



School of Media, Film and Entertainment

Program and Course Structure

Master's of Art

(Advertising, Public Relations & Corporate Communications)

2021-23

Programme Code: SDM0110

Vision, Mission and Core Values of the University

Vision of the University

To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

Transformative educational experience

Enrichment by educational initiatives that encourage global outlook

Develop research, support disruptive innovations and accelerate entrepreneurship

Seeking beyond boundaries

Core Values

Integrity
Leadership
Diversity
Community

General Guidelines
and
Terminology of Various Academic Programmes
Under
School of Media, Film & Entertainment

General Guidelines:

These guidelines are framed to enable the various departments in SMFE of Sharda University to run academic programmes in a structured manner. The main aim of these guidelines is to bring about a certain degree of uniformity in the programs running in various departments of the school. This would ultimately help in improving the quality of academic structure and delivery within the school. The guidelines would help all those who teach courses under various programmes to meet the basic requirements to teach the course. The guidelines also list the various templates required for this purpose.

Definition of Terms:

The following terminology would be used for the purpose of academic delivery within SMFE. All departments have to follow these terminologies:

Department: Department in SMFE refers to the unit that confers the professional qualification e.g. Department of Mass Communication. It may have various departments under its umbrella. As of 2019, SMFE has 02 operational departments. These two departments in SMFE are units that refer to specific areas of knowledge that do not end up as a professional qualification.

Programme: An educational programme is an integrated, organized experience that culminates in the awarding of a degree. The programme will have programme educational objectives, student outcomes, a curriculum, faculty and facilities. For instance, Department of Mass Communication is offering 05 programmes, i.e., BA (Journalism & Mass Communication),

MA (J&MC), MA (Advertising & Public Relations), MA (Digital Media and Multimedia Communication) and PhD (J&MC).

Programme Educational Objectives (PEOs): Every programme stipulates educational objectives along with the curriculum. This is extremely essential for any running programme because a systematic process needs to be followed for stating PEOs which should also align with the mission of the school. It is based on the need analysis of the programme. It is also periodically reviewed to keep with changing trends. Objectives are focused on performances that all students are expected to demonstrate at the end of instruction. Objectives define the key elements that must be taught every time the course is delivered.

Programme Outcomes (POs): Programme outcomes of SMFE provide general information about the focus of student learning and are broadly stated. Student Learning Outcomes are statements that specify what students will know, be able to do or be able to demonstrate when they have completed or participated in a programme. PO's specify an action by the student that is observable, measurable and able to be demonstrated. These are also synonymous with student learning outcomes.

Courses: Courses in SMFE is a subject run for the purpose of conducting of any programme.

Course Code: SMFE course code provided to subjects as entered in PeopleSoft for the purpose of identification of the subject as well as for the purpose of examinations. It is a unique identifying code. It generally represented as a “XYZ123” wherein XYZ is related to the programme and 123 is the serial no based on the year. In case there is a change of 20% or more in the syllabus, a new code has to be assigned to the course through proper approvals.

Course Title: It is the expanded full form of a subject against a given course code. No short forms are permitted in the course title. E.g., in the Department of Mass Communication, the course tile, Convergent Media in 2nd Semester of MA (J&MC) programme.

Contact Hour: It is equivalent to 55min-60mins for one lecture/studio hour.

Credit: It is the weightage offered against a course. The student will obtain the credit against the course when he successfully obtains the minimum passing marks. Further description may be obtained from Examinations cell, SHARDA UNIVERSITY.

Course Objectives: Course objectives are clear and concise statements that describe what SMFE intend our students to learn by the end of the course. It describes an intended state on what we hope our students will learn.

Course Outcomes: It expresses a present and observed state (what our students will actually learn) through the course. These are synonymous with programme specific outcomes (PSOs), course outcomes and any other similar terms as desired for respective accreditation processes.

The purpose of Course Objectives and Learning Outcomes is to:

- Align objectives with course content and evaluation methods
- Clearly communicate our expectations of students
- Establish a logical sequence of learning milestones
- Provide an opportunity for students to make connections across courses and institutional goals

Unit: The syllabus is to be divided into five units 1,2,3,4 and 5 with each unit having 3 sub units-a, b and c. This is the method for recording attendance as well in v-Attendance app.

Structure:

There are three elements essential for running SMFE programme:

1. Programme Structure (Required for the programme)
2. Course syllabus required for each course in one of the following formats:

Template A1– for Theory subjects

Template A2 – for Practical subjects

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Template A3 – for Jury subjects/studios/projects/dissertations

3. Instructional Plan-

Template B1 -- for Theory subjects

Template B2 -- for Practical subjects

Template B3 -- for Jury subjects/studios/projects/dissertations

Template D provides additional in the case of Jury subjects/studios/projects/dissertations with a list of Project with description, studio work, and dissertation topic with scope of work and precise deliverables.

Accordingly, the following are formulated for each course:

Sr.No	Course	Syllabus Template	Instructional Plan template	Additional
1	Theory	B1	C1	PPTs, GDs, Seminars & Lecture series
2	Practical	B2	C2	Media Labs, Computer Labs & Assignments
3	Jury subjects/Studios / Projects/Dissertations	B3	C3	D: List of Project with description, studio work, dissertation topic with scope of work and precise deliverables (to be uploaded on LMS)

1.1 Vision and Mission and Core Values of the University

Vision of the University

To serve the society by being a global leader of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.

Mission of the University

- Transformative education experience.
- Enrichment by education initiative that encourage global outlook
- Develop research, support disruptive innovative and accelerate entrepreneurship.
- Seeking beyond boundaries.

Core Values

- Integrity
- Leadership
- Diversity
- Community

1.2.1 Vision and Mission of the School of Media, Film and Entertainment

Vision of the School

To build the school as a hub of teaching, research and innovation in the field of art, design and media studies. Thus making it a truly world class centre for producing industry ready professional at par with the best universities of the world.

Mission of School

- Creating a stimulating, flexible and application based learning environment for students as well as faculty.
- To provide necessary platform to impart skills and knowledge related to journalism and mass communication.
- Creating brilliant professionals by imparting a blend of theory and more practical lessons through state-of-the-art infrastructure.
- Leveraging research to form strong industry-academia linkages.

Core Values

- Innovation
- Awareness
- Information
- Ethics

Programme Educational Objectives (PEO)

Writing Programme Educational Objectives (PEO) – MA (Ad, PR & CC)

- PEO1: Creating Innovative resource pool and qualified professionals with Professional and Entrepreneurial skills relating to Advertising, Public Relations and Corporate Communication industry.
- PEO2: Serve as trained and qualified workforce in research area of Advertising, PR & CC Industry.
- PEO3: Serve as trained and qualified workforce in Advertising and related industries.
- PEO4: Serve as trained and qualified workforce in Public Relations fields.
- PEO5: Serve as trained and qualified workforce in Corporate Communications fields.
- PEO6: Serve as trained and qualified workforce in marketing & management related fields.

Methods of Forming PEO's

- STEP 1: The needs of the Nation and Society are identified through scientific publications, industry interaction and media.
- STEP 2. Taking the above into consideration, the PEOs are established by the Academic Committee of the department.
- STEP 3. PEOs are communicated to various stakeholders and their suggestions are taken.
- STEP 4. The PEOs are communicated to all the faculty members of the department and their feedback is obtained.
- STEP 5. The PEOs are then put to the Board of Studies of the department for final approval.

Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
PEO1:	1	3	3	-
PEO2:	2	3	2	3
PEO3:	2	3	2	1
PEO4:	2	3	2	1
PEO5:	2	3	2	1
PEO6:	2	3	2	1

Enter correlation levels 1, 2, or 3 as defined below:

- 1. Slight (Low)** **2. Moderate (Medium)** **3. Substantial (High)**
 If there is no correlation, put “-”

Program Outcomes (PO's)

- PO1 : **Domain Knowledge in Ad, PR & CC:** Apply the knowledge of Ad, PR, CC& Related Disciplines.
- PO2 : **Communication Skills:** Exhibit high levels of verbal and non-verbal forms of communication skills within different working environments.
- PO3 : **Innovation & Modern Tool Usage:** Demonstrate skilled usage of modern tools and techniques to effectively communicate with public and masses.
- PO4 : **Problem Solving Skills:** Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
- PO5 : **Values, Ethics & Contribution to Society:** Understand the importance of Values and Ethics in the field of Ad, PR & CC and the morals of serving the society and community for sustainable development.
- PO6 : **Leadership, Management and Entrepreneurial Traits:** Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of Ad, PR & CC professionals.

Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	2	2	2	2	2	2
PO2	1	3	3	3	3	3
PO3	2	3	3	1	3	3
PO4	3	2	2	3	2	2
PO5	2	1	2	2	1	3
PO6	3	1	3	3	3	3

1. Slight (Low)

2. Moderate (Medium)

3.

Substantial

(High)

Program Outcome Vs Courses Mapping Table¹:

Program Outcome Courses	Course Name	PO 1	PO2	PO3	PO4	PO5	PO6
Sem-1	Communication: Process and Models	1	-	-	-	2	-
	Social Studies, Media and Contemporary Issues	-	-	2	-	2	-
	Development Communication	1	-	-	-	3	-
	Entrepreneurship & Business Communication	3	-	-	1	-	1
	Media Law and Ethics	1	2	-	-	2	-
	Writing for Media	1	-	2	-	1	-
	Soft Skills and Personality Development	2	3	-	-	-	2
	Community Connect	1	-	-	-	3	-
	Open Elective (To be Chosen by Student)	1	-	-	-	2	-
Sem-2	Advertising: Concept and Principles	-	3	-	-	-	-
	Media Planning & Buying	3	-	-	-	-	-
	Principles of Public Relation	2	2	2	1	2	-
	Agency Structure & Evolution	3	1	1	3	3	1
	Understanding Consumer Behavior	3	2	-	2	3	-
	Principles of Event Management	1	-	-	-	-	-
	PR as a marketing communication	2	2	3	-	-	-
	Designing & Graphics	2	-	-	-	-	-
	Value Added Course					2	2
Sem-3	Marketing, Advertising & PR Research	3	-	-	-	-	2
	Digital Marketing & Advertising	3	3	2	-	-	2

¹Cel value will contain the correlation value of respective course with PO.

	Strategic Corporate Communication	3	-	-	-	3	-
	Integrated Marketing Communication	3	-	3	-	-	-
	Brand Management	3	-	3	-	-	-
	Budgeting Process & Pitching	2	-	3	-	-	-
	Corporate Communication Lab	3	1	2	--	-	-
	Summer Project / Training Report	2	2	3	-	-	-
Sem-4	On Job Training / Masters Project	-	2	3	2	-	-
	Research Dissertation	3	2-	2	1	2	-

1. *Slight (Low)*
2. *Moderate (Medium)*
3. *Substantial (High)*

Program Structure

Name of School: School of Media, Film and Entertainment

Program: MA (Advertising, Public Relations and Corporate Communication)

Batch: 2021-2023

TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course ² : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMC181	Communication Process, Models and Theories	3	0	0	3	Core	CC
2	MMC182	Social study media & contemporary issues	3	0	0	3	Core	CC
3	MMC187	Development Communication	2	0	0	2	Core	CC
4	MMC196	Entrepreneurship & Business Communication	3	0	0	3	Core	AECC
5	MMC188	Media Law & Ethics	3	0	0	3	Core	CC
PRACTICAL/VIVA-VOCE/JURY								
6	MMC198	Writing for Media	0	1	4	3	Core	AECC
7	MMC199	Soft Skill and Personality Development	0	0	4	2	Core	AECC
8	MMC301	Community Connect	0	2	0	2	Co-requisite	CC
10		Open Elective (Chosen by Student)	0	2	0	2	Core	CC
TOTAL CREDITS						23		

² CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

Name of School: School of Media, Film and Entertainment

Program: MA (Advertising, Public Relations and Corporate Communication)

Batch: 2021-2023

TERM: II

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co Requisite	Type of Course ³ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMC491	Advertising: Concept and Principles	3	0	0	3	Core	CC
2	MMC 492	Agency Structure & Evolution	3	0	0	3	Core	CC
3	MMC 493	Principles of Public Relation	3	0	0	3	Core	CC
4	MMC494	Understanding Consumer Behaviour	3	0	0	3	Core	CC
5	MMC 495	Media Planning & Buying	3	0	0	3	Core	CC
Practical/Viva-Voce/Jury								
5	MMC 496	Designing & Graphics	0	0	4	2	Core	AECC
6	MMC497	Advertising Lab	0	0	6	3	Core	AECC
7	MMC498	Principle of Event Management	0	2	2	3	Core	CC
8		Value Added Course	0	0	0	0	Co-Requisite	AECC
TOTAL CREDITS						23		

³ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure

Name of School: School of Media, Film and Entertainment

Program: MA (Advertising, Public Relations and Corporate Communication)

Batch: 2021-2023

TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co Requisite	Type of Course ⁴ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MPJ 207	Marketing, Advertising & PR Research	4	0	0	4	Core	CC
2	MPJ 208	Strategic Corporate Communication	1	2	0	3	Core	CC
3	MPJ 209	Brand Management	3	0	0	3	Core	CC
4	MPJ 210	Budgeting Process & Pitching	2	0	0	2	Core	CC
Practical/Viva-Voce/Jury								
5	MPJ211	Integrated Marketing Communication	0	0	6	3	Core	AECC
6	MPJ 212	Digital Marketing & Advertising	0	2	4	4	Core	AECC
7	MPJ 213	Corporate Communication Lab	0	0	4	2	Core	AECC
8	MF216	Summer Project/Training Report	0	2	0	2	Core	DSE
TOTAL CREDITS						23		

⁴ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

Program Structure Template

Name of School: School of Media, Film and Entertainment

Program: MA (Advertising, Public Relations and Corporate Communication)

Batch: 2021-2023

TERM: IV

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective/Pre-Requisite/Co Requisite	Type of Course ⁵ : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
Practical/Viva-Voce/Jury								
1	MFM213	On Job Training / Masters Project	0	4	16	12	Elective	DSE
2	MFM 215	Research Dissertation	0	4	16	12	Core	DSE
TOTAL CREDITS						24		

⁵ CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

TERM 1

School: SMFE		Batch : 2021 - 2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	MMC181	
2	Course Title	Communication: Process, Models and Theories	
3	Credits	3	
4	Contact Hours (L-T-P)	(3-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Explain the meaning of communication and why human beings communicate. 2. Explain different types of communication. 3. To know the various channels of distributions of Mass Communication. 4. Explain important theories of communication. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1 Knowledge of practical understanding of the various theories and models of Communication.</p> <p>CO2 Understand the effects of mass communication on society, audiences and people.</p> <p>CO3 Apply and Develop the sociological understanding of the society.</p> <p>CO4 Analyse and Develop a psychological understanding of society.</p> <p>CO5 Articulate the ethical issues that are relevant to media conduct.</p>	
8	Course Description	This course will enhance the students' understanding of various theories and models of Communication and will develop a new sociological understanding of the students to critically analyse real world issues and employ practical, innovative solutions.	
9	Outline syllabus		CO Mapping
	Unit 1	Introduction to communication and Process	
	A	Communication: Concept, Definition, Process, Scope, Elements and Functions	CO1, CO2
	B	Nature of Human Communication, Verbal and Non-Verbal Communication	CO1, CO2
	C	Types of Communication and Barriers of Communication	CO2, CO3
	Unit 2	Models of Mass Communication	
	A	Lass well Model of Communication, Shannon and	CO3, CO4

		Weaver Model		
	B	Wilber-Schramm Model of Mass Communication	CO2,CO4	
	C	Osgood and Schramm Model, De' Fleur Model	CO1,CO3	
	Unit 3	Communication Theory		
	A	Bullet Theory	CO2	
	B	Hypodermic Needle Theory	CO2	
	C	Cognitive Consistency	CO3	
	Unit 4	Sociological Theory of Communication		
	A	Agenda Setting	CO2,CO4	
	B	Cultivation Theory	CO2	
	C	Media System Dependency Theory	CO2,CO4	
	Unit 5	Normative Theory of Communication		
	A	Authoritarian Theory andLibertarian Theory	CO4, CO5	
	B	Soviet Communist TheoryandSocial responsibility Theory	CO3,CO4, CO5	
	C	Democratic Participation Theory and Development Communication theory	CO2,CO4, CO5	
10	Mode of examination	Theory		
11	Weightage	CA	MTE	ETE
	Distribution	30	20	50
12	Text book/s*	<ul style="list-style-type: none"> ● Mcquail, Denis. Mcquail' S Mass Communication Theory.-- New Delhi: Sage, 2010. ● Watson, James Media Communication: An Introduction to Theory and Process -- New York: Palgrave, 2004. 		
13	Other References	<ul style="list-style-type: none"> ● Key Readings in Media Today : Mass communication in contexts.-- New York: Routledge, 2009. ● Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition.Boston: McGraw Hill 		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	1	2	3	2
CO2	2	2	1	2	3	2
CO3	2	3	3	1	3	2
CO4	3	3	1	2	3	3
CO5	3	3	-	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2021 - 2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2021	
Branch: NA		Semester: I	
1	Course Code	MMC182	
2	Course Title	Social Studies, Media and Contemporary Issues	
3	Credits	3	
4	Contact Hours (L-T-P)	(3-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Introduce the basics of Social Studies, and Contemporary Issues. ● Understand the social perspectives of Media 	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1 Define national and international political & social problems.</p> <p>CO2 Describe World Orders, International, Regional Organisations and Treaties</p> <p>CO3 Explain the history of Indian Civilization.</p> <p>CO4 Analyse Indian society, its history and Ideological Foundations, Interest Groups, other sources of power</p> <p>CO5 Assess the role of Media in Political and Social Movement</p>	
8	Course Description	This course introduces students to various issues facing the world today. Students will explore global economic systems, human rights, politics and the brief history of Indian civilization.	
9	Outline syllabus	CO Mapping	
	Unit 1	Brief History of World	
	A	1. World Orders: Old and New	CO1
	B	2. Political and Economic Systems	CO2
	C	3. International, Regional Organisations and Treaties	CO2
	Unit 2	Brief History of Indian Civilization	
	A	1. Making of India: Historical and Political Perspective	CO3
	B	2. India: Pre- and Post-Independence	CO3
	C	3. An overview of Indian Social System: Contemporary International and National Scene: Major Issues and Debates	CO3
	Unit 3	Human Development and Growth	
	A	1. Communalism, Casteism, Corruption and Regionalism	CO1
	B	2. Election and Judicial Reforms	CO1, CO3
	C	3. Economic Reforms: Liberalization, privatization and globalization processes and its Impact on Economy	CO1
	Unit 4	Indian Society	
	A	1. Political Parties: History and Ideological Foundations	CO4

	B	2. Rise of Divisive and Diversionary Politics			CO4
	C	3. Interest Groups, other sources of power: Armed Forces, Trade Unions, Religious Organizations, Corporate Houses, NGOs			CO4
	Unit 5	Overview of Indian Politics and Processes			
	A	1. Indian Parliament and its Functioning			CO4
	B	2. The Coalition Politics and Emergence of Regional Political Parties			CO4
	C	3. Role of Media in Political and Social Movement: Pre-independence and Post- independence era			CO5
10	Mode of examination	Theory			Theory
11	Weightage	CA	MTE	ETE	
	Distribution	30	20	50	
12	Text book/s*	<ul style="list-style-type: none"> ● Berger, Arthur Asa Making sense of media :key texts in media and culture studies.-- U.S.A: Black Well, 2005. ● Alia, Valerie Media and Ethnic minorities.- Edinburgh: Edinburgh University Press, 2005. 			
13	Other References	<ul style="list-style-type: none"> ● Bertrand, Claude-Jean. The Arsenal of Democracy: Media Accountability Systems. Hampton Press, 2003 ● Branston, Gill Media student's book.-- London: Routledge, 2006. ● Chatterji, Subarno Tracking the media: interpretations of mass media discourses in India and Pakistan.-- London: Routledge, 2008. ● Curran, James and Gurevitch, Michael (2000), Mass Media and Society, Oxford University Press. ● David Crowley and Paul Heyer (Eds.) (2007). Communication in History. 5th Edition. Boston: Allyn and Bacon. ● Defleur, Melvin L Understanding mass communication.-- Boston: Houghton Mifflin, 1988. ● Devgan, A.K. Women media and politics.-- New Delhi: Cyber Tech Publications, 2010. ● Dominick, Josef R. The Dynamics of mass communication. Media in the digital age, University of Georgia, Athens, McGraw Hill. New York 2002. ● Hackett, Robert and Carroll, William (2006), Remaking Media: The Struggle to Democratize Public Communication, Routledge. ● Hood, Stuart The Mass media.-- London: Macmillan, 1972. ● Jeff Chester (2007). Digital Destiny – News Media and the Future of Democracy. New York: The New Press. ● Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition.Boston: McGraw Hill. 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5
CO1	3	2	2	2	2
CO2	3	3	2	2	2
CO3	3	3	2	2	2
CO4	3	3	2	2	2
CO5	3	2	2	2	2

1-Slight (Low)**2-Moderate (Medium)****3-Substantial (High)**

School: SMFE		Batch: 2021 - 2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	MMC187	
2	Course Title	Development Communication	
3	Credits	2	
4	Contact Hours (L-T-P)	(2-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ol style="list-style-type: none"> 1. Develop understanding of developmental issues 2. Contribute positively towards the development process of country as responsible, informed and knowledgeable communicators. 3. To expand the knowledge base of theories of growth and development, and its interrelation to culture, behavior change, social transformation. 4. To understand the key issues of extension and development 5. To be aware of the aspects influencing design of development programmes. 	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1 Appraise and evaluate contemporary development concerns, advocacy and communication for sustainable social change</p> <p>CO2 Analyse the process of Development Communication</p> <p>CO3 Recognise and apply aesthetic principles use of different media in development communication</p> <p>CO4 To understand the key issues of extension and development</p> <p>CO5 To be aware of the aspects influencing design of development programmes.</p>	
8	Course Description	<p>This <i>course</i> takes a practical approach to <i>communication</i> for <i>development</i> to effect real change. It provides training in the field of media and development communication as well as renders professional services for social work organizations.</p>	
9	Outline syllabus	CO Mapping	
	Unit 1		
	A	Concepts and Perspectives in Development and Growth	CO1
	B	1.2 Critique of Development and the Development Theory, Major developmental Issues, Understanding Underdevelopment and Poverty	CO2
	C	1.3 Dominant paradigm of development communication, Models of Development, Economic	CO2

		Growth and Human and Social Development, Communication for Development			
	Unit 2				
	A	2.1 History and Nature of Development Journalism, Understanding development Journalism: How it is Transforming in a Changing India			CO3
	B	2.1 Nature and Scope for Coverage of Developmental Issues, Conceptual challenges Before Development Journalists			CO2, CO3
	C	2.3 Development Journalism: Development issues-covering environment and health and other social issues, Problems of Environment , Sustainability, Economic and Civil Society growth, Agricultural and Rural Reporting, Reporting Education, Science and Technology.			CO3
	Unit 3				
	A	3.1 Media Audiences and Access to Media, The status of the Media in the Information Society,			CO4
	B	3.2 Community Radio/Media in the Regional Context,			CO4
	C	3.3 International Agenda for Development Journalism			CO2
	Unit 4				
	A	4.1 Development Communication - Alternative and Social Media			CO4
	B	4.2 Democracy, Internet and Civil Society, Information and Digital Empowerment, Digital Communication and Development			CO4, CO5
	C	4.3 Information Inequality and Digital Divide			CO4
	Unit 5				
	A	1. Case Studies on: Gender, Maternal and Child Health,			CO2, CO3
	B	2. Case Studies on :HIV/AIDS, Education, Poverty Alleviation, Environmental Protection			CO2, CO5
	C	3. Contemporary Issues and Debates			CO2
10	Mode of examination	Theory			Theory
11	Weightage	CA	MTE	ETE	
	Distribution	30	20	50	

12	Text book/s*	<ul style="list-style-type: none"> ● Communication and Development: Issues and Perspectives.-- Jaipur: Rawat Publications, 1992. ● Communication, Modernisation and Social Development: Theory, Policy and Strategies.-- Delhi: B.R., 2002. ● Dua, M.R. Media and development : Themes in communication and extension.-- New Delhi: HarAnand, 1994.
13	Other References	<ul style="list-style-type: none"> ● Gandhi, VedPrakash Media and communications today: policy, training and development.-- New Delhi: Kanishka, 1995. ● Gupta Baldev Raj Mass communication and development.-- Varanasi: Vishwavidyalaya, 1997. ● Indian Social and economic development -1991 CENDIT; 1991. ● John A. Akande: Technology, Industrialization and Environment, Ibadan: CREM Books, 2000. ● Joseph, Joni C. Mass Media and rural development.--Jaipur: Rawat Publications, 1997. ● Pierre Laszlo. Communicating Science: A Practical Guide. Berlin: Springer, 2006. ● Pokarapurkar, Raja Rural development through community television.-- New Delhi: Concept, 1993. ● Sen, A. 1999. Development as freedom. New York: Alfred A.Knopf. ● Sen, Amartya, Inequality re-examined, Clarendon Press, 1992. ● Sinha, Arbind K. Mass media and rural development: a study of village communication in Bihar.-- New Delhi: Concept Publishing, 1985. <p>William A. Hachten (1993). The Growth of Media in the Third World. African Failures, Asian Successes. Ames: Iowa State University Press.</p>

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	2	2	3
CO2	3	2	1	2	2	3
CO3	3	2	2	2	2	2
CO4	3	2	2	2	2	1
CO5	3	2	2	2	2	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2021 - 2023	
Program: MA (ADPR)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	MMC196	
2	Course Title	Entrepreneurship & Business Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1.Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3.Developing the skill for starting the new ventures. 4.To make them understand the market necessities. 5.To make them capable to handle all kinds of business requirements.	
7	Course Outcomes	CO1 Develop concepts that are able to address the desires as well as aspirations of the consumer & base behavior CO2 Understand Branding and Brand promotions CO3 Analyze the market necessities. CO4 Analyze and Secure business interests as per law of the land CO5 Design and apply the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.CO6 Demonstrate the skills needed for a entrepreneur and will be able to work in team keeping all the ethics of business communication	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
9	Outline syllabus		CO Mapping
	Unit 1	Media Industry and Concept of Management	
	A	1.1 Media as an industry and a profession; Operations and structure of news media company	CO1, CO3
	B	1.2 Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure	CO1
	C	1.3 Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination	CO 2
	Unit 2	Organization Communication	

	A	Communication within the organization	CO1
	B	Downward/ upward communication	CO1
	C	Horizontal communication	CO2
	Unit 3	Communication from the organization	
	A	Ethics and values as they relate to communication	CO 1, CO4
	B	Contemporary and continuing concerns of organizational communication	CO 2, CO4
	C	Ethical and legal considerations	CO 2, CO4
	Unit 4	Human resources development	
	A	4.1 Motivation, leadership and management	CO 1
	B	4.2 Marketing strategies and branding: Employee/employer and customer relations services	CO 2, CO3
	C	4.3 Promotion (space/time, circulation), reach, and promotion	CO 2
	Unit 5	Entrepreneurship and Marketing	
	A	5.1 Global marketing strategies and Social media branding	CO 1, CO5
	B	5.2 PR for building and sustaining business and audience and Ad campaign on Facebook	CO 2, CO5
	C	5.3 Advertising and Marketing ; Digital Marketing, Media planning and buying , Media budgeting and finance management, budget control	CO 2, CO5
10		Theory/Jury/Practical/Viva Jury / Practical	
11	Weightage Distribution	CA 20%	MTE 30%
			ETE 50%
12	Text book/s*	<ul style="list-style-type: none"> ● Dickson D, Communication Skills for Effective Tourism Denis Management, PalgraveMacmillan, In Dr. SakthivelMurughan M Management Principles Practices, New Age International Publisher New Delhi ● USA, NTC Business Book, 1993. ● Concepts Case; Tata McGraw Hill Publishers 	
13	Other References	<i>Albarran Alan B: Media Economics , Surjeet Publication , New Delhi</i>	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	3	3	2	1
CO2	2	1	1	2	2	-
CO3	2	-	1	3	-	-
CO4	1	-	3	-	3	-
CO5	1	1	3	3	1	
CO6	3	2	3	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2021 - 2023	
Program: MA (Ad, PR &CC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	MMC188	
2	Course Title	Media Laws and Ethics	
3	Credits	3	
4	Contact Hours (L-T-P)	(2-0-0)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<p>1.A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards</p> <p>2. This class will deal with press laws and ethical issues and professional practices in media.</p> <p>3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class.</p> <p>4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</p>	
7	Course Outcomes	<p>The student will be able to :</p> <p>CO1 Understand and apply the historical, theoretical, legal and societal contexts for producing news media for consumers, ranging from local to global.</p> <p>CO2 Knowledge of media Laws and Ethics</p> <p>CO3 Apply knowledge gained in coverage related to media Profession</p> <p>CO4 Analyse and demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity</p> <p>CO5 Apply the provisions of the Constitution and IPC in their journalistic practice.</p>	
	Course Description	<p>1-knowledge about basic understanding of Indian polity,</p> <p>2-Informing about law, rights and restriction of Media.</p>	
9	Outline syllabus		CO Mapping
	Unit 1	History of Media and Indian constitution	
	A	1.1History: Vernacular Act, Gagging Act, First Press Law	CO1
	B	1.2Indian Constitution (Preamble, Parliament, Fundamental Rights and Duties) and Legal System	CO1
	C	1.3Media Laws and Constitutional Framework: Freedom of Speech and Expression, Reasonable Restriction	CO2
	Unit 2	Media Law for Practicing Journalism	
	A	1.1The principals of Defamation Law, Defences , Criminal Defamation	CO3, CO5

	B	1.2Contempt of Court, Sub Judice matter, Defences	CO3, CO5	
	C	1.3The Rules of Court and Legislative Reporting	CO3, CO5	
	Unit 3	Liberty and Restriction		
	A	1.1Intellectual property and copyright Act, No Infringement and Cyber laws	CO 5	
	B	1.2The Right to Information Act-2005	CO 3	
	C	1.3Harmful publication act: Obscenity, Pornography and Sediton	CO 3	
	Unit 4	National security and Media		
	A	1.1Official Secrets Act	CO 3	
	B	1.2Parliamentary/ Legislative Privileges (Parliament proceedings Act)	CO 3	
	C	1.3Protecting National Security and Public order	CO 3	
	Unit 5	Ethics and Self-Regulation		
	A	1.1Defining Ethics	CO 4	
	B	1.2Press council of India (PCI)	CO 4, CO5	
	C	1.3Code of conduct and self-regulation: NBA, Editor's Guild	CO 4, CO5	
10	Mode of examination	Theory/Jury/Practical/Viva		
11	Weightage Distribution	CA 30	MTE 20	ETE 50
12	Text book/s*			
13	Other References			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	3	2	2
CO2	3	3	1	2	3	3
CO3	3	3	2	2	3	3
CO4	2	2	3	2	3	3
CO5	3	2	3	2	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2021 - 2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: I	
1	Course Code	MMC198	
2	Course Title	Writing for Media	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Familiarize with term NEWS 2 Create an understanding with different beat reporting 3To familiarize with different writing style and techniques of journalistic writing.	
7	Course Outcomes	The student will be able to: CO1 Reframe the domain knowledge of new writing and reporting CO2 Identify the source of News Gathering CO3 Illustration of different style of journalistic writing. CO4 Identify the basic tools and techniques of conducting planned and unplanned News CO5 Classification between various beat reporting	
8	Course Description	The course is aimed to make students learn the skills and knowledge about basic of news writing.	
9	Outline syllabus	CO Mapping	
	Unit 1	Understanding News	
	A	Meaning, definition and its role	CO1
	B	What Makes News	CO1
	C	Principles of News Writing and Reporting:	CO1, CO5
	Unit 2	News Structure	
	A	Inverted Pyramid	CO2,CO3
	B	The art of Headline and Intro Writing	CO2,CO3
	C	The Language and Style of Journalistic Writing	CO2,CO3
	Unit 3	Writing and Reporting	
	A	Skills in Copy editing and Sub-editing	CO1,CO2
	B	Writing and Reporting for Print, Radio, Television and Web	CO1, CO2, CO5
	C	Copy Presentation: Newspaper, Television and Website	CO1, CO2
	Unit 4	Planned and Unplanned News	
	A	Interview: Basic Tool and Techniques	CO2, CO4
	B	Conducting vox pops	CO2, CO4
	C	Writing News from Press Releases/Press conference/speeches/Meetings	CO2, CO4, CO5
	Unit 5	Beat Reporting	
	A	Reporting Development and Civic Issues	CO3, CO4
	B	Reporting Crime and Social Conflicts	CO3,CO4
	C	Sports, Literacy and Cultural Reporting, Film Review,	CO3,CO4,

		Lifestyle and Fashion Journalism		CO5
10	Mode of examination	JURY		
11	Weightage Distribution	CA	ETE	
		60%	40%	
12	Text book/s*	1. Adam, G. Stuart and Roy Peter Clark. (2006). Journalism: The Democratic Craft. New York:OxfordUniversity Press. 2.Baggini, Julian. Making Sense: Philosophy behind the headlines. Oxford University Press, Oxford,2002. 3.Feature writing for Journalists Sharon Wheeler London, Routledge; 2009. 4.Feature Writing for the newspapers and magazines Edward Jay Friedlander and John Lee NewYorkHarper; Row; 1996. 5. Feature writing; PapeSisanandamp; SF; London; Sage: 2006.		
13	Other References	INDIA 2019: To know the yearlong event.		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	1	2	1
CO2	2	3	3	2	1	2
CO3	3	3	3	2	2	1
CO4	2	3	3	3	2	3
CO5	3	2	3	1	1	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2021-2023	
Program: MA (Ad, PR &CC)			Current Academic Year: 2021-2022
Branch: NA		Semester: I	
1	Course Code	MMC199	
2	Course Title	Soft-Skill and Personality Development	
3	Credits	3	
4	Contact Hours (L-T-P)	0-1-4	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech. 2. To understand the importance of body language and right posture in terms of giving speech 	
6	Course Outcomes	The student will be able to: CO1: Gain confidence in terms of voice and speech. CO2: Practice perfect body language at events and scenarios. CO3: To understand voice analysis and improvement CO4: To understand the pronunciation and articulation CO5: To understand stress management and implement presentation skills.	
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.	
8	Outline syllabus		CO Mapping
	Unit 1	Facial Expressions and Movements	
	1	Sense of pace and timing	CO1, CO2
	2	Expressions and Dressing style in different scenarios	CO1
	3	Controlling emotions and techniques to use stage or delivery platform	CO1
	Unit 2	Voice Analysis and Improvement	
	1	Importance of voice improvement	CO2
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO1, CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3
	Unit 3	Pronunciation and Articulation	
	1	Understanding different causes of mispronunciation.	CO1
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO1, CO4
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO2, CO4

	Unit 4	Management		
	1	Time and Stress management during presentation		CO2, CO5
	2	Tools and resources to upgrade skills		CO2
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust, courage and patience in speech and presentation.		CO1, CO2
	Unit 5	Exercise		NA
	1	Exercise		NA
	2	Exercise		NA
	3	Exercise		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	ETE	
		60%	40%	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	3	-	-	2	2
CO2	1	3	-	-	1	2
CO3	1	3	1	1	1	1
CO4	1	3	-	-	-	-
CO5	1	3	1	1	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023
Program: MA (Ad, PR &CC)		Current Academic Year: 2021-2022
Branch: NA		Semester: I
1	Course Code	MCC301
2	Course Title	Community Connect
3	Credits	2
4	Contact Hours (L-T-P)	0-2-0
	Course Type	Compulsory/Pre-Requisite/ Co-Requisite / Elective/Open Elective
5	Course Objective	To let the student, engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
6	Course Outcomes	The student will be able to CO1 Apply the knowledge and skills acquired during classroom teaching. CO2 Identify the issues in the community/society CO3 Analyse the issues in the society and the necessary solutions CO4 Develop sense of belonging, sympathy and responsibility towards society. CO5 Evaluate the importance of community engagement in higher education.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7	Theme	Major Sub-themes for research: <ul style="list-style-type: none"> ● Major developmental issue (Socio-Economic, gender, environmental etc.) ● Media habits/ Media usage/Audience profiling ● Media perceptions
8.1	Guidelines for Faculty Members	<ul style="list-style-type: none"> ● It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within

		<p>stipulated time).</p> <ul style="list-style-type: none"> ● The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions). ● The topic of the research should be related to social, economical or environmental issues concerning the common man. ● The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs. ● The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2021. ● The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.
8.2	Role of CCC-Coordinator	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
8.3	Layout of the Report	<p>Abstract (250 words)</p> <ol style="list-style-type: none"> a. Front Page (sample design will be provided by Community Connect Coordinator/Mentor) b. Certificate of originality duly signed by the faculty supervisor c. Acknowledgement d. Content Page e. Abstract f. Introduction g. Objective of the report h. Methodology i. Results, finding, conclusion j. Recommendation/plan of action k. References l. Appendices <p>Note: Research report should base on primary data.</p>
8.4	Guideline for Report Writing	<p>Title Page: The following elements must be included:</p> <p>Title of the article;</p> <p>Name(s) and initial(s) of author(s), preferably with first names spelled out;</p> <p>Affiliation(s) of author(s);</p> <p>Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of</p>

		<p>the paper.</p> <p>Text: Manuscripts should be submitted in Word.</p> <ul style="list-style-type: none"> ● Use a normal, plain font (e.g., 12-point Times Roman) for text. ● Use italics for emphasis. ● Use the automatic page numbering function to number the pages. ● Save your file in docx format (Word 2007 or higher) or doc format (older Word versions) <p>Reference list:</p> <ul style="list-style-type: none"> ● The list of references should only include works that are cited in the text and that have been published or accepted for publication. ● The entries in the list should be in alphabetical order. ● Journal article ● Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. <i>Ann. Mat. Pura Appl.</i> 169, 321–354 (1995) ● Article by DOI ● Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. <i>Appl. Phys. A</i> (2007). doi:10.1007/s00339-007-4137-z ● Book ● Geddes, K.O., Czapor, S.R., Labahn, G.: <i>Algorithms for Computer Algebra</i>. Kluwer, Boston (1992) ● Book chapter ● Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) <i>Software Pioneers</i>, pp. 10–13. Springer, Heidelberg (2002) ● Online document ● Cartwright, J.: Big stars have weather too. <i>IOP Publishing PhysicsWeb</i>. http://physicsweb.org/articles/news/11/6/16/1 (2007). Accessed 26 June 2007 ● Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see ● www.issn.org/2-22661-LTWA-online.php ● For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list. ● End Note style (zip, 2 kB)
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8.5	Format:	The report should be Spiral/ hardbound <ul style="list-style-type: none"> ● The Design of the Cover page to report will be given by the Coordinator- CCC ● Cover page ● Acknowledgement ● Content ● Project report ● Appendices ● Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.
8.6	Important Dates:	<ol style="list-style-type: none"> 1. Students needs to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April, 2021. 2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students. 3. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.
8.7	ETE	The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.
8.8	Method of Evaluation	Interpretative evaluation by Internal / external expert(s)

9	Course Evaluation	
9.01	Continuous Assessment	60%
	Questionnaire design	20 Marks
	Report Writing	40 Marks
9.02	ETE (PPT presentation)	40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	1	-	3	2
CO2	2	-	2	-	3	1
CO3	1	1	1	-	3	1
CO4	2	-	-	2	3	2
CO5	-	2	-	2	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

Semester 2

School: SMFE		Batch :2021 -2023	
Program: MA(Ad, PR & CC)		Current Academic Year:2021-2022	
Branch: NA		Semester: II	
1	Course Code	MMC491	
2	Course Title	Advertising: Concepts & Principles	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising	
7	Course Outcomes	The student will be able to: CO1 Explain the Meaning and Definition of Advertising: Its need, nature and scope, functions. CO2 Formulate the concepts that are able to address the desires as well as aspirations of the consumer base behaviour brand promotion etc. CO3 Interpret how different media including new media responsible for advertising behavior. CO4 Construct plan and Execute an Ad Campaign. CO5 Discuss and analyse the advertising agency practices, media organizations, the production of advertising campaigns	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of advertising and its basic principles and practices.	
9	Outline syllabus	CO Mapping	
	Unit 1	Advertising	
	A	Meaning, definition and its role	CO1
	B	Growth and development of India and world	CO1
	C	Advertising as a communication tool	CO1
	Unit 2	Unit II: Advertising process	
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2,CO3, CO5
	B	Types of advertising and its characteristics,	CO2,CO3
	C	Classification of advertising on basis of PA target audience, area,medium, purpose.	CO2, CO3
	Unit 3	Classification of Advertising	
	A	3.1 Types and Classification of Advertising	CO1,CO2
	B	3.2 Factors determining advertising opportunity of a product/service/idea.	CO1,CO2

	C	3.3Types of Appeals and Advertising Messages		CO1,CO2
	Unit 4	Structure, Role and Function of Advertising Agency		
	A	Advertising Agency: Evolution, Types, Structure		CO2, CO4 CO5
	B	Functions of Various Departments and their Roles		CO2,CO4 CO5
	C	Agency – Client Relations and Pitching Process		CO2,CO4 CO5
	Unit 5	Advertising Objectives; Execution		
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling		CO3,CO4 CO5
	B	Marketing Strategy		CO3,CO4 CO5
	C	Research and Branding Advertising department vs. Agency-Structure		CO3,CO4 CO5
10	Mode of examination	Theory		
	Weightage	CA	MTE	ETE
11	Distribution	20%	30%	50%
12	Text book/s*	<ol style="list-style-type: none"> 1. Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999. 2. Advertising Management,-2010, JaishriJethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press. 3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996. 4. BrandRisk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England,Gower, 2008. 5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 6. Mohan MahenderAdvertisingManagement: Concepts & Cases; Tata McGraw HillPublishers 		
13	Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.		

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	2	2	1
CO2	3	3	3	2	2	1
CO3	2	3	2	3	2	1
CO4	3	2	2	3	1	1
CO5	3	3	3	3	1	3

**Course
Articulation
Matrix**
1-Slight (Low)
2-Moderate (Medium)
3-Substantial (High)

School: SMFE		Batch : 2021-2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: - NA		Semester: II	
1	Course Code	MMC492	
2	Course Title	Agency Structure & Evolution	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of pursuing this course is: <ul style="list-style-type: none"> ● Study and analysis of models of advertising agencies, public relations agencies ● Study of the principles of efficacious communication in organisations' internal communication 	
6	Course Outcomes	After completing this course the student shall be able to CO1 Describe functions and types of advertising agency CO2 Utilize knowledge gained to plan and design advertising campaign CO3 Study and analysis of models of advertising agencies CO4 Understand the internal communication. CO5 Acquire knowledge of the systems of organisation, customer relations and retribution.	
7	Course Description	The course is designed to inculcate the knowledge of how advertising and public relation agencies work and functions.	
8	Outline syllabus		CO Mapping
	Unit 1	Advertising Agency: Structure	
	A	Advertising Agency: Concept and Types,	CO1
	B	Structure and Hierarchy of an Advertising Agency	CO2
	C	Planning and Pitching in Advertising	CO1
	Unit 2	Advertising Agency: Functions	
	A	Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services	CO2
	B	Marketing research department; Ancillary Services	CO3
	C	Interfacing with Client's Organisation; Integration of Services	CO3
	Unit 3	PR Agency- Tools	
	A	PR agency: Concept and Types	CO2
	B	Structure and Functions	CO4
	C	Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit,	CO2

		Press Briefings and Familiarizing Tours	
Unit 4	PR Agency- Techniques		
A	Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management,		CO1,CO4
B	Open House and Annual Reports, Exhibitions		CO4
C	Use of Digital Media and Emerging trends in PR		CO4
Unit 5	Agency & Sales Promotion		
A	Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion		CO4
B	Difference between Sales Promotion and Advertising; Tools and Techniques of Consumer Sales Promotion		CO5
C	Trade Promotions; Organising Sales Promotion Campaigns		CO5
Mode of examination		Theory	
Weightage Distribution	CA	MTE	ETE
	30%	20%	50%
Text book/s*	1. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. 2. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.		
Other References	1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall. 2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	1	1	1	1
CO2	2	1	1	1	2	1
CO3	3	1	2	1	1	2
CO4	2	-	-	-	-	1
CO5	2	-	-	-	-	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch: 2021-2023	
Program: MA (Ad, PR& CC)		Current Academic Year: 2021-2022	
Branch: - NA		Semester: II	
1	Course Code	MMC493	
2	Course Title	Principles of Public Relation	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of pursuing this course is: 1. In depth understanding of various theories and principles of public relations 2. To familiarize with PR in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills for public relation officer 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR	
6	Course Outcomes	After completing this course the student shall be able to CO1 Understand the Meaning and Definition of Public Relations and Its need, nature and scope, functions CO2 Deliver effective presentations to work teams, clients, and publics CO3 Synthesize broader liberal arts knowledge with the principles of public relations in order to create effective public relations campaigns. CO4 Plan and implement basic research projects read and interpret research data as they apply to public relations campaigns. CO5 Create and conduct ethically sound and socially responsible public relations strategies and campaigns. CO6 Compare Public Relation strategies for the various companies	
7	Course Description	The course tells us about the understanding of Public relation and the industry. It states how PR is an important and emerging field of Mass communication as per industry requirement and as a professional career.	
8	Outline syllabus		CO Mapping
	Unit 1	Public Relations: An Introduction	
	A	1.1PR: Concept and Principles	CO1
	B	1.2 PR as a marketing communication	CO2
	C	1.3 Propaganda/Publicity	CO1
	Unit 2	PR Tools and Strategy	
	A	2.1 Press Conference	CO2
	B	2.2 Press Releases	CO3
	C	2.3.Publics/ Stakeholders	CO3

Unit 3	Public Relations Process			
A	3.1 Space process			CO2
B	3.2 Preparing a PR Campaign			CO4
C	3.3 Media Tracking and Content Analysis			CO2
Unit 4	Strategic Public Relations			
A	Tools & Techniques for Public Relations:			CO1,CO4, CO6
B	Political communication			CO4
C	Use of Digital Media and Emerging trends in PR			CO4
Unit 5	Applied Public Relations			
A	Corporate Identity/Image building			CO4,CO6
B	Lobbying and Advocacy			CO5,CO6
C	Social Media Marketing			CO5
Mode of examination		Theory		
Weightage Distribution	CA	MTE	ETE	
	30%	20%	50%	
Text book/s*	Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.			
Other References	1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall. 2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	-	-	2	1
CO2	2	3	2	-	1	2
CO3	1	3	1	2	3	3
CO4	3	2	3	3	1	1
CO5	1	1	3	2	2	2
CO6	1	1	1	3	2	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: - NA		Semester: II	
1	Course Code	MMC494	
2	Course Title	Understanding Consumer Behaviour	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of pursuing this course is: <ul style="list-style-type: none"> ● Sharpen the research skills of students for solid foundation in long term brand ● building ● Guide them in using research data in understanding market segmentation ● Make them use consumer insights to study the brand perception and brand loyalty ● Give an understanding of consumer behaviour for buying decisions ● Help students understand the need for various brand and product extensions 	
6	Course Outcomes	After completing this course the student shall be able to : CO1 Understand the market segmentation and target audience profiling CO2 Compare among product, brand, and category CO3 Apply strategy behind several brand extensions CO4 Acquire an understanding of consumer behaviour for buying decisions CO5 Create consumer behaviour strategy	
7	Course Description	The course is designed with the aim to inculcate the basic fundamental of understanding consumer behaviour. The course will help the students to identify the marketing segmentation, brand perception and brand loyalty.	
8	Outline syllabus	CO Mapping	
	Unit 1	Market Research and Segmentation	
	A	Conduct an effective market research for useful consume insights, Differentiate among product, brand, and category, Explain strategy behind several brand extensions	CO1
	B	Describe the market segmentation and target audience profiling	CO1
	C	Consumption pattern for creating better brand equity	CO3
	Unit 2	Consumer Behaviour	
	A	Define Consumer Behaviour and Influencing factors	CO2
	B	Consumer Decision Making process	CO1
	C	Consumer vs Customer, Consumer Motivation, Satisfaction, Delight	CO4
	Unit 3	Consumer and Brands	

A	Product, Brand and Category - High and low involvement products	CO2
B	Brand Perception – Emotions and Brands, What is Brand Loyalty?	CO4
C	Brand Equity – Meaning and Models of Brand Equity	CO2
Unit 4	Brand Architecture	
A	Brand Positioning	CO2
B	Functional, Symbolic Brands	CO3
C	Product and Brand extensions	CO3
Unit 5	<i>Emerging Consumer Segments</i>	
A	Introduction, evolving Consumer segments,	CO4
B	The sunshine economy and Generation Me,	CO5
C	Confident youth, Brat power, Assertive working women, DINK family, Metrosexual, Elderly population	CO5
Mode of examination		THEORY
Weightage Distribution	CA	MTE
	30%	20%
		ETE
		50%
Text book/s*	Leon G. Schiffman, Leslie Lazar Kanuk, S Ramesh Kumar, in collaboration with Joseph Wisenblit, Consumer Behaviour, 10th Edition, Pearson Richard Elliot, Larry Percy, Strategic Brand Management, Indian Edition, Oxford University Press David Ogilvy, Ogilvy on Advertising, Prion	
Other References	Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall. 2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	2	3	3
CO2	2	3	1	2	3	3
CO3	2	3	1	2	3	3
CO4	2	3	1	2	3	3
CO5	2	3	2	2	3	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021 -2023	
Program: MA (Ad, PR & Corp Com)		Current Academic Year:2021-22	
Branch: NA		Semester: II	
1	Course Code	MMC495	
2	Course Title	Media Planning & Buying: Concepts and Strategies	
3	Credits	5	
4	Contact Hours (L-T-P)	4-1-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	The objective of this course is to: The objective of this course is to: 1. Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3. Explain the importance of revenue generation for print, radio, TV web.	
7	Course Outcomes	The student will be able to : CO1 Understand the Meaning and Definition of media planning CO2 Apply concepts based on the aspirations of the consumer base behaviour brand promotion etc. CO3 Evaluate the market structure & Indian market overview CO4 Analyse Marketing Communication and Strategy. CO5 Create a strategy for Media Planning.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of media planning & buying, to know how the knowledge of branding and Indian market overview.	
9	Outline syllabus	CO Mapping	
	Unit 1	Basics of Media Planning	
	A	Introduction to Media Planning	CO1
	B	Definition, Objectives and Importance of Media Planning	CO1
	C.	The difference between “Media” and “Vehicles”, Difference between Old Media and New Media	CO1
	Unit 2	Media Planning Process	
	A	Key Terms: Reach, Frequency, Geographic Prioritization and Weighting, Continuity,	CO2, CO3
	B	Fighting, Pulsing GRP Media Mix and Media Strategies,	CO2, CO3, CO5
	C	Media Scheduling, Audience Fragmentation, Media Plan and Strategy Development	CO2, CO3, CO5
	Unit 3	Model of Media Planning	
	A	Models of Media Planning	CO1, CO2, CO5
	B	Bill Harvey’s Expansion Model	CO1, CO2, CO5
	C	Recency Model/Other Models	CO1, CO2,

			CO5
	Unit 4	Media and Changing Trends	
	A	Classes and Types of Media, Characteristics of Major Media Forms	CO2, CO4
	B	Internet – The Next Big Medium, Merits and Demerits of Electronic Print and Outdoor Media & Innovative media uses	CO2, CO4
	C	Problems in Media Planning	CO2, CO4, CO5
	Unit 5	Media Costs and Buying Problems	
	A	Media Costs	CO3, CO4
	B	Media Buying Problems	CO3, CO4
	C	Considerations in Planning and Buying	CO3, CO4
10	Mode of examination	Theory	
	Weightage	CA	MTE
11	Distribution	20%	30%
			ETE
			50%
12	Text book/s*	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Dr. Sakthivel Murughan M Management Principles & Practices, New Age International Publishers, New Delhi 3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 4. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.	
13	Other References		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	-	-	1	2
CO2	3	1	-	-	1	2
CO3	3	1	-	-	1	2
CO4	3	1	-	-	1	2
CO5	3	3	1	3	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023	
Program: MA(Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: NA		Semester: II	
1	Course Code	MMC496	
2	Course Title	Designing& Graphics	
3	Credits	4	
4	Contact Hours (L-T-P)	0-2-4	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Introduce the basics of layout, design and production of newspaper/magazine. 2. Impart knowledge on conducting various types of print productions. 3. Familiarize with the types of software and tools used for newspaper layout, design and production. 4. Study the applications of different tools and software in creating print productions. 5. Understand the steps involve in layout design and publication of a newspaper/magazine 	
6	Course Outcomes	CO1 knowledge gained to work on the demands in this highly professional driven print media industry CO2 Understanding of basic software for print layout, design, and production. CO3 Displaying the use of different tools in print production. CO4 Explain the basic understanding of news and print productions CO5 Apply the ethical and societal concerns regarding the principles of visual aesthetics.	
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.	
8	Outline syllabus		CO Mapping
	Unit 1	Print Layout Design- An Introduction	
	1	Principles and Process Lay-out and Graphic Design	CO1, CO2, CO5
	2	Newspaper format: Full format, Tabloid and Magazine	CO2
	3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;	CO2, CO3
	4	Aesthetic Aspects of Print Layout Design	
	5	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing	CO2, CO3
	Unit 2	Visual Aesthetics Balance, Contrast, Rhythm, Unity	
	1	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border	CO2, CO3

	2	Software and Tools for Layout Design			
	3	PageMaker, Quark Express, Coral Draw			CO2, CO3
	4	Photoshop, In-design			CO2, CO3
	5	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools			CO2, CO3
	Unit 3	Printing Technology			
	1	Desk Top Publishing			CO2, CO3
	2	Offset Printing, Digital Printing			CO2, CO3
	3	Colour Printing: Techniques, Colour composition, Colour Separation and correction			CO2, CO3
	4	Portfolio Preparation			
	Unit 4	Front Page Design /Functional Design /Horizontal design/Advertisement Design			CO2, CO3
	1	Newspaper Design and Printing			CO2, CO3
	2	Magazine Design and Printing			CO2, CO3
	3	Layout Design- An Introduction			
	4	Principles and Process Lay-out and Graphic Design			CO3, CO4
	Unit 5	Newspaper format: Full format, Tabloid and Magazine			CO3, CO4
	1	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;			CO3, CO4, CO5
	2	Aesthetic Aspects of Print Layout Design			CO2, CO3, CO4, CO5
	3	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing			CO2, CO3, CO4
	Mode of examination	Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		60%	NA	40%	
	Text book/s*	1. N. N Sarkar, Art and Print Production. Oxford University Press (2013) 2. Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) 3. Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE			
	Other References	Online tutorials available on Google			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	3	1	2	2

CO2	3	3	3	2	2	2
CO3	3	3	3	2	2	2
CO4	3	3	3	2	3	2
CO4	3	3	3	3	3	1

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021 -2023	
Program: MA (Ad, PR&CC)		Current Academic Year:2021-2022	
Branch: NA		Semester: II	
1	Course Code	MMC497	
2	Course Title	Advertising Lab	
3	Credits	6	
4	Contact Hours (L-T-P)	0-1-10	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Understanding of visualisation and ideation in advertisement ● Understanding of means & methods to achieve desired creativity in an advertisement ● Concept of Advertising strategies and production planning 	
7	Course Outcomes	CO1 Production of advertisement creative plans CO2 Plan and Execute an Ad Campaign CO3 Planning of creative strategies for an ad campaign CO4 Time management planning for all steps involved CO5 Understand how different media including new media responsible for an advertising behaviour.	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process.. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of Advertising.	
9	Outline syllabus		
	Unit 1	Understanding Creativity	
	A	Concept and Definition	CO1
	B	Advertising and Creativity	CO1, CO3
	C	Creative Thinking	CO2
	Unit 2	Creative Roles	
	A	Words and Picture	CO1
	B	Art Direction	CO1
	C	Copywriting	CO2
	Unit 3	Creative Process	
	A	Creative Thinking and Ideation	CO1, CO3
	B	Brainstorming, Lateral Thinking and Various Creative Thinking	CO2, CO3, CO5
	C	Hats” and Others Steps and Stages	CO2
	Unit 4	Creative Strategies	
	A	Concept and Definition	CO1
	B	Various Steps and Stages	CO2
	C	Planning Cycle	CO2, CO4,

					CO5
	Unit 5	Campaign Planning			
	A	Creative Strategy Formulations and Execution			CO1, CO3
	B	Product Category Strategies			CO2, CO4
	C	The Creative Brief Message Execution			CO2, CO4
10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical			
11	Weightage Distribution	CA	MTE	ETE	
		60	-	40	
12	Text book/s*	<ul style="list-style-type: none"> ● Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999. ● Advertising Management, -2010, JayshreeJethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press. ● Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996 ● BrandRisk:adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008. ● Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. ● Mohan MahenderAdvertising Management: Concepts & Cases; Tata McGraw Hill Publishers ● Lewis HershellGordionThe Complete Advertising and MarketingHandbook: East West Books(Madras) Pvt.Ltd., Chennai ● White RoderickAdvertising: What it is and How to do it:McGrawHill Book Company, London ● BulmoreJeremyBehind the scenes in Advertising; NTCPublishers, Henley 			
13	Other References	Online tutorials available on Google			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	-	3	3	-
CO2	3	3	3	3	3	-
CO3	3	3	2	3	3	-
CO4	3	3	3	3	3	-
CO5	3	3	2	2	2	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2021-2022	
Branch: - NA		Semester: II	
School: SMFE		Batch: 2021-2023	
1	Course Code	MMC498	
2	Course Title	Principle of Event Management	
3	Credits	3	
4	Contact Hours (L-T-P)	0-2-2	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Provide an understanding of the concept of Events and Event Management ● Provide information about pre-event research ● Give an understanding of Event planning, concept, and design 	
7	Course Outcomes	The student will be able to: CO1 Understand types and characteristics of the events CO2 Learn how to do research for the events CO3 Learn the pre-event marketing CO4 Understand the structure, role and functioning of an event management company CO5 Understand the importance and criteria of event proposal	
8	Course Description	This course aims to Provide an understanding of the concept of Events and Event Management	
9	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Event Management	
	A	What is an Event? 5 Cs of events	CO1
	B	Event as marketing communication tool,	CO1
	C	Structure of an Event company	CO4
	Unit 2	Types of events-	
	A	Artistic, Competitive, and Cultural Events	CO1
	B	Exhibition and Charitable Events	CO4
	C	Special Business Events	CO4
	Unit 3	Pre-Event Research	
	A	Event Generation- Objective, Theme Selection, research for theme, meeting client requirement	CO2
	B	SWOT Analysis	CO2
	C	Segmentations – Demographic, Geographic, Psychographic	CO2
	Unit 4	Event Planning, Concept and Design	
	A	Conceptualization of idea	CO4
	B	Research based planning	CO4, CO1
	C	Analyzing Designing the concept	CO4,
	Unit 5	Preparing event proposal	

	A	What is an Event proposal			CO5
	B	Role and Importance of Event proposal			CO5
	C	Writing Event Proposal			CO5
10	Mode of examination	JURY			
11	Weightage Distribution	CA	MTE	ETE	
		60	00	40	
12	Textbooks	<ul style="list-style-type: none"> • WakhluSavitaBhan, Managing Presentations • Vanita&Kohli, Indian Media Business • KundraS, Media Management 			
13	Other References	<ul style="list-style-type: none"> • Gaur Sanjaya S &Saggere,S.V, Event Marketing & Management • Hoyle Jr., Leonaed H, Event Marketing • Lynn Van Der Wagem, Event Management • Anton Shone & Bryn Parry, Successful Event Management, Cengage Learning, New Delhi 			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	1	-	-	-	3
CO2	2	1	-	-	2	3
CO3	3	1	1	-	-	3
CO4	2	1	-	-	-	3
CO5	2	1	-	-	-	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER 3

School: SMFE		Batch : 2021-2023	
Program: MA(Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	MPJ207	
2	Course Title	Marketing, Advertising & PR Research	
3	Credits	4	
4	Contact Hours (L-T-P)	3-1-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Understand basic concepts of research 2. Impart the knowledge of conducting various types of media and communication research. 3. Design & research studies and conduct sampling 4. Employ scaling techniques 	
6	Course Outcomes	The student will be able to CO1 Understand the types of communication research CO2 Apply the knowledge for conducting media & communication research CO3 Analyse the data gathered through adequate research methodology CO4 Demonstrate the competence in media & communication research. CO5 Create a research report on a problem identified in Marketing research	
7	Course Description	The course aims to develop the aptitude, which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.	
8	Outline syllabus	CO Mapping	
	Unit 1	Introduction to Media & Communication Research	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	Unit 2	Types of Research	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO1
	2	Descriptive and Analytic Research.	CO1

	3	Qualitative and Quantitative Research.			CO1
	Unit 3	Research Process			
	1	Identifying Research Problem and Review of Literature			CO2, CO3
	2	Research questions, Hypothesis and Research Design			CO2, CO3
	3	Sampling, Types of Sampling.			CO2, CO3
	Unit 4	Data in Research			
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.			CO2
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.			CO2, CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.			CO2, CO4,
	Unit 5	Research Writing & Ethics			
	1	Analysis, Interpretation and Conclusion of the data.			CO2, CO3, CO4, CO5
	2	Preparation and writing a research report.			CO2, CO3, CO4, CO5
	3	Ethical perspectives of media & communication research, plagiarism.			CO2, CO3
	Mode of examination	Theory			
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	1	1	1	2
CO2	3	2	3	3	1	2
CO3	3	1	3	3	1	2
CO4	3	1	2	3	1	2
CO5	3	1	3	3	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021 -2023	
Program: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	MPJ208	
2	Course Title	Strategic Corporate Communication	
3	Credits	3	
4	Contact Hours (L-T-P)	1-2-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	<ul style="list-style-type: none"> ● Explain the principles and functions of media planning ● Describe the structure and functions of media organizations ● Explain the importance of revenue generation for print, radio, TV & web. 	
7	Course Outcomes	CO1 Develop concepts to address the desires and aspirations of the consumer & corporate CO2 Plan and organize an event with media planning CO3 Develop PR material for the corporates CO4 Interpret and apply the Corporate Communication Strategies CO5 Manage business communication gap between existing corporates and markets	
8	Course Description	The course aims to equip students to honk communication and writing skills and capacity to meet the challenges and demands of the Corporate Communication. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of strategies and communication for corporates and its complete execution in the business scenario.	
9	Outline syllabus		CO Mapping
	Unit 1	Overview of strategy in Corporate Communication	
	A	Role and scope of strategy in corporate communication	CO1
	B	Stakeholder Management and Communication	CO1
	C	Corporate Social Responsibility	CO2
	Unit 2	Media Relations	
	A	Impact of news coverage on corporate reputation	CO1
	B	Tools and techniques in media relations	CO1
	C	Handling negative news effectively	CO2
	Unit 3	Crisis Communication	
	A	Introduction to Crisis Communication	CO1
	B	Crisis management: Search for control	CO2
	C	Case studies	CO2
	Unit 4	Issue Management	
	A	What is issue management	CO1
	B	Issue scanning	CO2
	C	Issue Communication	CO2
	Unit 5	Campaign planning	
	A	Setting campaign objective	CO1, CO4, CO5
	B	Communication Strategy	CO2, CO4, CO5

	C	Campaign Assessment			CO2, CO4, CO5
1 0	Mode of examination	Theory/ Jury / Practical / Viva Jury / Practical			
1 1	Weightage Distribution	CA	MTE	ETE	
		30	20	50	
1 2	Text book/s*	<ul style="list-style-type: none"> ● Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India ● Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999.3. Advertising Management,-2010, Jaishri, Jethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press. ● Bland, Michael Effective media relations: how to get results - London: Kogan Page,1996. 			
1 3	Other References	Online tutorials available on Google			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	1	3	3	-
CO2	2	3	2	3	2	3
CO3	2	3	1	3	1	-
CO4	2	3	3	3	2	-
CO5	3	2	2	1	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023	
Program: MA(Ad, PR &CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	MPJ209	
2	Course Title	Brand Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	<ul style="list-style-type: none"> ● Familiarize with psychological and cultural approach of advertisement for different media ● Understanding of different segment and categories of advertisement ● Understanding of means & methods to achieve desired creativity in an advertisement 	
6	Course Outcomes	CO1: Develop concepts that are able to address the desires as well as aspirations of the consumer & base behaviour CO2: Branding and Brand promotions CO3: How to convert an existing product into a Brand CO4: Brand sustainability Management CO5: Describe brand management strategy	
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
8	Outline syllabus		CO Mapping
	Unit 1	Understanding Brand and Branding Process	
	1	Brand – Meaning, Concept and Definition	CO1
	2	Role of Brand-	CO1
	3	Branding and its Process	CO2
	Unit 2	Strategic Planning and Brand Management	
	1	Brand Management- Meaning. Definition	CO1
	2	Product / Brand Positioning	CO1
	3	Customer Analysis	CO2
	Unit 3	Brand Management Concepts	
	1	Brand / Product Research	CO1, CO3
	2	Product Development & Testing	CO2, CO3
	3	Brand Equity	CO2
	Unit 4	Sustaining Branding Strategies	

1	Brand Leveraging & Brand Performance			CO1, CO4, CO5
2	Brand Hierarchy			CO2, CO5
3	Brand Extension and Brand Transfer- Managing Brand Over Time.			CO2, CO5
Unit 5	Making of Indian Global Brands			
1	Goods and Services, Retailers and Distributers, People and Organization			CO1, CO5
2	Luxury Brands, B2B Brands, Brand Challenges and Opportunities			CO2, CO4,
3	The making of Indian Global Brands – Case Studies			CO2, CO4,
Mode of examination		THEORY		
Weightage Distribution	CA	MTE	ETE	
	30%	20%	50%	
Text book/s*	<ul style="list-style-type: none"> ● Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996. ● Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England, Gower, 2008. ● Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993. 			
Other References	Online tutorials available on Google			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	2
CO2	3	2	2	2	2	2
CO3	3	2	2	3	2	2
CO4	3	3	3	3	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021 -2023	
Program: MA(Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	MPJ210	
2	Course Title	Budgeting Process & Pitching	
3	Credits	2	
4	Contact Hours (L-T-P)	2-0-0	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of budgeting process. 2. Describe the how pitching is done for advertising plan.	
7	Course Outcomes	The student will be able to: CO1: Understand budgeting process. CO2: Understand budgeting and evaluation plan. CO3: Understand the pitching process. CO4: To learn and develop skills for pitching and collaborations CO5: Evaluating budgeting and evaluation plan	
8	Course Description	The courseis aimed to make students learn the skills and knowledge about the budgeting process and pitching.	
9	Outline syllabus	CO Mapping	
	Unit 1	Budgeting - I	
	A	Setting and Allocating the Budget	CO1, CO2
	B	Different Methods of Setting Budget-Competitive Spending, Objective and Task	CO1, CO2
	C	Expenditure per Rate, Factors Affecting the Size of the Budget	CO1, CO2
	Unit 2	Budgeting	
	A	Presentation of Media Plan to a Client and Evaluation of Media Plan	CO1, CO2
	B	Media Matrix and Measurability and Global Challenges	CO1, CO2
	C	Differences between Brand Matrix and Media Matrix	CO1, CO2
	Unit 3	Evaluation Plan	
	A	Retrieval and Interpretation of Data, Audience Audit Techniques	CO2
	B	People Meter, Single Source Data, Geo Demographic Measurement	CO2
	C	Practical session on Media Information Retrieval IRS	CO2
	Unit 4	The Pitch Process	
	A	The Pitch	CO3
	B	Preparation required, team, strategy, brief and plan	CO3, CO5
	C	Building up clientele	CO3

	Unit 5	Pitching process & Agency evaluation techniques		
	A	Making good pitches, Investor Pitch Exercises		CO2, CO3, CO4, CO5
	B	Plan Formulation and Redesign		CO2, CO3, CO4, CO5
	C	Financial Projections		CO2, CO3, CO4, CO5
10	Mode of examination	THEORY		
11	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
12	Text book/s*	BARTON ET AL: Essentials of media planning (USA NTC Business Book, 1993)		
13	Other References	<ul style="list-style-type: none"> ● Dominick Joseph R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007) ● SISSORS AND MUMBA: Advertising Media Planning (USA NTC Business Book, 1966) ● Key Account Management: The Definitive Guide by Malcolm Macdonald and Diana Woodburn 		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	2	-	2	2
CO2	3	1	2	-	2	2
CO3	3	1	2	-	2	2
CO4	3	1	3	-	3	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023	
Program: MA (Ad, PR &CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	MPJ211	
2	Course Title	Integrated Marketing Communication (IMC)	
3	Credits	3	
4	Contact Hours (L-T-P)	0-0-6	
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 1.Explain the principles and functions of Integrated Marketing Communication. 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.	
6	Course Outcomes	The student will be able to CO1 Understand the meaning and creating IMC Plan CO2 Evaluate the different IMC tools CO3 Apply the knowledge of integrated Marketing and Communication CO4 Evaluate Integrated Marketing tools CO5 Create Marketing Communication and Strategy	
7	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.	
8	Outline syllabus	CO Mapping	
	Unit 1	Understanding Marketing	
	1	Basic economics	CO1
	2	Market and Marketing: Concept, Definitions and Approaches	CO1
	3	An overview of Indian Market	CO1
	Unit 2	Consumer Behaviour	
	1	Concept, Definitions and Applications	CO2
	2	Consumer Behaviour Mapping	CO2
	3	Factors Influencing Consumer Behaviour , Segmentation	CO3
	Unit 3	Market Research	
	1	Introduction to Market Research, Role and Scope of Research	CO1, CO2
	2	Types of Research, Market Research Techniques	CO1, CO2
	3	Strategic Marketing	CO1, CO2

	Unit 4	Understanding Marketing Communication and Strategy			
	1	Integrated Marketing Communication- Concept and Process, Relationship between			CO2, CO4
	2	Below the Line Communication: Concept, Definitions,			CO2, CO4
	3	promotion, On Ground Activation, Events/ Celebrity Management and Other			CO2, CO4
	Unit 5	Strategic Marketing			
	1	Rural Marketing – Features, Significance and Scope			CO3, CO4, CO5
	2	Direct Marketing			CO3, CO4, CO5
	3	Understanding Service and Retail Marketing			CO3, CO4, CO5
	Mode of examination	JURY			
	Weightage Distribution	CA	MTE	ETE	
		60%	00%	40%	
	Text book/s*	Dr.SakthivelMurughan M Management Principles & Practices, New Age International Publishers, New Delhi			
	Other References	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 3. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.			

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	1	2
CO2	3	3	2	2	2	3
CO3	3	3	1	2	1	2
CO4	3	3	1	2	1	2
CO5	3	3	1	2	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021 -2023	
Program: MA(Ad, PR &CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: III	
1	Course Code	MPJ212	
2	Course Title	Digital Marketing & Advertising	
3	Credits	4	
4	Contact Hours (L-T-P)	(0-2-4)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	The objective of this course is to: 1.Explain the usage of Digital Media in Advertising & PR 2. Describe the online writing skill & social media marketing as a communication tool.	
7	Course Outcomes	The student will be able to: CO1 "Describe the Meaning of Online Advertisement." CO2 Define the elements of Digital PR activities. CO3 "Define the technology use for PR and Advertisement." CO4 "Interpret the Impact of digital and online use of advertisement. " CO5 Understand the intricacies of using digital media in advertising & brand management.	
	Course Description	1-Knowledge about basic understanding of Advertisement, Media and uses of technology for advertisement. 2-Informing about tool techniques of preparing content for online medium.	
9	Outline syllabus		CO Mapping
	Unit 1	Digital Media in Advertising	
	A	1.1 Digital Advertising: Concept, Components and Evolution	CO1
	B	1.2 Online Advertising: Challenges and opportunities	CO1
	C	1.3 The making of Successful Digital Advertising Campaigns – Case Studies	CO1, CO5
	Unit 2	Digital Media in PR	
	A	2.1 Digital PR - Concept, Components and Evolution.	CO2
	B	2.2 Online PR: Challenges and opportunities	CO2
	C	2.3 The making of Successful Digital PR Campaigns – Case Studies	CO2, CO5
	Unit 3	Online Writing Skills	
	A	3.1. Introduction to Online Writing: Social Media Writing Skills and Etiquettes	CO3
	B	3.2 Social Media and Language Change: e-mail, SMS, Emoticons, Blogs, Social Networking Sites	CO3
	C	3.3. Maintaining Digital Databases	CO3
	Unit 4	Preparing Message and Pre-testing of Messages	
	A	4.1 Designing Social Campaigns: Social Advertising, Folk Media	CO3
	B	4.2 Preparing Print Messages (Wallpaper, Leaflets etc.)	CO3

	C	4.3 Designing Audio-visual Messages			CO3
	Unit 5	Developing and Designing IEC (Information, Education and Communication)			
	A	5.1 Social activism campaign			CO4, CO5
	B	5.2 Digital networks and social media			CO4, CO5
	C	5.3 Monitoring and Evaluation of Development Communication			CO4, CO5
10	Mode of examination	Theory/Jury/Practical/Viva			
11	Weightage	CA	MTE	ETE	
	Distribution	60	0	40	
12	Text book/s*				
13	Other References				

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	-	-	-	-
CO2	-	2	1	-	-	-
CO3	1	1	-	-	-	-
CO4	-	2	1	-	-	-
CO5	3	1	2	-	-	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch :2021 -2023	
Program: MA(Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch:		Semester: III	
1	Course Code	T MPJ213	
2	Course Title	Corporate Communication Lab	
3	Credits	2	
4	Contact Hours (L-T-P)	0-0-4	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of media management 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.	
7	Course Outcomes	The student will be able to: CO1: Define the Meaning and Definition of corporate communication. CO2: Understand the Corporate Communication in public & private sector CO3: Demonstrate the financial market & its relation with financial communication CO4: Develop the communication plan for various corporate organisation. CO5: Demonstrate the communication strategy for crisis communication.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of media management, to know how the knowledge of branding and Indian market overview.	
9	Outline syllabus	CO Mapping	
	Unit 1	Understanding Corporate Communications	
	A	Definitions of corporate communication	CO1
	B	Corporate communication functions	CO1
	C	Corporate Communication strategies and tools	CO1
	Unit 2	Corporate Communication in Private and Public Sector	
	A	Corporate Social Responsibility	CO2, CO3
	B	Corporate identity	CO2, CO3
	C	An overview of corporate law and government corporate affairs	CO2, CO3
	Unit 3	Financial markets and Communication	
	A	Key publics for financial communication	CO3, CO2
	B	Capital market	CO3, CO2
	C	Financial advertising	CO3, CO2
	Unit 4	Crisis Communication	
	A	Managing Crisis	CO5, CO4
	B	The importance of crisis communication	CO5, CO4

	C	Corporate governance	CO5, CO4
	Unit 5	Laws and ethics in Corporate Communication	
	A	Introduction of Mass media laws	CO3, CO2
	B	Corporate laws	CO3, CO2
	C	Ethical Issues in Corporate Communication	CO3, CO2
10	Mode of examination	Jury	
11	Weightage Distribution	CA	ETE
		60%	40%
12	Text book/s*	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Dr.SakthivelMurughan M, Management Principles &Practices, New Age International Publishers, New Delhi 3. Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi 4. Albarran, Alan B, Media Economics, Surjeet Publication new Delhi.	
13	Other References	A handbook on Corporate communication by JaishreeJethwaney	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	3	2	3	2	2
CO2	3	2	2	2	2	2
CO3	3	2	2	3	2	2
CO4	3	3	3	3	3	2
CO5	3	3	1	-	-	-

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023		
Program: MA(Ad, PR &CC)		Current Academic Year: 2022-2023		
Branch: NA		Semester: III		
1	Course Code	MPJ216		
2	Course Title	Summer Internship Report		
3	Credits	2		
4	Contact Hours (L-T-P)	0-0-4		
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective		
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Provide students the opportunity to experience hands-on industry experience. 2. To provide students with an opportunity to implement their classroom knowledge in the industry/field. 3. To put students in a real-life problem-solving situation, where they learn to be skilled and trained to deliver excellent outcome to the industry. 		
6	Course Outcomes	The student will be able to CO1 Get hand on working experience in Advertising, Public Relations, Corporate Communication or summer project. CO2 Understand and overcome the issues and problems encountered during the summer training or summer project. CO3 Get proper experience and will be able to lay the ground for a better career. CO4 Familiarize with various aspects of the media Industry. CO5 Understand the demand of industry and cope up with the pace.		
7	Course Description	The course is designed for the students to prepare a report on the summer internship done during their semester end break.		
8	Outline syllabus			CO Mapping
	Unit 1	Completing the proper report in prescribed format and getting approved by the assigned faculty .		CO1, CO2, CO3
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	3	2	2	2	1
CO2	2	2	3	1	3	2

CO3	2	3	2	2	3	3
CO4	2	1	2	3	3	2
CO5	2	3	2	2	1	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

SEMESTER 4

School: SMFE		Batch :2021 -2023	
Program: MA(Ad, PR&CC)		Current Academic Year: 2022-2023	
Branch: NA		Semester: IV	
1	Course Code	MFM213	
2	Course Title	On Job Training / Project	
3	Credits	12	
4	Contact Hours (L-T-P)	(0-4-16)	
5	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	1. On Job training in the preferred media industry or final project as per the area of interest. 2. Hands on working experience in the media industry.	
7	Course Outcomes	The student will be able to : CO1 Identify & understand the issues and problems encountered during the On job training. CO2 Compute possible solutions to practical industry challenges CO3 Operate within a team environment to implement solutions CO4 Examine and explain the solutions to team members, superiors and stakeholders CO5 Measure and maintain the quality and efficacy of work within a given timeframe CO6 Summarize and report the on job training work to faculty and supervisors	
8	Course Description	This course is designed specially to give an industry exposure to the students. During this course the students get an opportunity to work in their preferred Ad, PR & CC field with the experienced industry professionals so that they can analyze& apply their theoretical knowledge and develop an understanding about the current requirement of the particular industry. Students will be evaluated on the basis of final project report & presentation before the jury via Viva Voice .	
9	Outline syllabus	CO Mapping	
	Unit 1	Weekly Reports	
	A	Fortnightly Reports	CO1, CO2, CO3
	B		
	C	Fortnightly Reports	CO1, CO2, CO3
	Unit 2		
	A		
	B	Fortnightly Reports	CO1
	C		
	Unit 3	Fortnightly Reports	CO1, CO2, CO3
	A		
	B		
	C	Fortnightly Reports	CO1, CO2, CO3, CO4
	Unit 4		

	A		
	B	Fortnightly Reports	CO1, CO2, CO3, CO4
	C		
	Unit 5	Final Reports	CO1, CO2, CO3 CO4, CO5
	A		
	B		
	C		
10	Mode of examination	Jury	
11	Weightage Distribution	CA	ETE
		60	40
12	Text book/s*	NA	
13	Other References	NA	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	1	3	1	3	1	2
CO2	3	2	1	3	1	1
CO3	1	3	1	2	2	3
CO4	1	3	1	2	2	3
CO5	2	2	1	3	3	2
CO6	3	2	1	3	2	3

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)

School: SMFE		Batch : 2021-2023		
Program: MA(Ad, PR & CC)		Current Academic Year: 2022-2023		
Branch: NA		Semester: IV		
1	Course Code	MFM215		
2	Course Title	Research Dissertation		
3	Credits	12		
4	Contact Hours (L-T-P)	0-4-16		
	Course Type	Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective		
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> 1. Strengthen the academic research ability of the students. 2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large. 3. Enhance the problem solving skills of the students. 		
6	Course Outcomes	The student will be able to CO1 Identify the demands in this highly professional driven media advertising, PR and Event industry CO2 Apply the understanding of various research steps in Advertising, PR, CC and Event study CO3 Outline the technicalities involved in writing and formatting research pursue their careers in academics CO4 Plan a good research study in the area of Advertising, Public Relations & Corporate Communication CO5 Defend the thesis in final examinations		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
8	Outline syllabus			CO Mapping
	Unit 1-5	Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time		CO1, CO2, CO3
	Mode of examination	Jury/Viva/Practical		
	Weightage	CA	MTE	ETE
	Distribution	60%	00	40%

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	1	2	1	2
CO2	3	3	2	2	2	1
CO3	3	3	3	2	1	2
CO4	3	2	2	2	2	2
CO5	2	3	3	3	1	2

1-Slight (Low)

2-Moderate (Medium)

3-Substantial (High)