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)
Approved in the Academic Council Meeting held on 2025

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 analyse current events and media trends with critical thinking and awareness

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

SEMESTER VI
COURSE STRUCTURE

VERTICAL		COURSE CODE	SUBJECT	CREDIT
Vertical 1	Major Subjects (Mandatory)		Agency Practices and Media Strategies	**4**
			Advertising Design	**4**
			AI in Media & Communication	2
	Major Subjects (Electives)		Entertainment & Media Marketing	4
			Marketing of Films and OTT	
Vertical 2	Minor		Digital Media	4
Vertical 3	OE1		NA	*******
Vertical 4	VSC		NA	*******
	SEC		NA	*******
Vertical 5	AEC		NA	*******
	VEC		NA	*******
	IKS		NA	*******
Vertical 6	CC		On Job Training	4
				22

Vertical – I

Mandatory Courses

Name of the Course: Agency Practices and Media Strategies

Sr. No.	Heading	Particulars
1	**Description of the course :** **Including but Not limited to :**	This course introduces students to the fundamentals of advertising agency operations, structures, client servicing, and campaign management. It also covers the principles and practices of media planning, media research, media buying, and evaluation. Students gain knowledge of agency-client relationships, budgeting, scheduling, negotiation skills, and strategic use of media platforms to optimize reach and effectiveness.
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 understand the structure and functions of advertising agencies. 2. To explore client–agency relationships and management practices. 3. To learn the concepts and strategies of media planning and buying. 4. To analyze media research tools and evaluation methods. 5. To develop skills in preparing media schedules, budgets, and campaign strategies.	
8	**Course Outcomes**: (List some of the course outcomes) CO1. Students will be able to explain agency structures, roles, and responsibilities. CO2. Students will gain insights into client servicing, account planning, and campaign execution. CO3. Students will apply media planning principles to real-life case studies. CO4. Students will develop media budgets and schedules using practical tools. CO5. Students will critically evaluate campaign effectiveness across media platforms.	

9	**Modules**:- Per credit One module can be created	
	Module 1: Agency Management	
	Evolution and types of advertising agencies- Structure, roles, and functions of an agency- Client servicing and account management- Agency-client relationships and contracts- Case studies on successful agency operations	
	Module 2: Agency Operations and Campaign Planning	
	Account planning and creative strategy- Media department functioning within an agency- Agency compensation and revenue models- Ethics and regulatory aspects in agency management- Integrated marketing communication planning	
	Module 3: **Media Planning**	
	Importance and process of media planning- Media mix selection and strategy- Media research, audience measurement tools (IRS, BARC, TAM)- Budget allocation, scheduling, and reach–frequency analysis- Digital media planning and cross-media integration	
	Module 4: **Media Buying and Evaluation**	
	Media buying process and negotiations- Rate cards, CPRP, CPT, CPM calculations- Working with media owners, agencies, and networks- Post-campaign analysis and media audit- Future trends: programmatic buying, AI-driven media planning	
10	**Reference Books:** 1. Belch, G. & Belch, M. – *Advertising and Promotion*.2. Aaker, D. – *Advertising Management*.3. Jefkins, Frank – *Advertising*.4. Sissors, Jack & Baron, Lincoln – *Advertising Media Planning*.5. Wells, Burnett & Moriarty – *Advertising: Principles and Practice*.6. Chunawalla, S.A. – *Advertising Theory and Practice*.	
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. The 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 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

Name of the Course: Advertising Design

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces learners to the fundamentals of advertising design and communication planning. It covers the complete process of creating effective advertisements, from research and strategy to production and execution. Emphasis is placed on the use of visual language as a key communication tool, helping learners understand how design elements influence audience perception. Through practical exercises, projects, and industry-relevant tools, the course prepares students for real-world advertising challenges and equips them with the skills required to create impactful campaigns.
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 help learners understand the step-by-step process involved in planning and producing advertisements. 2. To emphasize the significance of visual language as a powerful tool for communication and persuasion. 3. To equip learners with practical skills and hands-on training in advertising, preparing them for industry requirements.	
8	**Course Outcomes**: (List some of the course outcomes) 1. Learners shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as an effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready.	

9	**Modules**:- Per credit One module can be created	
	Module 1:Introduction to Advertising & Agency Structure	
	• Overview of advertising and communication design • Project planning, campaign outline, and viva • Agency departments: accounts, media, creative, production • Research process: product, market, message, competition • Art direction and analysing existing ads	
	Module 2: Design Basics & Visual Language	
	• Elements: point, line, shape, colour, texture, space • Principles: proportion, contrast, balance, rhythm, unity • Design rules: emphasis, alignment, Gestalt principles • Optical effects and illusions • Typography: font types, size, spacing, meaning	
	Module 3: Layout Design	
	• Types of layouts and stages of development • Selecting visuals and arranging text • Headlines, slogans, and body copy • Choosing fonts and formatting • Final layout decisions for impact	
	Module 4: Campaign Planning & Execution	
	• Finalizing products, logos, and taglines • Research for target audience and messaging • Idea generation and visualisation • Designing logos, manuals, print ads, outdoor ads • TVC, web ads, and preparing final presentations	
10	***Reference Books:*** 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	
11	**Internal Continuous Assessment: 40%**	**External, Semester End Practical Examination 60% Individual Passing in Internal and External Examination**
12	Continuous Evaluation through: 1. Presentation 2. Assignment	

SEMESTER END PRACTICAL EXAMINATION: 60 MARKS

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.

1. Logo Design: (Fresh) presented in Logo Manual

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

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

4. Print Ads: Series of 2 ads for Magazine maintaining synergy. English and/or regional

5. Outdoor Ad: Billboard, Hoarding (one as reminder ad or warm up campaign)

6. Innovative/ Transit/ Ambient Ad: Any one of these suitable to the product/service

7. Point of Sale: Standee/ Danglers/ Strut cad/ Tent card/ kiosk etc: any one suitable

8. TVC Storyboard: 12 to 16 key frames with Floor plan, Camera plot, OSD, SFX, VFS, VO

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

INTERNAL EVALUATION METHODOLOGY (40 MARKS):

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.

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 comprise of:

Scrap book: (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 has 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 story board.

Name of the Course: AI in Media & Communication

Sr. No.	Heading	Particulars
1	**Description of the course :** **Including but not limited to :**	This course introduces learners to the fundamentals of Artificial Intelligence (AI) and its applications in media and communication. It covers concepts of machine learning, natural language processing, recommendation systems, content personalisation, and automation in newsrooms, advertising, and digital storytelling. Learners will also study ethical concerns such as misinformation, deepfakes, algorithmic bias, and the future of AI in shaping media ecosystems. Practical exposure to AI-driven tools for content creation, analytics, and audience engagement will be emphasised.
2	**Vertical :**	Major Subjects (Mandatory)
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 introduce learners to AI fundamentals and their relevance in media and communication. 2. - To equip students with knowledge of AI-powered tools for journalism, advertising, and digital media. 3. - To create awareness about ethical challenges like bias, misinformation, and deepfakes in media AI. 4. - To prepare learners for future careers where AI and human creativity converge in media industries.	
8	**Course Outcomes**: (List some of the course outcomes) **CO 1.** To understand the fundamentals of AI in the context of media and communication. **CO 2.** To gain practical knowledge of AI applications in newsrooms, advertising, PR, and entertainment.	

	CO 3. To critically analyse ethical challenges and societal impacts of AI in communication. **CO 4.** To apply AI tools for content generation, audience engagement, and data-driven decision-making.

9	**Modules**:- Per credit One module can be created	
	Module 1: Introduction to AI in Media	
	• Basics of AI, Machine Learning, NLP, and Computer Vision in communication. • AI in newsrooms: automated reporting, fact-checking, personalisation. • Recommendation systems in OTT, social media, and news apps.	
	Module 2: Applications and Ethics of AI in Media	
	CO1 - AI in advertising and PR: chatbots, targeted advertising, sentiment analysis. CO2 - AI-driven storytelling: deepfakes, AR/VR, and creative media. CO3 - Ethical concerns: misinformation, fake news, privacy, algorithmic bias, regulation. CO4 - Future of AI in communication industries.	
10	Reference Books: 1. Artificial Intelligence: A Guide for Thinking Humans – Melanie Mitchell 2. Artificial Intelligence in Communication – Francis P. Cholle 3. Artificial Intelligence in the Media – Foundational Readings (Edited collection) 4. The Fourth Industrial Revolution – Klaus Schwab 5. Deepfakes: The Coming Infocalypse – Nina Schick	
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	Practical/ Theory	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:

05 marks Viva,

05 marks Class Participation and Attendance

Name of the Course: Entertainment & Media Marketing

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course offers a comprehensive understanding of marketing strategies across various entertainment and media platforms. Students will explore the fundamentals of marketing, brand development, and the unique aspects of entertainment marketing, including integrated communications and experiential strategies.
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 equip students with a clear understanding of marketing practices, frameworks, and emerging trends in the entertainment sector. 2. To introduce students to the structure, functions, and marketing strategies used in the television and film industries. 3. To enhance students' practical skills by analyzing case studies on radio marketing, social media marketing, and other communication platforms. 4. To help students understand the characteristics of the media industry and its impact on audience behavior and viewing patterns.	
8	**Course Outcomes**: (List some of the course outcomes) CO1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector CO2. Introducing the students to the television industry and film industry. CO3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc. CO4.Will help to know the impact of media industry on the viewers, understanding its characteristics	

9	**Modules**:- Per credit One module can be created
	Module 1: Fundamentals of Marketing and Entertainment Marketing
	Definition of marketing and brand basics The 7 Ps of marketing Emerging area: entertainment marketing and its significance Integrated marketing communications, experiential marketing, advertiser-funded programming Scope, growth, and consumer impact of entertainment marketing Case studies on marketing approaches
	Module 2: Media Landscape and Television Marketing
	Overview of the Indian media industry: size, impact, characteristics, and cross-promotional opportunities TV industry structure, functions, terminology, planning, and marketing strategies Future trends, audience feedback-driven innovations, and promotion approaches Advertisement methods, festival celebrations, and prime-time programming strategies
	Module 3: Niche, Film, and Online Marketing Strategies
	Niche marketing in sports, lifestyle, kids, and regional TV channels Film industry marketing and distribution (domestic and international): planning, budgeting, EPK design, and target research Online and social media marketing strategies: case studies from YouTube, Facebook, Instagram, and more Content sharing, audience engagement, trailers, teasers, and IGTV promotion
	Module 4: **Radio Marketing and Promotion Techniques**
	Radio industry overview: channels, programs, and marketing strategies in India Case studies showcasing radio's strengths in communication, niche reach, and demographics Variety of promotional activities, cost-effectiveness, and radio as a pervasive advertising medium

10	***Reference Books:*** The Insider's Guide to Independent Film Distribution by Stacey Parks The Complete Independent Movie Marketing Handbook by Mark Steven Bosko Marketing to Moviegoers: A Handbook of Strategies and Tactics by Robert Marich Movie Marketing: Opening the Picture and Giving It Legs by TiiuLukk Marketing and Selling Your Film Around the World: A Guide for Independent Filmmakers by John Durie, Annika Pham and Neil Watson	
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. The 15 marks question may subdivide 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

Name of the Course: Marketing of Films and OTT

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course provides an in-depth understanding of marketing strategies and practices specific to the film and OTT (Over-The-Top) platforms. Students will learn how films are marketed both domestically and globally, including distribution models, budgeting, and promotional activities. The course also explores the rapid rise of OTT platforms, their content strategies, subscription models, and audience engagement techniques.
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 equip students with the knowledge of marketing strategies used in the film and OTT industry. 2. To introduce distribution, budgeting, and promotional models in film and digital content marketing. 3. To develop skills in designing marketing campaigns using digital platforms and social media tools. 4. To help students understand audience behavior, content consumption patterns, and analytics relevant to OTT platforms.	
8	**Course Outcomes**: (List some of the course outcomes) CO1: Students will be able to create marketing plans for films and OTT content. CO2: Students will understand the role of digital platforms in audience targeting and brand building. CO3: Students will learn how to design and execute promotional campaigns using social media and influencer networks. CO4: Students will analyze market trends and audience insights to enhance content reach and engagement.	

9	**Modules**:- Per credit One module can be created
	Module 1: Introduction to Film and OTT Marketing
	• Film marketing basics, structure, and distribution channels • OTT platforms: history, evolution, and subscription models • Branding and positioning in entertainment content • Case studies on successful film and OTT campaigns
	Module 2: Marketing Strategies and Campaign Planning
	• Budgeting, scheduling, and campaign rollout • Designing trailers, posters, and teaser strategies • Role of influencers, partnerships, and cross-promotions • Audience segmentation and targeting through analytics tools
	Module 3: Digital Marketing and Engagement Tools
	• Social media marketing: Facebook, Instagram, YouTube, Twitter • Content creation strategies: snippets, trailers, and exclusive releases • Email campaigns, newsletters, and personalized offers • Metrics for tracking engagement and conversion rates
	Module 4: Challenges, Trends, and Future of Film and OTT Marketing
	Competition, piracy, and content saturation Legal considerations and intellectual property rights Emerging trends: AI-driven recommendations, personalization, virtual events Case studies on global OTT platforms and regional content strategies

10	***Reference Books:*** 1. "Entertainment Marketing & The Business of Film" – Albert Moran 2. "Marketing Strategies for the Creative Industries" – A. B. Smith 3. "Digital Marketing for Film and TV" – J. Lee 4. "The OTT Revolution: Streaming Media Strategies" – R. Kumar	
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):(The objective of internals is to help the students practice the practicalities of making Documentary& Ad films.)

Vertical – II

Name of the Course: Digital Media

Sr. No.	Heading	Particulars
1	**Description the course :** **Including but Not limited to :**	This course introduces students to the fundamentals of digital media and its growing significance in today's marketing and communication landscape. It covers various digital platforms, their features, and how they are used to engage audiences effectively. Students will explore the goals, stages, and strategies involved in digital campaigns while gaining hands-on experience with key tools and technologies.
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) 1. To understand digital marketing platforms and their role in modern communication. 2. To learn the key goals and stages involved in planning and executing digital campaigns. 3. To gain knowledge of essential digital marketing tools and their practical applications. 4. To develop skills for creating effective digital marketing plans aligned with business objectives.	
8	**Course Outcomes**: (List some of the course outcomes) • Understand digital marketing platform • Understand the key goals and stages of digital campaigns • Understand the of use key digital marketing tools • Learn to develop digital marketing plans	

9	**Modules**:-
	Module 1: Introduction to Digital Marketing
	1. Understanding Digital Media 2. Advantages of Digital Media 3. Principles of Digital Media Marketing 4. Key Concepts in Digital Media 5. Traditional vs Digital Media
	Module 2: Search Engine Optimization (SEO)
	a. How Search Engines Work b. Introduction to SEO c. On-Page Optimization d. Off-Page Optimization e. SEO Audit, Tools, and Measurement f. SEO Resources and Careers in SEO
	Module 3: Search Engine Marketing (SEM)
	a. What is SEM? b. Why SEM c. What is Google Ads? Why Google Ads d. Google Network e. Adwords Terminologies f. Campaign Types g. Creation of Google Display Network (GDN) h. Display Ad Formats i. Conversion Tracking j. GDN Campaign Creation (Demo) k. Remarketing l. What are Google Shopping Ads
	Module 4: Social Media Marketing (SMM)
	a. Introduction to Social Media b. Facebook Marketing c. Instagram Marketing d. LinkedIn Marketing e. Twitter Marketing f. SMM Tools g. Creating a Successful Social Media Strategy
10	**Reference Books:** • 1. Digital marketing By Seema Gupta • 2. Digital Marketing By Puneet Singh Bhatia

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