Nirmala Memorial Foundation College of Commerce and Science

(Autonomous)

Re-accredited by NAAC with B++, ISO 9001-2015 Certified, Recognised under section 2(f) & 12(B) of the UGC Act 1956

Permanently Affiliated to the University of Mumbai,

Syllabus

Bachelor of Arts in Multimedia and Mass Communication

(B.A. (MULTIMEDIA AND MASS COMMUNICATION))

(Programme Code: UGMMC01)

As Per New Education Policy (NEP) 2020

(To be implemented from the Academic Year 2026-2027)

INTRODUCTION OF THE PROGRAMME

The Bachelor of Arts in Multimedia and Mass Communication is a comprehensive four-year degree program designed to provide students with practical, industry-relevant media education. It aims to nurture the next generation of media professionals equipped to thrive in a rapidly evolving media landscape.

AIMS

To deliver a strong foundation of knowledge while instilling values of integrity, credibility, and social responsibility
To prepare students for dynamic careers across various domains of media and related industries such as communication, advertising, public relations, journalism, and research

OBJECTIVES

- To equip learners with essential professional skills for careers in the entertainment sector, including cinema, television, OTT platforms, and digital media
- To foster self-confidence, professional identity, and a sense of responsibility within the media ecosystem
- To develop a deeper understanding of the relationship between communication/media theories and diverse individual, social, and professional practices

PROGRAM OUTCOME

Upon successful completion of the program, learners will:

1. Learners will be able to understand the basic concepts of mass communication, media, and how communication shapes society

2. Students will develop effective communication skills in reading, writing, speaking, and listening, useful in media-related careers

3. To help learners apply digital tools such as Google Workspace and multimedia software in real-world media tasks

4. To enable students to analyze current events and media trends with critical thinking and awareness

5. Learners will demonstrate social responsibility and ethical behavior in their media and communication practices

SEMESTER V
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major Subjects (Mandatory)		Copy Writing	**4**
			Advertising & Marketing Research	**4**
			NA	*******
	Major Subjects (Electives)		Consumer Behaviour	4
			DOCUMENTARY & AD FILM MAKING	
Vertical 2	Minor		Mobile Journalism and New Media	4
Vertical 3	OE1		NA	*******
Vertical 4	VSC		Influencer Marketing	2
	SEC		NA	*******
Vertical 5	AEC		NA	*******
	VEC		NA	*******
	IKS		Media Literacy through Indian Knowledge Systems	2
Vertical 6	CC		Field Project	2
				22

Vertical – I

Mandatory Courses

Name of the Course: Copy Writing

Sr. No.	Heading	Particulars
1	**Description of the course :** **Including but Not limited to :**	This course is designed to introduce students to the art and science of copywriting – the skill of writing persuasive, engaging, and impactful content that drives action. Learners will explore the principles of effective communication, consumer psychology, and brand storytelling while mastering the techniques of writing for digital, print, and broadcast media.
2	**Vertical :**	Major Subjects (Mandatory)
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To introduce students to the fundamental concept of copywriting as a persuasive tool for selling ideas, products, and services. 2. To develop an understanding of the process of crafting original, strategic, and compelling copy across diverse media platforms. 3. To enhance students' ability to generate, organize, and communicate creative ideas with clarity and impact. 4. To train students in the essential techniques of advertising copy, including headline and body writing, precision in language, and the art of concise expression. 5. To instill professional awareness that creativity in copywriting serves a commercial and business purpose, balancing originality with client objectives.	
8	**Course Outcomes**: (List some of the course outcomes) CO 1: Understand and apply the concept of copywriting as persuasive writing for selling products, services, and ideas. CO 2: Demonstrate the ability to create original, strategic, and compelling copy for diverse media platforms.	

	CO 3: Generate, develop, and effectively express creative ideas tailored to specific audiences. CO 4: Apply fundamental techniques of advertising copy, including headline and body writing, concise expression, and creative thinking. CO 5: Adapt creativity to professional and commercial contexts by solving communication challenges with client-oriented copywriting solutions.

9	**Modules**:- Per credit One module can be created
	Module 1: Fundamentals of Copywriting & Creative Thinking
	1. Introduction to Copywriting ● Basics of copywriting ● Roles and responsibilities of a copywriter **2. Creative Thinking** ● Developing a creative mindset ● The idea incubation process ● Finding the "Big Idea" that drives campaigns ● Crafting reasons for brand trust and consumer action **3. Idea Generation Techniques** ● Brainstorming, triggered brainwalking, questioning assumptions ● Picture prompts, SCAMPER, observation, referencing, interaction, imagination, dreams ● Creative aerobics **4. Transcreativity** ● Introduction, purpose, and significance in advertising
	Module 2: Writing for Persuasion & Advertising Media
	1. Understanding Briefs ● Marketing brief ● Creative brief **2. Writing Persuasive Copy** ● Tone of voice and brand personality ● Tonality, style, and character building ● Making writing "walk, talk, and breathe" ● Breakthrough writing techniques ● Controlling perception in the consumer's mind ● Storytelling and emotional appeal in persuasive writing **3. Copy Across Media** ● Print (headlines, subheadlines, captions, slogans, body copy) ● Television (storyboards, word–visual balance, formats, silence)

	• Radio scripts • Outdoor posters and hoardings • Digital copy (social media, web pages, interactive content)
	Module 3: **Audiences, Appeals & Campaign Analysis**
	1. Writing for Diverse Audiences • Children, youth, women, senior citizens, executives • Generational groups: Baby Boomers, Gen X, Gen Y (Millennials), Gen Z **2. Advertising Appeals & Execution Styles** • Rational vs. emotional appeals (humor, fear, sex appeal, music) • Creative execution techniques for ads **3. Current Campaign Analysis** • Case studies of top agencies: JWT, Ogilvy, Lowe Lintas, FCB Ulka, DDB Mudra, Publicis Worldwide • Study and analysis of at least 3 award-winning international campaigns (past 1–2 years) • Focus on: copywriting style, idea and concept, adaptation across media, audience targeting, tone of voice, storytelling
	Module 4: **Professional Copywriting Practice & Evaluation**
	1. Writing for Specialized Formats • Direct mailers, classifieds, press releases • B2B copy, email copy • Advertorials, infomercials **2. Evaluating Ad Campaigns** • Measuring campaign effectiveness against objectives • Aesthetic appreciation: layout, typography, balance, color schemes • Ethical concerns and issues in advertising (e.g., corruption, challenges faced by senior citizens, differently-abled individuals) **3. Practical Applications** • Writing and critiquing copies in real-world contexts • Peer and instructor evaluation of campaign projects
10	**Reference Books:** 1. Looking Away by Harsh Mandar 2. Copywriting By J.Jonathangabay Frsa 3. Copywriting: Successful Writing For Design, Advertising And Marketing 99 Book By Mark Shaw 4. The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America′S Top Copywriters Paperback – By Joseph Sugarman 5. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly 6. Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads

	7. By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case Study	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of four. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment:

10 marks Viva,

10 marks Class Participation and Attendance

Name of the Course: Advertising & Marketing Research

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the principles and practices of research in the fields of advertising and marketing. It emphasizes the role of research in understanding consumer behavior, evaluating media effectiveness, and guiding strategic decision-making. Students learn how to design and conduct surveys, focus groups, experiments, and content analysis, while also exploring the use of secondary data and digital analytics.
2	**Vertical :**	Major Subjects (Mandatory)
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To introduce students to the principles and importance of research in advertising and marketing. 2. To familiarize students with qualitative and quantitative research methodologies and their applications. 3. To enable students to understand audience analysis as a foundation for effective advertising strategies. 4. To equip students with knowledge of research techniques, tools, and their utility in evaluating advertising and marketing practices. 5. To cultivate analytical and critical thinking skills for interpreting data and generating actionable insights.	
8	**Course Outcomes**: (List some of the course outcomes) CO1 Develop analytical thinking and research skills applicable to advertising and marketing contexts. CO2 Differentiate between qualitative and quantitative research methodologies and apply them appropriately. CO3 Examine the foundations of research and audience analysis essential for effective advertising strategies.	

	CO4 Evaluate and apply the scope, techniques, and practical utility of advertising and marketing research in real-world scenarios.

9	**Modules**:- Per credit One module can be created
	Module 1:Fundamentals of Research in Advertising & Marketing
	Introduction to mass media research ● Introduction to Research: Meaning, Definition, Need and Importance ● Literature Review: Purpose and Process ● Statement of the Problem, Aims & Objectives of Study, Research Questions ● Research Design: Scope and Types (Descriptive, Exploratory, Causal) ● Audience Analysis and Role in Advertising
	Module 2: Tools and Techniques of Data Collection
	● Preparing Research Instruments ○ Survey Methods and Questionnaire Design ○ Projective Techniques for Qualitative Research ○ Attitude Measurement Scales for Quantitative Research ● Sampling: Meaning, Process and Importance ○ Non-Probability Methods (Convenience, Judgment, Quota, Snowball) ○ Probability Methods (Simple Random, Systematic, Stratified, Cluster, Multi-Stage)
	Module 3: Data Processing and Analysis
	● Preparing Data Sheets (Excel/SPSS) and Data Cleaning ● Data Presentation: Tables, Charts, Graphs, Histograms ● Descriptive Statistics: Mean, Median, Mode, Range, Variance, Standard Deviation, Skewness, Kurtosis ● Inferential and Multivariate Analysis: Correlation, Regression, t-Test, Factor Analysis, Discriminant Analysis ● Interpreting Data with Implications for Advertising and Marketing
	Module 4: Applications of Advertising & Marketing Research
	Advertising Research ● Copy Research (Concept, Name, Slogan Testing) ● Copy Testing Methods (Free Association, Questioning, Mail Tests, Statement Comparison) ● Pre-Testing (Print & Broadcast Techniques, Challenges like Halo Effect) ● Post-Testing (Recall, Recognition, Sales Effect, Enquiry Tests) ● Physiological Research Tools (Eye Tracking, Pupil Metrics, Galvanometer, Voice Pitch, Brain Pattern Analysis)

	Marketing Research • New Product Research • Branding Research • Pricing and Packaging Research • Product Testing Report Writing and Presentation of Findings (Structure, Components, Recommendations)	
10	***Reference Books:*** 1. Research for Marketing Decisions Paul E. Green, Donald S. Tull 2. Business Research Methods – Donald Cooper and Pamela Schindler, TMGH, 9th edition 3. http://www.millwardbrown.com/docs/default-source/insight-documents/points-of-view/MillwardBrown_POV_NeurosciencePerspective.pdf	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of four. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Name of the Course: Consumer Behaviour

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	It refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. It explores the decision-making processes and the psychological, social, cultural, and personal factors that influence consumer choices.
2	**Vertical :**	Major Subjects (Elective)
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To introduce students to the principles and importance of research in advertising and marketing. 2. To familiarize students with qualitative and quantitative research methodologies and their applications. 3. To enable students to understand audience analysis as a foundation for effective advertising strategies. 4. To equip students with knowledge of research techniques, tools, and their utility in evaluating advertising and marketing practices. 5. To cultivate analytical and critical thinking skills for interpreting data and generating actionable insights.	
8	**Course Outcomes**: (List some of the course outcomes) CO1: To understand the sociological & psychological perspective of consumer behaviour. CO2: To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. CO3: To sensitize students to the changing trends in consumer behaviour.	

9	**Modules**:- Per credit One module can be created

Module 1: Introduction to Consumer Behaviour and Marketing Communication

- Need to study consumer behaviour
- Psychological and sociological dynamics of consumption
- Consumer behaviour in a dynamic and digital world
- Segmentation strategies – VALS framework
- Communication process in marketing
- Persuasion – needs, importance, and persuasive advertising appeals
- Elaboration Likelihood Model (ELM)

Module 2: Psychological Determinants of Consumer Behaviour

1. Motivation – types and theories (Maslow's hierarchy of needs)
   Attitude – characteristics and theories (Tri-component model, Multi-attitude model)
2. Cognitive dissonance
3. Personality – facets, traits, and its influence on consumer behaviour

- Theories of Freud and Jung
- Self-concept
- Application of psychological theories in marketing and consumer behaviour

Module 3: Relevance of Learning in Consumer Behaviour And Decision Making Process

Perception – elements and interpretation

- Subliminal perception
- Perceptual interpretation and stereotyping in advertising

Learning – elements and theories

- Behavioral theory
- Classical theory
- Cognitive learning
- Consumer decision making process
- Models of decision making
- Opinion leadership
- Diffusion and adoption process

Module 4 Socio -Economic & Cultural Determinants Of Consumer Behaviour

Family - Role of family in Socialization & Consumption – Family Life Cycle FLC
Culture – role and dynamics

- Subculture and its influence on consumption
- Changing Indian core values
- Cross-cultural consumer perspectives

Social groups – primary and secondary, reference groups and consumer behaviour

Economic determinants – social class and its influence on consumer behaviour

10	***Reference Books:*** Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour. • Pearson 11th Edition. • David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill. • Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case Study	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of four. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Name of the Course: Documentary & Ad Film Making

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the fundamental principles and practices involved in documentary and advertisement film making. It focuses on the planning, scripting, production, and post-production processes necessary for creating effective audio-visual communication.
2	**Vertical :**	Major Subjects (Elective)
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To provide students with an understanding of the planning, structure, and techniques involved in creating effective audio-visual communication. 2. To prepare students for responsible, ethical, and impactful communication in public and media environments. 3. To develop students' practical skills in research, scripting, shooting, and editing for documentary and advertisement films. 4. To equip students with the creative and technical abilities required to write, visualize, and produce compelling documentary and ad film content.	
8	**Course Outcomes**: (List some of the course outcomes) CO 1: Understanding the planning involved in making audio visual communication effectively. CO 2 : To prepare students for effective and ethical public communication. CO 3: To help students acquire basic skills in the practical aspects of Documentary and Ad Film making. CO 4 : Equip students with skills to write and shoot effective Documentary and Ad film.	

9	**Modules**:- Per credit One module can be created

Module 1: Understanding Documentary

1. Categories of Documentary (8 Marks)

- Non-fiction (Limitations and Wonders) / Docu-drama
- Anthropological / Ethnographic
- Biographical / Historical
- Arts / Cultural
- Science and Technology
- Promotional
- Environment (including Agricultural)
- Social Issues
- Educational
- Investigative
- Family Values
- Exploration / Adventure

2. Writing (4 Marks)

- Formation of Concept
- Research Modes: Library, Archives, Location, Life Stories, Ethnographic
- Synopsis
- Script and Visualization
- Commentary
- Subtitling / Translation

Module 2: Documentary Production

1. Pre-Production

- Engaging Technical Team and Equipment
- Acquiring Shooting Permissions

2. Production

- On-Location and Studio Shooting
- Technology Involved

3. Post-Production

- Editing (Technique and Grammar)
- Voice Over
- Music
- Foley
- Special Effects / Graphics
- Sound Re-recording and Mixing
- DI (Digital Intermediate)
- Subtitling
- Making Final Master and Telecast Copy

Module 3: Ad Film Making – Writing and Planning

	1. Ad Film Writing • Selling Concept • Making Budget **2. Preparing Storyboard** • Using Different Formats of Making • Agency / Client Approval	
	Module 4: Ad Film Making – Production to Post-Production	
	1. Finalization of Cast and Crew • Pre to Post Process 2. Production • Set Erection / Location • Scheduling • Shooting 3. Post-Production • Editing • Voice Over • Music • Foley • Special Effects / Graphics • Sound Re-recording and Mixing • DI	
10	***Reference Books:*** *Introduction to Documentary* – Bill Nichols *Documentary Storytelling: Creative Nonfiction on Screen* – Sheila Curran Bernard *The Technique of Film and Video Editing* – Ken Dancyger *Advertising Creative: Strategy, Copy, and Design* – Tom Altstiel & Jean Grow *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media* – Bruce Block	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS

Documentary Film Project

Prepare a complete production file for a short documentary (5–7 minutes) on any one of the following themes:

- A local cultural practice/tradition
- Social awareness (health, environment, or education)
- Biography of a community hero
- Changing urban lifestyle

Your file should include:

1. Concept note & synopsis (10 marks)
2. Research background (5 marks)
3. Script with commentary/narration (15 marks)
4. Storyboard or shot division (10 marks)
5. Post-production plan (editing style, sound/music, graphics) (10 marks)
6. Ethical considerations & audience impact (10 marks)

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)

Vertical – II

Name of the Course: Mobile Journalism and New Media

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the evolving practices of **mobile journalism (MoJo)** and the dynamic landscape of **new media platforms**. It emphasizes how mobile devices, digital tools, and online platforms are transforming the way news is gathered, produced, and disseminated. Students will learn to create journalistic content using smartphones and digital applications, while also critically engaging with the challenges of credibility, ethics, and audience interaction in the age of social media.
2	**Vertical :**	Minor
3	**Type :**	Theory
4	**Credit**:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester))
5	**Hours Allotted :**	60 Hours
6	**Marks Allotted**:	100 Marks
7	**Course Objectives: (List some of the course objectives)** Introduce students to the concepts, tools, and practices of mobile journalism in the context of new media. Enable students to understand the impact of digital platforms and mobile technologies on news production and consumption. Develop technical proficiency in mobile-based reporting, shooting, editing, and publishing. Encourage creativity and innovation in multimedia storytelling suited for mobile and social media audiences. Foster ethical awareness, accuracy, and responsibility in mobile-first journalism.	
8	**Course Outcomes: (List some of the course outcomes)** This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage. Towards the end of the course, you will leave away with information about: • Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to	

	get ready for the eventual fate of the media and life in a portable first world. • Step by step instructions to report and connect with crowds utilizing cell phones. • Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism. • The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting.

9	**Modules**:- Per credit One module can be created
	Module 1:THE STATE OF MOBILE
	• Mobile centric reporting and editing • Mobile as a 'Newsroom'. • Mobile News catering to Niche beats • Evolution of M-Learning (Mobile Learning) amongst the Youth with the Mobile Applications
	Module 2: Mobile Journalism
	• News Workflow and Mobile Journalism • How to identify the seven basic steps of mobile reporting. • How to create and share branded mobile journalism content. • How to use two simple mobile apps to make an audio or video documentary, or a narrated photo- essay. • How to select accessories that enhance the camera or audio quality of IOS smart phones and tablets. • Introduction to Mobile Applications (News generation and Uploading process : techniques of generating audiences) • Blog set-up • Mobile writing and creation of News Trends (Hash tags, tagging, linking accounts etc
	Module 3: DESIGNING FOR THE MOBILE EXPERIENCE
	A. Designing • How mobile design differs from established desktop design. (Options and choices for your content). • About best practices for process: How design, development and content best work together. • About Mobile Analytics: What is your audience using? B. Social Newsgathering and Listening : creation of story ideas, News Sources and Content C. Social Media Collaboration with M-Learning and Viewer creation (Crowd sourcing) D. Going Viral : being the Scavenger and Mobile Journalist E. M-learning: learning the Art of News Audit
	Module 4: **MOBILE NEWS PRODUCT DEVELOPMENT**

	• How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.) • A. The Digital Skeleton : understanding placing, timing and generation of News story • b. Fake News • c. Social Media Policies and Ethics • d. Verification and Authenticity of information About Glass Journalism M-learning the future of Newsrooms	
10	**Reference Books:** 1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar. 2. Web Masters Hand Book, Galgotia 3. Computer Graphic Software Construction, John R Rankin 4. The Internet Book, Comer Douhlas E . 5. The Information Society: An Introduction, Arm and Mattelart. 2003 by Sage Publications Ltd 6. Designing Interactive Websites, Mohleo James L and Thompson Learning 7. MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad by Ivo Burum, Stephen Quinn 8. The Mobile Journalism Handbook Routledge text books. 9. A Field Guide for Mobile Journalism Volume 1: Producing photographic stories with smart phones and tablets 10. Closer to the story? Accessibility and mobile journalism by PanuKarhunen	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 60 MARKS **Time: 2 hrs**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study	15 marks
Q 2	Practical/ Theory	15 marks
Q 3	Practical/ Theory	15 marks
Q 4	Short Note (any three out of five)	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may be subdivided into 8 marks and 7 marks. Internal options shall be given, i.e. attempt any two out of four. For direct 15 Marks question options should be given. Attempt any one out of two.

3. Use of a simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

20 marks Assignment,

10 marks Viva,

10 marks Class Participation and Attendance

Vertical – IV

Name of the Course: Influencer Marketing

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the principles, strategies, and tools used in influential marketing across digital and social platforms. Students will learn how to create authentic brand connections through influencers, user-generated content, and data-driven campaigns.
2	**Vertical :**	VSC
3	**Type :**	Theory
4	**Credit**:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	**Hours Allotted :**	30 Hours
6	**Marks Allotted**:	50 Marks
7	**Course Objectives**: (List some of the course objectives) 1. To understand the role and impact of influencers in shaping consumer behavior and brand perception. 2. To explore the tools, platforms, and metrics used in influencer marketing campaigns. 3. To develop skills in planning, executing, and analyzing influencer-based marketing strategies. 4. To raise awareness of ethical, legal, and regulatory considerations in digital marketing.	
8	**Course Outcomes**: (List some of the course outcomes) CO1: Students will be able to identify types of influencers and match them to specific brand campaigns. CO2: Students will be able to create influencer marketing strategies that align with audience engagement and campaign goals. CO3: Students will learn how to measure campaign effectiveness using analytics tools and performance metrics. CO4: Students will be aware of ethical challenges and compliance issues in influencer marketing.	

9	**Modules**:- Per credit One module can be created

	Module 1: Foundations and Trends in Influencer Marketing	
	• Evolution of influencer marketing • Types of influencers: Nano, Micro, Macro, Celebrity, Virtual influencers • Social media platforms: Instagram, YouTube, Facebook, TikTok, LinkedIn, podcasts • Trends: Creator economy, brand partnerships, affiliate marketing • Understanding audience behavior, personalization, and storytelling • Ethical concerns, authenticity, and influencer fraud	
	Module 2:	
	• Planning influencer campaigns: objectives, budgeting, content formats • Collaboration with influencers: outreach, contracts, negotiations • Content creation: sponsored posts, reels, stories, blogs, video marketing • Legal and disclosure requirements (FTC guidelines, GDPR, brand safety) • Measuring performance: engagement rates, ROI, analytics tools, brand sentiment • Case studies: successful campaigns and crisis management	
10	**Reference Books:** 1. *Influencer Marketing for Dummies* – Kristy Sammis, Cat Lincoln 2. *The Age of Influence: The Power of Influencers to Elevate Your Brand* – Neal Schaffer 3. *Contagious: How to Build Word of Mouth in the Digital Age* – Jonah Berger 4. *Marketing 5.0: Technology for Humanity* – Philip Kotler, Hermawan Kartajaya 5. *Digital Marketing: Strategy, Implementation, and Practice* – Dave Chaffey & Fiona Ellis-Chadwick	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Individual/ group project 2. Group discussion/ Debates 3. Presentation 4. Assignment	

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 hr**

Question Paper Pattern

Each question carries 15 Marks

Question No.	Questions	Marks
Q 1	Case study/ Practical	15 marks
Q 2	Practical/ Theory	15 marks

Note:

1. Equal Weightage is to be given to all the modules.

2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e. attempt any two out of four. For direct 15 Marks question option should be given. Attempt any one out of two.

3. Use of simple calculator is allowed in the examination.

4. Wherever possible more importance is to be given to the practical problems.

INTERNAL EVALUATION METHODOLOGY (20 MARKS):

10 marks: Assignment – Create a digital campaign using influencer content (Instagram posts, reels, or YouTube thumbnails) with tools like Canva, Photoshop, or Adobe Illustrator.

05 marks: Viva – Discuss strategies, platforms, and ethical challenges.

05 marks: Class participation and attendance.

Vertical – V

Name of the Course: Media Literacy through Indian Knowledge Systems

Sr. No.	Heading	Particulars
1	Description of the Course	**Including but not limited to:** This course introduces students to the concept of media literacy through the lens of Indian Knowledge Systems (IKS). It explores traditional Indian communication practices, ethical values, storytelling traditions, folk media, and philosophical foundations that shape responsible media consumption and production. The course emphasizes critical thinking, ethical media engagement, cultural sensitivity, and the relevance of Indian wisdom traditions in understanding contemporary media ecosystems. Students will examine how Indian knowledge traditions contribute to media ethics, audience awareness, communication practices, and digital citizenship in the modern era.
2	Vertical	IKS
3	Type	Theory
4	Credit	2 Credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted	30 Hours
6	Marks Allotted	50 Marks
7	Course Objectives	By the end of the course, students will be able to • To introduce students to the concept and significance of media literacy in contemporary society .• To familiarize students with Indian Knowledge Systems and their relevance to communication and media practices. • To develop critical understanding of media messages through ethical and cultural perspectives rooted in Indian traditions. • To explore traditional Indian storytelling, folk media, and indigenous communication systems as tools of media literacy .• To encourage responsible digital citizenship and ethical media engagement based on Indian values and philosophies.
8	Course Outcomes	After completing this course, students will have the knowledge and skills to: **CO1** Explain the concept of media literacy and its relevance in contemporary media environments. **CO2** Identify and analyze the contribution of Indian Knowledge Systems to communication and media practices. **CO3** Evaluate media messages using ethical, cultural, and philosophical perspectives rooted in Indian traditions. **CO4** Apply principles of responsible media usage and digital citizenship in personal and professional contexts.
9	Modules	**Module 1: Introduction to Media Literacy and Indian Knowledge Systems** ● Meaning, Nature, and Importance of Media Literacy ● Understanding Media Messages, Representation, and Audience Awareness ● Fake News, Misinformation, and Media Manipulation ● Introduction to Indian Knowledge Systems (IKS): Meaning, Scope, and Relevance ● Communication Traditions in Ancient India: Oral Traditions, Guru-Shishya Parampara, Sabha and Samvad Culture

Sr. No.	Heading	Particulars
		• Indian Philosophical Foundations in Communication: Truth, Ethics, Dharma and Responsibility **Module 2: Indian Communication Traditions and Contemporary Media** • Traditional Indian Storytelling Forms: Panchatantra, Jataka Tales, Epics, and Kathavachan Traditions • Folk Media and Indigenous Communication Systems: Puppetry, Folk Theatre, Bhajans, Kirtans, Street Performances • Media Ethics from Indian Perspectives: Ahimsa, Satya, Vasudhaiva Kutumbakam, Social Responsibility • Role of Indian Cultural Values in Digital Media Consumption and Content Creation • Media Literacy in the Age of Social Media and AI-driven Communication • Responsible Digital Citizenship and Media Practices based on Indian Knowledge Traditions
10	Reference Books	1. Kapil Kapoor, *Indian Knowledge Systems: Nature, Concepts and Applications* 2. Baldev Raj Gupta, *Indian Wisdom, Modern Issues and Media* 3. Namita Gokhale, *The Book of Indian Wisdom* 4. S. Radhakrishnan, *Indian Philosophy* 5. Yash Pal et al., *Learning without Burden* 6. Marshall McLuhan, *Understanding Media: The Extensions of Man* 7. Art Silverblatt, *Media Literacy: Keys to Interpreting Media Messages* 8. W. James Potter, *Media Literacy* 9. Keval J. Kumar, *Mass Communication in India* 10. D.P. Pattanayak, *Multilingualism, Culture and Education*
11	Internal Continuous Assessment	40% External Semester End Examination: 60% Individual Passing in Internal and External Examination
12	Continuous Evaluation Through	1. Individual / Group Project 2. Group Discussion / Debate 3. Presentation 4. Assignment

SEMESTER END EXAMINATION: 30 MARKS **Time: 1 Hour**

Question No.	Questions	Marks
Q1	A. Concept/One Sentence	10
Q2	A OR B	10
Q3	A OR B	10

Note:

1. Equal weightage is to be given to all the modules.
2. 15 marks question may subdivide into 8 marks and 7 marks. Internal option shall be given, i.e., attempt any two out of four. For direct 15 marks question, option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination wherever applicable.

4. Wherever possible, more importance is to be given to practical and application-based understanding.

INTERNAL EVALUATION METHODOLOGY (20 MARKS)

Component	Marks
Assignment	10 Marks
Viva	05 Marks
Class Participation and Attendance	05 Marks

		
Chairperson (Head of the Department)	Department faculty	I/C Principal