz, attract media attention, and build brand awareness among its target audience. Methodology: The startup collaborates with an event marketing agency to plan and execute the launch event. The agency conducts market research to identify key demographics and interests of the target audience. Based on this research, they develop a concept for the launch event that combines elements of technology, productivity, and networking. The event features interactive demos of the app, guest speakers from the tech industry, and networking opportunities for attendees. Findings: The launch event exceeds expectations, attracting a large turnout of industry professionals, influencers, and media representatives. Attendees engage with the app demos, participate in discussions on productivity trends, and share their experiences on social media. The event generates positive media coverage and social buzz, driving downloads of the app and increasing brand visibility in the tech community.
2	Case Study 2: Brand Activation at a Music Festival Background: A beverage company sponsors a music festival as part of its brand activation strategy to reach a younger demographic and promote its new line of energy drinks. The company wants to create an immersive brand experience that resonates with festival-goers and drives product sales. Methodology: The beverage company partners with event organizers to secure a prominent booth location within the festival grounds. They design the booth to resemble a futuristic energy lounge, complete with interactive displays, branded merchandise giveaways, and sampling stations offering tastings of the new energy drinks. The company also sponsors a stage at the festival, featuring performances by up-and-coming artists and DJs. Findings: The brand activation at the music festival is a hit with attendees, who flock to the booth to try the new energy drinks, take photos in front of the branded backdrop, and engage with the interactive displays. The stage sponsorship provides the beverage company with additional exposure and visibility throughout the festival, further reinforcing brand recognition and affinity among music fans. Sales of the new energy drinks exceed expectations during the festival weekend.

BOS	Department of Media
Class	T. Y. B.A.M.M.C. (Event Management)
Semester	V
Course Name	Special events – wedding and life events
Course Code	PUAMC 506 E
Level of Course	Advanced
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:

      1. To give students a brief idea about life and important life events.

      2. To give students a fair idea about how to plan various events.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to special events And Planning for corporate events	1.1	- Introduction to Special events - What are special events? - Reasons for special events?	15
		1.2	Roles and responsibilities for planning corporate events - Understanding the needs of client's customer before making a plan - Skills required for planning corporate events - Career as corporate event planner	
		1.3	Understanding entertainment requirements - Understanding technical and design perspective in corporate event - Understanding how budgeting is different for corporate events as compared to other special events	
II	Planning for weddings	2.1	- Understanding Wedding Industry in India and abroad - Understanding the needs and cultural aspect of clients - Skills required for planning wedding events - Career as wedding event planner	15

		2.2	- Understanding the rituals and ceremony specific requirements - Understanding entertainment requirements - Understanding technical and design perspective in wedding event	
		2.3	- Understanding how budgeting is different for wedding events as compared to other special events - Understanding crew work distribution for effective people management	
III	Planning for Live events (concerts, flea, talk show)	3.1	- Understanding Live events - Skills required for live events - Career as live event planner	15
		3.2	- Understanding entertainment requirements - Understanding technical and design perspective in live event	
		3.3	- Understanding how budgeting is different for live events as compared to other special events - Understanding crew work distribution for effective people management	
IV	Planning for MICE - Meetings,	4.1	- Understanding MICE events - Understanding difference between MICE events and other live events	15
		4.2	- Understanding entertainment requirements - Understanding technical and design perspective in MICE event	
		4.3	- Understanding how budgeting is different for MICE events as compared to other special events - Understanding crew work distribution for effective people management	
TOTAL LECTURES					**60**

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

1. recall the meaning of events.
2. understand types of special events.
3. apply requirements of different types of events.
4. budget requirement for various types of events.
5. evaluate the crew work distribution for effective people management.
6. create live events using above concepts

Reference Books:
1. Festival and Special Event Management - by Johnny Allen, William O'toole, Robert Harris
2. Event Management: A Professional and Developmental Approach by Dimitri Tassiopoulos
3. Planning & Managing a Corporate Event. by Karen Lindsey - by Karen Lindsey
4. Meetings, Expositions, Events & Conventions - 3rd Edition - George Fenich - Mar 2011 - ISBN13: 9780132719919
5. Wedding Planning for Dummies, Second Edition by Marcy Blum The Everything Wedding Organizer: Checklists, Charts, AndWorksheets for Planning the Perfect Day! (Everything: Weddings) by Shelly Hagen
6. The Ultimate Wedding Planner & Organizer by Alex Lluch

Semester VI

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C.
Semester	VI
Course Name	Indian Media Business
Course Code	PUAMC 601
Level of Course	Basic
Type of the Course	Discipline Related
Total Credits for the Course	3

Course Objectives:

1. To introduce fundamental tools of communications in order to develop sound reading and writing skills.
2. To inculcate critical thinking through a variety of writing assignments.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction	1.1	Preface on Indian Media Business- History, Present scenario and Scope	15
		1.2	Finance oriented career prospects in Media	
II		2.1	PRINT - History, Revenue (Circulation, Advertising, Subscriptions, Brand extensions, Internet media), Regulations, Valuation Norms, Issues & Competition	15
		2.2	TELEVISION - History (DD, Cable years, Birth of Zee and Star, Logjam, DTH), Distributors, Metrics (Ad rates, airtime), Issues & Competition	
		2.3	FILM - Trends, Overseas market, Issues within industry, Finance, New Business model: Distribution & Marketing methods, Valuation norms and metrics, Copyright issues	
III		3.1	MUSIC - Royalties, Live music concerts, Gulshan Kumar and cassettes, CDs, Internet and mobile, Rappers, Radio, Revenues (Caller tunes, iTunes, JioSaavn, Gaana.com)	15
		3.2	RADIO - History & Privatization phases, Economics (Cost and Revenue), AROI, Trends, Issues (Reach measurement)	

		3.3	DIGITAL - History (Growth of Social Media, Video, Devices), Content creators, Costs, Metrics, Regulations	
IV	OUT-OF-HOME EVENTS	4.1	OUT-OF-HOME - Ad Hoc regulation, Contract, Indian Scenario, regulation metrics.	15
		4.2	EVENTS - Talent, Pressure Cooker Business, Infrastructure, Types of events, Cost & Revenue	
		4.3	Future of Indian Media	
TOTAL LECTURES				60

Course outcomes:

1. Understanding the practical expectations of the media industry.
2. Understanding the business media in India.
3. Applying various skills of communication into practice.
4. Analyzing the reading, writing and thinking skills essentials in practice of business media
5. Interpreting the role and influence of Indian media business
6. Creating an effective presentation of Indian media business in different mass

Reference Books:

1. The Indian Media Business - Vanita Kohli-Khandekar
2. Chatterjee, S., & Goyal, S. (2018). Indian Media Business (3rd ed.). SAGE Publications India Pvt Ltd.
3. Desai, S. (2020). Media Management in India: Trends and Challenges. Oxford University Press.
4. Jain, R. K. (2016). Media Economics and Management in India. Pearson India.
5. Sen, S., & Kaur, J. (2019). Understanding Indian Media: The Past and the Present. Routledge India.

CASE STUDY	
1.	**Case 1:** The below graph represents revenue earned by TV and Print media over a period of time. — Share of TV in total media revenue (%) — Share of print in total media revenue (%) Source: FICCI–KPMG and FICCI–EY reports.
2	Case 2: Lavani folk dancer Gautami Patil enjoys a huge fan base across

Maharashtra (1.6M followers on Instagram). She has been entertaining the audience from every age group with her dance numbers. However, Gautami was secretly filmed while she was changing her outfit after an event. The private video was leaked on social media. The artist's troupe filed a complaint at the Vimantal Police Station. According to several media reports, the video was taken with a mobile camera and shared on two social media accounts.

The police have filed a molestation complaint against unknown people. Social media users have been expressing support for the artist and disappointment ever since the offensive video was shared. At last, the police detained a 17-year old boy and his friend in connection to the video.

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C.
Semester	VI
Course Name	Media & Culture Studies
Course Code	PUAMC 602
Level of Course	Basic
Type of the Course	Ability Enhancement Course
Total Credits for the Course	3

Course Objectives:
1. To impart knowledge of the basic concepts and modern trends in culture and society.
2. To expose students to a multicultural understanding, use, influence and impact of media.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Cultural studies	1.1	Evolution, Need and significance	15
		1.2	Key Concepts in cultural studies representation, Materialism, Popular culture.	
		1.3	Theories and its Relevance in media Diffusionism Cultural Materialism stc.	
II	Constructional Impact and Recent Trends	2.1	Construction of culture Social Economics Political Religion Technology	15
		2.2	Cultural industry and media commodification, memes, representation, articulation, popular culture, power,Cyberculture.	
		2.3	Recent Trends in Culture, Class and Ethnicity.	

III	Role and influence of media	3.1	The influence of media on views of gender. Concept of stereotypes. Role of media in social construction of gender, changing attitudes and behaviour for empowerment.	15
		3.2	Effects of Media Violence and Effects of pro-social media.	
IV	Globalization and media culture	4.1	Media Imperialism	15
		4.2	Globalization and local cultural issue, threat to regional and local identities, impact of global culture and it's relevance in media and gender.	
		4.3	Global economic flows, global cultural flows, homogenization, fragmentation, glocalization, creolization and power.	
TOTAL LECTURES				**60**

Course outcomes:

1. CO 1- Defining the term Culture.
2. CO 2 – Understanding the use of media studies and culture in media and organization.
3. CO3 – Applying various theories of media Culture into practice.
4. CO4 – Analyzing the reading, writing and thinking skills essentials in practice.
5. CO5 - Interpreting the role and influence of media studies.
6. CO6 – Creating an effective presentation of cultural , media and society in different mass mediums.

Reference Books:

1. Media Culture and society- sage Publication
2. Media and Culture
3. Journal of Communication
4. Communication Research
5. Journal of Broadcasting & Electronic Media .
6. Himalayan Publication

CASE STUDY	
1.	The US TV show. Dexter hasn't just inspired one notorious murder but several. One recent Dexter-themed murder took place in 2014, when 17-year-old Steven Miles admitted to stabbing his girlfriend Elizabeth Thomas in the back of her head and cutting up her body after learning to see it on the show.

2	Social media platforms like Instagram, TikTok, X (Twitter), and Facebook – among others – present businesses with an opportunity to engage with a massive audience. They are not just digital spaces for socialising; they are vibrant marketplaces.
	As of 2024, the global social media user base had soared to over 4.8 billion people, representing an ever-expanding audience for brands – and a whole lot of potential customers.
	Social media provides the opportunity for marketers to humanize their brand through compelling storytelling that showcases their identity and values.

BOS	B.A.M.M.C.
Class	T. Y. B.A.M.M.C.
Semester	VI
Course Name	Fake News and Fact Checking
Course Code	PUAMC 603
Level of Course	Basic
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:
1. To understand the differentiation between real news and fake news.
2. To make media learners aware of information disorder.

Unit No	Module	Topic No.	Topics	Hours
I	Introduction	1.1	Definition: News and Fake News, Journalistic Integrity and News Production.	15
		1.2	Propaganda, how to counter Propaganda, Ways adopted by Media to avoid Propaganda	
		1.3	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory	
II	Information Disorder	2.1	Digital convergence transforming content-commissioning, production, publication and distribution	15
		2.2	Different Social Media Platforms Covering 'fake news' and countering 'information disorder.	
		2.3	Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content	
III	Media and Information Literacy (MIL)	3.1	Importance of acquiring the requisite literacy	15
		3.2	Detection of both flawed journalism and fraudulent news in various media	
		3.3	Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate contexts	

IV	Fact Checking & Social Media Verification	4.1	Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario Common types of false imagery and basic verification steps	15
		4.2	Approaches for content analysis, including metadata analysis and Geolocation of News Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye	
		4.3	YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check Facebook and Tweeter account analysis : fake news generated on social media platforms	
	TOTAL LECTURES			**60**

Course outcomes:
1. Recall what is news and fake news.
2. Differentiate between media theories and terms.
3. Make use of MIL.
4. Analyse real news and source credibility.
5. Evaluate detection of both flawed journalism and fraudulent news.
6. Combine various fact checking tools.

References:
1. Wardle, C., & Derakhshan, H. (2017). The Misinformation Age: How False Beliefs Spread. Yale University Press.
2. Tandoc Jr, E. C., Lim, Z. W., & Ling, R. (2018). Journalism, Fake News & Disinformation. Routledge.
3. Graves, L. (2016). Deciding What's True: The Rise of Political Fact-Checking in American Journalism. Columbia University Press.
4. Roozenbeek, J., & van der Linden, S. (2020). The Debunking Handbook 2020. Stichting Skepsis.
5. Vosoughi, S., & Roy, D. (2020). Truth Decay: An Initial Exploration of the Diminishing Role of Facts and Analysis in American Public Life. RAND Corporation.

CASE STUDY

1.	**Case 1:** A day after the news of her death from cervical cancer made headlines and led to intense debate on social media, model/ influencer Poonam Pandey (32), came out to announce that she was alive. In her version, she asserts to have faked her death to spread 'critical awareness' about the disease. Maharashtra legislator Satyajeet Tambe demanded that the Mumbai Police must take action against Pandey for opting to such a stunt for promoting herself. Action should be taken against Poonam Pandey as she "made or published false or misleading information", said Tambe in a statement. "The news of an influencer/

	model dying of cervical cancer cannot be a means to spread awareness about the disease. The entire episode takes away the serious nature of cervical cancer and diverts the attention entirely to the influencer", Tambe added.
2	Case 2: One of the attempted hoaxes of the Pakistani election campaign, was the creation of a sophisticated duplicate version of the American newspaper Washington Post with a false article claiming that the prime ministerial candidate Imran Khan was being funded by Russia.

BOS	Department of Media
Class	T. Y. B.A.M.M.C.
Semester	VI
Course Name	Newspaper & Media Management
Course Code	PUAMC 604
Level of Course	Basic
Type of the Course	Skill Enhancement
Total Credits for the Course	2

Course Objectives:
1. To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.
2. Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction	1.1	Making news: Truth, Ideology and News work	15
		1.2	Legacy Media Broadcast Media Overview and Print Publishing Overview	
		1.3	A Comparative Analysis Contemporary Elements, Dimensions with Electronic Media: and Image of Print Media: News media as business Proprietary concerns enterprise Types of ownership	
II	Organizational Structure	2.1	Hierarchy Decision making Inter-relationship between departments	15
		2.2	Understanding Company Press and Registration of Books Act Law Relevant aspects of Company Law	
		2.3	Challenges of Globalization a) Foreign Direct Investment and Liberalisation b) Cross Media Ownership c) Commercialization of Media	

III	Resource and supply chain, and marketing techniques.	3.1	Newsprint Technology Production process Brand building Public Relations	15
		3.2 3.3	Advertising revenue building and maintenance Circulation revenue Ways to cut cost and boost revenue Understanding the target audience iii. Building goodwill services v. Sales promotional activities Role of research and readership, surveys, Sales forecasting and planning, Advertising the newspaper /website I channel Becoming a digital media brand	
IV	Case Studies	4.1	1) The role of advertising 2) From Web 1.0 to 2.0 3) Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest	15
		4.2	Eenadu and Network 18 Expansion of Sky Network [Star Network in India]	
		4.3	Relevance of TAM Ratings in News Channels along with IRS Studies.	
			TOTAL LECTURES	**60**

Course outcomes:
1. CO 1 - Defining the concept of Newspaper and Media Management.
2. CO 2 - Understanding the popularity of brands of news at global level.
3. CO 3 - Applying the strategies for the news business Proprietary
4. CO 4 - Analyse adaptation and standardization of newspaper and Media Management
5. CO 5 - Evaluate opportunities and challenges of Newspaper ANd Media Management
6. CO 6 - Creating brand awareness strategy and customized campaigns.

References :

1. Ben Badgikian: Media Monopoly
2. 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)

	CASE STUDY

1.	**Case Study 1: Advertising Revenue Strategies in Digital Media.**
	
	Background:
	        DigitalNewsNow" implements targeted advertising solutions and native advertising formats to attract advertisers and maximise revenue potential in the competitive digital media landscape.
	
	Challenge:
	        With a limited audience base and brand recognition, DigitalNewsNow faces the challenge of generating sufficient advertising revenue to sustain its operations and compete effectively.
	
	Strategy:
	        By offering personalised advertising options based on user demographics and interests, and leveraging strategic partnerships with ad networks, DigitalNewsNow successfully increases its revenue streams and achieves financial sustainability.
	
	Outcome:
	        Through these advertising revenue strategies, DigitalNewsNow strengthens its position in the digital media market, demonstrating the effectiveness of targeted advertising and native advertising formats in monetizing online content.

2	Case Study 2: Cross Media Ownership and Regulatory Compliance.
	
	Background:
	        GlobalMediaCorp" expands its multinational media operations while navigating complex regulatory landscapes and ensuring compliance with local laws and regulations in various countries.
	
	Challenge:
	        GlobalMediaCorp faces regulatory challenges related to cross-media ownership and foreign investment restrictions, requiring proactive measures to mitigate legal risks and maintain operational continuity.
	
	Strategy:
	        By investing in legal expertise, establishing compliance protocols, and engaging in dialogue with regulatory authorities, GlobalMediaCorp ensures adherence to local regulations and minimises the impact of regulatory uncertainties on its global operations.
	
	Outcome:
	        GlobalMediaCorp's commitment to regulatory compliance enables it to pursue growth opportunities with confidence and maintain its reputation as a responsible corporate citizen across diverse international markets.

BOS	Department of Media
Class	T. Y. B.A.M.M.C. (Advertising)
Semester	VI
Course Name	Advertising & Sales Promotion
Course Code	PUAMC 605 A
Level of Course	Advanced
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:

1. To enable the learner to demonstrate a thorough understanding of the majorsales promotion concepts.
2. To use a framework to make effective sales promotion decisions.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Sales Promotion	1.1	Nature and importance of sales promotion, Role of Promotion in the Marketing Mix The Scope and Role of Sales Promotion Reasons for the Increase in Sales Promotion Consumer franchise building versus non franchise building promotions	15
		1.2	Push promotion Pull Promotion Combination theory	
		1.3	Reciprocation Social Proof Foot-in-the-Door Technique Door-in-the-Face Technique Loss Aversion Social Norms Marketing High, Medium, low	
II	Tools of Sales Promotion	2.1	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	15

		2.2	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	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	Sales Promotion Programs	3.1	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)	15
		3.2	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)	
		3.3	e. Two sales promotion of any luxury brands	
IV	Fact Checking & Social Media Verification	4.1	Evaluation Methods of sales promotion Short term and long term effects of sales promotions. Long-term impact of sales promotion on brand image. Influence of Sales Promotion on Customer Purchasing Behavio	15
		4.2	Designing Loyalty, continuity and frequency program Big Data and Loyalty. Gratification and Loyalty	
		4.3	Budget allocation Coordination of Ad and Promotion Themes Media Support and Timing Over use Sales promotion trap	
			Total Lecture	**60**

Course outcomes:
1. CO 1 - Recalling sales promotion.
2. CO 2 - Understanding the various sales promotion techniques
3. CO 3 - Applying various sales promotion tools to make effective sales.
4. CO 4 - Analysing various components of sales promotion
5. CO 5 - Evaluating the sales promotion programs.
6. CO 6 - Designing impactful sales promotion plans.

References :

1. Geroge Belch, Michael Belch, and KeyoorPurani, Advertising & Promotion – an Integrated Marketing Communications Perspective, Tata Mcgraw Hill.
2. Kruti Shah & Alan DSouza, Advertising and Promotions: An IMC Perspective, Tata Mcgraw Hill.
3. Belch & Belch – Advertising & Promotion – Tata McGraw Hill.
4. Burnelt – Promotion Management Tata McGraw Hill.
5. Advertising Planning and Implementation – Sharma and Singh – Prentice Hall

CASE STUDY	
1.	Hindustan Unilever Limited (HUL): How HUL has used its strong portfolio of brands to build a strong brand image and customer loyalty. Hindustan Unilever Limited (HUL) is one of India's largest consumer goods companies. It has achieved remarkable success by effectively using its diverse portfolio of brands to build a strong brand image and boost customer loyalty. HUL's promotion strategies lie in its diverse brand portfolio, featuring well-known names such as Dove, Surf Excel, and Lifebuoy. This extensive lineup allows HUL to cater to a broad spectrum of consumer needs and preferences. HUL's unwavering commitment to consumer satisfaction is reflected in its innovative product offerings. The company regularly introduces products aligned with evolving consumer preferences, including eco-friendly options and health-conscious choices.HUL places a strong emphasis on sustainable and responsible business practices. This includes eco-friendly packaging, reduced water consumption, and the promotion of ethical sourcing, aligning with the growing environmentally conscious consumer base. Lifebuoy's 'Help A Child Reach 5' Campaign- One of the standout examples of HUL's marketing prowess is the "Help A Child Reach 5" campaign by Lifebuoy. This initiative aimed to raise awareness about the importance of handwashing in preventing diseases and saving children's lives in rural India. HUL's marketing and promotion strategies have delivered significant results. HUL has consistently maintained a positive brand image, associating itself with trust, quality, and responsible business practices.The company holds a dominant position in various FMCG categories, consistently outperforming competitors.HUL's diversified portfolio and commitment to consumer needs have fostered strong customer loyalty, resulting in repeat business.The "Help A Child Reach 5" campaign not only bolstered Lifebuoy's brand but also had a significant societal impact by promoting better hygiene practices in rural areas. HUL's remarkable journey to building a strong brand image and customer loyalty underscores the importance of a diverse brand portfolio, consumer-focused innovation, and responsible business practices.

2	In India, the male grooming business is currently valued at around Rs. 4,000 crore, and both new and established players are enjoying rapid growth. Every FMCG firm wants to appeal to males as the market for specialist skin creams and bleaches expands beyond what it was once known for: deodorant and hair styling products. A beer-focused shampoo has been introduced by Raymond Park Avenue for males. According to industry analysts, men are starting to drive the expansion of the Indian cosmetics sector. Men believe that a person's success in their work is correlated with their outward appearance. Dabur Oxylife crème bleach, Max Fairness, HUL Fair and Lovely, Emami Fair and Handsome, and other products have seen sharp increases in popularity among beauty salons and parlors. In the current decade, deodorants have grown the fastest. According to Amway India, the market for skin care, cosmetics, and grooming goods for men is expanding rapidly. Since there aren't many companies entering this market, it's anticipated that new items will succeed.

BOS	Department of Media
Class	T. Y. B.A.M.M.C. (Advertising)
Semester	VI
Course Name	Retailing & Merchandising
Course Code	PUAMC 606 A
Level of Course	Advanced
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:

1. To introduce the students to the concept of Retailing.
2. To make them understand the strategies of Retail Marketing.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Retailing	1.1	Introduction to the World of Retailing	15
		1.2	Multichannel Retailing , Customer Buying Behaviour, Retail Market Strategy , Overview of Merchandising , Factors affecting retail strategies, Consumer Demographic and lifestyles	
		1.3	Social factors , Consumer needs and desires , Shopping attitudes and behaviour , Consumer decision making process, Retailers' actions, Pricing as a competitive advantage, Discount retailing , Super Store retailing , Off Price Retailing	
II	Communication and IT	2.1	Introduction, Objectives, Marketing Communication, Thematic Communication, Methods of Communication, Graphics, Signage	15
		2.2	Information Systems, Barcoding, Retail ERP	
		2.3	Analytics & Tools	

III	Introduction to Merchandising	3.1	Meaning of Merchandising, Major Areas of Merchandise Management, Role and Responsibilities of Merchandisers Merchandise Mix, Concept of Assortment , Management, Merchandise Mix of Show off		
		3.2	Concept of Merchandise Displays, Importance of Merchandise Displays , Concept of Space Management, Role of IT in Space Management, Concept of Planogram		
IV	Visual & Online Merchandising	3.3	Merchandise selection as a competitive advantage, Specialty store retailing, Department store retailing, Super specialist, Niche specialist	15	
		4.1	Merchandising: Meaning of Visual Merchandising, Objectives of Visual Merchandising, Growth of Visual Merchandising, Visual Merchandising in India, Product Positioning and Visual Merchandising		
		4.2	Introduction, Objectives, Non-Store Retail Merchandising, Television retailing/home shopping, Product Presentation in Non-Store Retail Merchandising		
		4.3	Internet retailing/online shopping, Catalogue Management, Analytics and Tools	15	
			TOTAL LECTURES	**60**	

Course outcomes:
1. CO 1 - Recall the concept of communication.
2. CO 2 - Understanding the concept of retailing and merchandising.
3. CO 3 - Applying various types of retailing and merchandising.
4. CO 4 - Analyzing the role of communication and IT in retailing and merchandising.
5. CO 5 - Evaluating various types of retailing for merchandising.
6. CO 6 - Designing an effective catalogue.

References:

1. Robolt, N. J, Concept and Cases in Retail and Merchandise Management. New York, Fairchild Fernie, J, Logistics and Retail Management. London, Kogan PageTepper, Bette K, Mathematics for Retail Buying.New York, Fairchild
2. Drake, M .F, Retail Fashion Promotion and Advertising. New York, Macmillan
3. Berman, Retail Management. New Jersey, Prentice Hall Lucas, G. H Retail

4. Management, 3rd Edition, London, Pitman Publication Gercas , G. H , Retailing, Chennai, All India Publication
5. Levy, Michael (2012)Retailing Management 8 th Ed. New York, NY: McGraw-Hill Donnellan, John (2016) Merchandising and Buying Management, 4 th Edition, Bloomsbury Publications.

	CASE STUDY
1.	Case Study 1: Pop-Up Store Activation for a Fashion Retailer Background: A fashion retailer is looking to create a unique brand experience and drive foot traffic to its flagship store in a major city. They decide to launch a pop-up store activation in a high-traffic location to showcase their latest collections and engage with customers in a more immersive way. Methodology: The retailer collaborates with a creative agency to design and execute the pop-up store activation. The agency conducts market research to identify a suitable location with high foot traffic and coordinates with local authorities to secure permits. They design the layout and interior of the pop-up store to reflect the brand's aesthetic and showcase its products in an eye-catching manner. The activation includes interactive experiences such as styling sessions, photo booths, and exclusive product launches. Findings: The pop-up store activation generates significant buzz and excitement among consumers, drawing crowds of shoppers eager to explore the latest collections and participate in the interactive experiences. The activation drives foot traffic to the retailer's flagship store, resulting in increased sales and brand visibility. The retailer also benefits from positive media coverage and social media engagement, further amplifying the impact of the pop-up store activation.
2.	Merchandising Strategy for a Department Store Chain Background: A department store chain is revamping its merchandising strategy to stay competitive in the evolving retail landscape. The retailer wants to optimize its product assortment, pricing, and presentation to better meet the needs and preferences of its target customers. Methodology: The retailer conducts a comprehensive analysis of consumer trends, market dynamics, and competitor strategies to inform its merchandising strategy. They leverage data analytics and customer segmentation techniques to identify key customer segments and understand their shopping behaviors and preferences. Based on these insights, the retailer collaborates with its merchandising team to curate a tailored product assortment, implement dynamic pricing strategies, and enhance visual merchandising displays in-store and online. Findings: The revamped merchandising strategy leads to improved sales performance and customer satisfaction for the department store chain. By offering a curated selection of products that align with customer preferences and lifestyle trends, the retailer attracts new customers and retains existing ones. Dynamic pricing strategies and targeted promotions help drive incremental sales and increase basket size. Enhanced visual merchandising displays create a more engaging and immersive shopping experience, driving higher conversion rates and brand loyalty.

BOS	Department of Media
Class	T. Y. B.A.M.M.C. (Event Management)
Semester	VI
Course Name	Event Team & Crew Management
Course Code	PUAMC 606 E
Level of Course	Advanced
Type of the Course	Discipline Related
Total Credits for the Course	4

Course Objectives:

1. To introduce the students to the concept of Retailing.
2. To make them understand the strategies of Retail Marketing.

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Introduction to Organizing Team	1.1	Defining and understanding the event.	15
		1.2	simplified event structure, organizational effectiveness, volunteer staffing, framework for an event organization's performance.	
		1.3	Organization manager & the team during the event,	
II	Crew teams and evaluation	2.1	Monitoring and evaluating performances, checkpoints and coaching,	15
		2.2	evaluation criteria, performance reviews, data mining through evaluations, conflict resolution strategies, disciplinary measures & termination procedures	
		2.3	Room Requirements, Staging, Audiovisual, Lighting, Venue and Event Suppliers Checklist, Guest Demographics, The Guest List, Invitations, Food & Beverages Considerations, Entertainment, Photographers, Videographers, Staff, Work permits, Event Risk Assessment	
III	Scheduling and Assigning tasks	3.1	Workforce employment issues, personnel management. circular model of human resource management,	15

		3.2	orientation structure, instructions, manuals & handbooks, training programs,	
		3.3	scheduling & assignments, motivation, recognition & retention	
IV	Structure of Demand for Events and Live events.	4.1	About Live Events, Live entertainment Show Industry, Understanding the requirement of live shows, Planning Live Show, Job Responsibilities of Live Show Planner.	15
		4.2	Live Show arrangements, budgeting, live Show Flow, Creating Blue Print, Designing Live Show Plan, Understanding technical requirements, Celebrity management in Live Show.	
		4.3	Case Studies of event crew team on different platforms and various mass medium. DID India's Got Talent Hunarbaaz Indian idol Bigg Boss	
TOTAL LECTURES				**60**

Course outcomes:
1. CO 1 - Recall the concept of Event Management
2. CO 2 - Understanding the concept of Crew teams and Evaluation
3. CO 3 - Applying various types of techniques and scheduling of crew management.
4. CO 4 - Analyzing the role of Event Team and Crew Management
5. CO 5 - Evaluating various types of platforms for the event team and Crew Management .
6. CO 6 - Designing an effective Blueprint.

References :
1. Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2015). Festival and Special Event Management (5th ed.). John Wiley & Sons.
2. Goldblatt, J. (2015). Special Events: The Roots and Wings of Celebration (7th ed.). John Wiley & Sons.
3. Shone, A., & Parry, B. (2018). Successful Event Management: A Practical Handbook (5th ed.). Cengage Learning EMEA.
4. Bowen, J., & Page, S. (2013). Event Management Blueprint: Creating and Managing Successful Sports Events (2nd ed.). Butterworth-Heinemann.
5. Watt, D., & Baden, D. (2012). Event Management and Sustainability. Routledge.

CASE STUDY	
1.	Managing a Large-Scale Music Festival Crew

	Background: An event management company is responsible for organizing a large-scale music festival, featuring multiple stages, artists, and vendors. They need to effectively manage a diverse team of crew members, including stage managers, technicians, security personnel, and volunteers, to ensure the smooth execution of the event. Methodology: The event management company employs a comprehensive team management approach to coordinate the festival crew. They recruit experienced professionals with expertise in event production, security, and crowd management, assigning specific roles and responsibilities to each team member based on their skills and experience. The company also conducts thorough training sessions and briefings to ensure all crew members understand their roles, safety protocols, and emergency procedures. Findings: By implementing effective team management practices, the event management company successfully coordinates the festival crew and delivers a seamless and memorable event experience for attendees. The crew members work together cohesively, collaborating across different departments to handle logistical challenges, resolve issues, and respond to emergencies as they arise. The event receives positive feedback from artists, vendors, and attendees, with high levels of satisfaction and minimal disruptions throughout the festival.
2.	Coordinating a Corporate Conference Event Team Background: A corporate event planning agency is tasked with organizing a large-scale conference for a multinational company, featuring keynote speakers, breakout sessions, networking events, and exhibitor booths. They need to coordinate a diverse team of event staff, including planners, coordinators, AV technicians, and hospitality staff, to ensure the conference runs smoothly and meets the client's objectives. Methodology: The event planning agency adopts a strategic approach to team coordination, leveraging technology, communication tools, and project management software to streamline workflows and facilitate collaboration among team members. They assign dedicated team leads to oversee specific aspects of the event, such as logistics, AV production, and attendee services, providing clear guidance and support throughout the planning and execution process. The agency also conducts regular team meetings and debriefings to review progress, address challenges, and make adjustments as needed. Findings: Through effective team coordination and communication, the event planning agency successfully executes the corporate conference, exceeding the client's expectations and delivering a seamless event experience for attendees. The event staff work together cohesively, leveraging their expertise and resources to overcome logistical obstacles, troubleshoot technical issues, and ensure all aspects of the conference run according to plan. The client receives positive feedback from conference participants, praising the professionalism, efficiency, and attentiveness of the event team.

BOS	Department of Media
Class	T. Y. B.A.M.M.C. (Event Management)
Semester	VI
Course Name	Portfolio making in Event Management
Course Code	PUAMC 605 E
Level of Course	Basic
Type of the Course	Discipline Related
Total Credits for the Course	4

Objectives:
1. To assess comprises an individual report and a group presentation.
2. To understand of the role of event portfolio management in destination development

Unit No.	Name of Unit	Topic No.	Name of Topic	Hours
I	Foundations in event portfolio	1.1	Foundations in event portfolio planning	15
		1.2	Challenges and prospects in event portfolio and destination development	
		1.3	Event portfolio design and management	
II	portfolio relationships	2.1	Event portfolio leveraging	15
		2.2	Synergies and collaboration among different events and stakeholders	
		2.3	Capitalising and fostering event portfolio relationships	
III	Event portfolio networks	3.1	Event portfolio as tool for sustainable development	15
		3.2	Patterns of event portfolio inter-organisational networks and relationships	
		3.3	Community capacity-building	
IV	Special Event	4.1	Create a portfolio for a government/ quasi-government/ private social	15
		4.2	Practical Work	

		4.3	Presentation making	
		TOTAL LECTURES		**60**

Course outcomes:

1. CO1 – That they gradually build up their knowledge and their understanding of event portfolio and destination development and it is designed to allow students to evidence their achievement of the learning outcomes.
2. CO2 – The assessment comprises an individual report and a group presentation.
3. CO3 – a holistic approach for conceptualizing event portfolios, and examining their practical challenges and prospects as well as potential as tools for sustainable development
4. CO4 – Develop practical skills in presenting findings
5. CO5 – Critically discuss the underlying theories and principles in event portfolio and destination development
6. CO6 – Identify how to monetize online videos.

References :
1. Jackson, E. (2019). Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events. John Wiley & Sons.
2. Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2015). Festival and Special Event Management (5th ed.). John Wiley & Sons.
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