Programme Structure

Sharda School of Media, Film & Entertainment
Department of Mass Communication

MA (Advertising, Public Relations and Corporate Communication)

Academic Year 2023-24
Batch: 2023-2025

Programme Code: SDM0110

Prepared by: School of Media, Film & Entertainment

Program Structure
Name of School: School of Media, Film and Entertainment
Programme: MA (Advertising, Public Relations and Corporate Communication)

Batch: 2023-2025
TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[1]: 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
THEORY SUBJECTS								
1	MMJ101	Communication Process, Models and Theories	4	0	0	4	**Core**	CC
2	MMJ102	Social Study in Media and Contemporary Issues	4	0	0	4	**Elective**	DSE
3	MMJ103	Introduction to Communication and Media Research	3	3	0	6	**Core**	CC
Practical/Viva-Voce/Jury								
4	MMJ105	Soft Skills and Personality Development	0	1	2	2	**Core**	CC
5	MMJ106	Photography and Visual Communication	0	1	2	2	**Elective**	DSE
	MMJ107	Television News and Programme Production						
6		Open Elective (To be Chosen by Student)	0	4	0	4	**Minor Elective**	AECC
7	RBL001	Research Based Learning I	0	0	4	0	**Co-Requisite**	AECC
8	VOF101	Script Writing	0	2	2	3	**Co Requisite**	SEC
TOTAL CREDITS						**25**		

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[1] CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

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Program Structure
Name of School: School of Media, Film and Entertainment
Programme: MA (Advertising, Public Relations and Corporate Communication)
Batch: 2023-2025
TERM: II

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	MMP101	Advertising: Concept and Principles	4	0	0	4	Elective	DSE
2	MMP102	Agency Structure & Evolution	3	3	0	6	Core	CC
3	MMP103	Principles of Public Relation	4	0	0	4	Core	CC
Practical/Viva-Voce/Jury								
4	MMC 496	Designing & Graphics	0	1	2	2	Elective	DSE
	MMP104	Advertising Lab						
	MMP105	Principle of Event Management	0	1	2	2	Core	CC

[2]**NOTE: Industry connect must be completed in summer term and its evaluation to be held in 3r Semester.**
 CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

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#	Code	Course					Type	Category
5	VOF104	Writing and Anchoring for Radio, TV, and Digital Media	0	2	2	3	Co-Requisite	SEC
6	RBL002	Research Based Learning II	0	0	4	0	Co-requisite	AECC
7	CCU108	Community Connect	0	0	4	0	Co-requisite	AECC
8	VAF001	Art of Creative Writing & Story Telling	0	0	0	0	Co-requisite / Elective	AECC
	VAF002	Dramatic Art & Theatre						
	VAF003	Creative Art & Drawing						
	VAF004	Music & Dance Therapy						
		TOTAL CREDITS				**21**		

NOTE: Industry connect must be completed in summer term and its evaluation to be held in 3r Semester.

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Program Structure
Name of School: School of Media, Film and Entertainment
Programme: MA (Advertising, Public Relations, and Corporate Communication)
Batch: 2023-2025
TERM: III

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course[3]: 5. CC 6. AECC 7. SEC DSE
			L	T	P			
THEORY SUBJECTS								
1	MMP201	Entrepreneurship & Business Communication	3	3	0	6	Core	CC
2	MMP202	Strategic Corporate Communication	4	0	0	4	Core	CC
3	MMP203	Brand Management	4	0	0	4	Elective	CC
Practical/Viva-Voce/Jury								
4	MMP206	Corporate Communication Lab	0	1	2	2	Core	CC
5	MMP204	Integrated Marketing Communication	0	1	2	2	Elective	DSE
	MMP205	Digital Marketing & Advertising						

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

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6	VOF202	Smartphone Film Making	0	2	2	3	Co-Requisite	SEC
7	INC001	Industry Connect	0	0	4	0	Co-Requisite	AECC
8	RBL003	Research Based Learning III	0	0	4	2	Co-requisite	AECC
9		Open Elective (To be Chosen by Student)	0	4	0	4	Minor Elective	AECC
10	VAF005	Professional Ethics in Communication Industry	0	0	0	0	Co-requisite	AECC
TOTAL CREDITS						**27**		

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Program Structure Template
Name of School: School of Media, Film and Entertainment
Programme: MA (Advertising, Public Relations, and Corporate Communication)
Batch: 2023-2025

TERM: IV

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								
1	MMP209	Understanding Consumer Behaviour	4	0	0	4	Elective	DSE
2	MMP210	Media Planning & Buying (1)	3	3	0	6	Core	CC
3	MMP211	Budgeting Process & Pitching	3	3	0	6	Core	
Practical/Viva-Voce/Jury								
4	**VOF204**	Smartphone Film Making II	0	2	2	3	Co-requisite	SEC
5	MMP214	Research Dissertation	0	1	2	2	Elective	DSE
	MMP215	Master's Project						
6	RBL004	Research Based Learning IVs	0	0	4	2	Co-requisite	AECC
		TOTAL CREDITS				**23**		

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch :2023-2025	
Programme: MA (AD, PR&CC)		Current Academic Year: 2022-2023
Branch: Mass Communication	Semester: I	
1	Course Code	MMJ101
2	Course Title	**Communication: Process, Models and Theories**
3	Credits	4
4	Contact Hours (L-T-P)	(4-0-0)
5	Course Type	**Compulsory**/ Pre-Requisite/Co-Requisite/Elective/Open Elective
6	Course Objective	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	The student will be able to: CO1: Knowledge of practical understanding of the various theories and models of Communication. CO2: Understand the effects of mass communication on society, audiences and people. CO3: Apply and Develop the sociological understanding of the society. CO4: Analyze and Develop a psychological understanding of society. CO5: Articulate the ethical issues that are relevant to media conduct. CO6: Understand the communication theories.
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 analyze 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	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 Weaver Model	CO4, CO5
	B	Wilber-Schramm Model of Mass Communication	CO2, CO5
	C	Osgood and Schramm Model, De' Fleur Model	CO1, CO3, CO4
	Unit 3	**Communication Theory**	
	A	Bullet Theory	CO2, CO6

	B	Hypodermic Needle Theory	CO2, CO4, CO6
	C	Cognitive Consistency	CO3
	Unit 4	**Sociological Theory of Communication**	
	A	Agenda Setting	CO2, CO4, CO6
	B	Cultivation Theory	CO2, CO6
	C	Media System Dependency Theory	CO2, CO4
	Unit 5	**Normative Theory of Communication**	
	A	Authoritarian Theory and Libertarian Theory	CO3, CO4, CO6
	B	Soviet Communist Theory and Social responsibility Theory	CO3, CO4
	C	Democratic Participation Theory and Development Communication theory	CO2, CO4
10	Mode of examination	**Theory**	
11	Weightage Distribution	IA	ETE
		25	75
12	Textbook/s*	• Denis. McQuay'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	• 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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	1	2	1	2
CO2	2	2	1	2	3	2	2	2	2	1
CO3	2	3	3	1	3	2	1	2	2	2
CO4	3	3	1	2	3	3	1	1	1	1
CO5	3	3	1	2	3	3	2	2	2	2
CO6	2	1	1	2	3	3	1	1	1	2

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

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SCHOOL: SSMFE		Batch: 2023-2025	
Programme: MA (AD, PR&CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication		Semester: I	
1	Course Code	MMJ102	
2	Course Title	**Social Study, Media, and Contemporary Issues**	
3	Credits	4	
4	Contact Hours (L-T-P)		(4-0-0)
5	Course Type	**Compulsory**/ ~~Pre-Requisite/Co-Requisite/Elective/Open Elective~~	
6	Course Objective	• Introduce the basics of Social Studies, and Contemporary Issues. • Understand the social perspectives of Media	
7	Course Outcomes	The student will be able to: CO1: Define national and international political & social problems. CO2: Describe World Orders, International, Regional Organizations and Treaties CO3: Explain the history of Indian Civilization. CO4: Analyse Indian society, its history and Ideological Foundations, Interest Groups, other sources of power CO5: Assess the role of Media in Political and Social Movement CO6: Create social study for media and contemporary issues	
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	CO1, CO2
	C	3. International, Regional Organisations and Treaties	CO2
	Unit 2	Brief History of Indian Civilisation	
	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, CO6
	Unit 3	Human Development and Growth	
	A	1. Communalism, Casteism, Corruption and Regionalism	CO1, CO4
	B	2. Election and Judicial Reforms	CO1, CO3
	C	3. Economic Reforms: Liberalization, privatization and globalization processes and its Impact on	CO1

		Economy	
	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**	
11	Weightage Distribution	CA	ETE
		25	75
12	Textbook/s*	• 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. • 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, Mc Graw Hill. New York 2002.	

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- 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.

13	Other References		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

SCHOOL: SSMFE		Batch: 2023-2025	
Programme: MA (AD PR&CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication		Semester: I	
SCHOOL: SSMFE			
Branch: Mass Communication	Semester: I		
1	Course Code	MMJ103	
2	Course Title	Introduction to Communication and Media Research	
3	Credits	**6**	
4	Contact Hours (L-T-P)	**6-0-0**	
	Course Type	**Compulsory**/~~Pre-Requisite/Co-Requisite/Elective/Open Elective~~	
5	Course Objective	The objective of this course is to: 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 Analyze 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 CO6 Create a research paper for academic purpose	
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

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	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, CO6
	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 Analyze and Survey and Case Studies.	CO2, CO4,
	Unit 5	Research Writing & Ethics	
	1	Analyze, Interpretation and Conclusion of the data.	CO2, CO3, CO4, CO5, CO6
	2	Preparation and writing a research report.	CO2, CO3, CO4, CO5, CO6
	3	Ethical perspectives of media & communication research, plagiarism.	CO2, CO3
	Mode of examination	Theory	
	Weightage Distribution	IA	ETE
		25	75
	Textbook/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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

SCHOOL: SSMFE	Batch: 2023-2025		
Programme: MA (AD, PR&CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: I		
1	Course Code	MMJ105	
2	Course Title	Soft-Skill and Personality Development	
3	Credits	2	
4	Contact Hours (L-T-P)	**0-1-2**	
	Course Type	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	The objective of this course is to: 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 Analyse and improvement. CO4: To understand the pronunciation and Articulation. CO5: To understand stress management and implement presentation skills. CO6: Create a personality for yourself	
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
	2	Expressions and Dressing style in different scenarios	CO1, CO2
	3	Controlling emotions and techniques to use stage or delivery platform	CO1, CO2
	Unit 2	**Voice Analyze and Improvement**	
	1	Importance of voice improvement	CO3, CO6
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3/CO1
	Unit 3	**Pronunciation and Articulation**	
	1	Understanding different causes of mispronunciation.	CO4, CO6

	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO4
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO4
Unit 4		**Management**	
	1	Time and Stress management during presentation	CO5
	2	Tools and resources to upgrade skills	CO5
	3	Verbal/Non-verbal communication and how to incorporate Honesty, leadership, trust, courage and patience in speech and presentation.	CO5
Unit 5		**Exercise**	
	1	Exercise	
	2	Exercise	
	3	Exercise	
	Mode of examination	Jury/Practical/Viva	
	Weightage Distribution	CA	Viva	ETE
		25	25	50

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

SCHOOL: SSMFE	**Batch: 2023-2025**		
Programme: MA(AD, PR&CC)	**Current Academic Year: 2022-2023**		
Branch: Mass Communication	**Semester: I**		
1	Course Code	MMJ106	
2	Course Title	**Photography and Visual Communication**	
3	**Credits**	**2**	
4	Contact Hours (L-T-P)		0-1-2
5	Course Type	**Compulsory** /Pre-Requisite/Co-Requisite/Elective/Open Elective	

6	Course
	Objective
		1. To familiarize the students with the scientific and technological.
		   development related to camera viz from pin hole to digital.
		2. To understand basic method camera image (re)generation and
		   photographic capture.
		3. To make the student proficient in understanding the various components,
		   accessories, mechanism, and operation of camera.
		4. Understanding the interface between science and art for achieving
		   different photographic goals	

7	Course Outcomes	The student will be able to: CO1: Describe the techniques used in creating digital images. CO2: Interpret the rules of composition and visual aesthetics. CO3: Visually expresses a story using simple photographs. CO4: Evaluate a photograph on basis of its visual aesthetics and production techniques used. CO5: Independently Construct Photo Features using cameras and imaging software. CO6: Create a tabletop photo magazine and calendar	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students also learn to use different types of DSLR cameras and editing tools used in photography.	
9		**Outline Syllabus**	**CO Mapping**
	Unit 1	Introduction to Photography	
	A	What is photography? The role and importance of photography	CO1
	B	Brief History of photography	CO1
	C	How Camera works? a. Principles of Camera Obscura. b. Types of Cameras and their uses.	CO1
	Unit 2	Principles of Photographic composition	
	A	Concepts of composition	CO2

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	B	Digital Capture	CO2
	C	Various types of Digital Capture and Image	CO2
	Unit 3	Lighting	
	A	Sources of light: Natural and Artificial	CO3
	B	Correct exposure	CO3
	C	Nature and physical properties of light a. Direction and angle of light: Front, side, top and back b. Lighting contrast and its control by fill in lights. c. One-, two- and three-point lighting: Key, fill and back light	CO3
	Unit 4	Exposure Control	
	A	Basics of Aperture, Shutter, ISO, and EV	CO4
	B	White Balance and Picture Style	CO4
	C	Using Flash and Other Accessories	CO4
	Unit 5	Image Processing and Manipulation	
	A	Purpose and tools for image processing	CO5, CO6
	B	Image Processing using Adobe Photoshop / Lightroom	CO5, CO6
	C	Portfolio Presentation	CO5, CO6
10	Mode of examination	Jury	

		CA	Viva	ETE
11	Weightage Distribution	25	25	50
12	Textbook/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomson learning 3. Lee Frost Photography, Hodder Headline		

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (AD, PR&CC)		Current Academic Year: 2022-2023
Branch: Mass Communication	Semester: I	
1	Course Code	MMJ107
2	Course Title	Television News and Programme Production
3	Credits	2
4	Contact Hours (L-T-P)	0-1-2
5	Course Type	**Compulsory**/~~Pre-Requisite/Co-Requisite/Elective/Open Elective~~
6	Course Objective	1. Familiarize the students with different aspects of Anchoring. 2. Familiarize the students with different aspects of News Reading 3. Understand how to handle different situation during Live News Reading 4. To understand about ENG and in-door programme production and understand the sense of script and nature of programme.
7	Course Outcomes	The student will be able to: CO1: Explain the journalistic approach & process involved in TV Broadcasting CO2: Analyse the format & nature of the programme and write the scripts accordingly. CO3: Demonstrate& explain the concept of Mojo, Newsroom Production & Field Production (ENG) CO4: Explain the process of Multicamera studio productions & handling emergency during Live Programme CO5: Apply their production/ editing skills in producing an Audio-Video program of different genre. CO6: Conceptualize the ideas & produce news stories, documentaries & short Films
8	Course Description	The course focuses on making students skilled in making different types of news programmes and training them to be a good anchor.
9	**Outline Syllabus**		**CO Mapping**

	Unit 1	**Introduction to Anchoring and Presentation**	
	A	Technical and Practical techniques for News & TV Program Presentation	CO3 CO4
	B	Newsroom Production- Three-point lighting, News Reading, Chroma production	CO3 CO4 CO5

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	C	Working on pronunciation, Vocabulary Performance: Different aspects of understanding how to different situation during live News Programmes.	CO3 CO4
	Unit 2	**Television News and Current Affairs Programmes**	
	A	Television News Gathering and Interviews Techniques, Panel Discussion	CO 3, CO4
	B	Writing news script, Recording Voice Over, producing TV News Stories	CO2, CO3, CO4, CO5 CO6
	C	• Television Reporting Techniques, PTC, Walkthrough, Phonos • Making a News package	CO 3, CO4
	Unit 3	**TV Program formats**	
	A	• Fiction and Non-fiction programme, • Different genres of TV Programming,	CO1, CO2
	B	• Documentaries and Talk Shows • The Art of Interviewing	CO2, CO 3, CO4, CO5 CO6
	C	• Producing short films • Producing Ads/ PSAs	CO2, CO5, CO6
	Unit 4	**Television Production**	
	A	• Video Camera: -Basics of Camera • Different types of shots, Camera angles & movements	CO2, CO3, CO4, CO5, CO6
	B	• Introduction to Editing, Working on FCP. Importing files, editing & exporting	CO2, CO3, CO4, CO5, CO6
	C	• Mojo (Concept of Mobile Journalism)	CO2, CO3, CO4 CO5, CO6
	Unit 5	**Understanding TV & Visuals**	
	A	• Television Broadcasting: Role & Characteristics of TV as a Mass Communication medium • Broadcasting Standards • Stages of TV Program Production- Pre- Production, Production & Postproduction	CO1

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	B	• Importance of Research & Recce in TV programming • An Introduction to world of Visuals- fundamentals of frame, shot, scene & sequence. • Visual Grammar & its principles	CO1, CO2, CO 3
	C	• Understanding TV Journalism • ENG (electronic newsgathering) • The outside broadcast	CO1
10	Mode of examination	Theory	
11	Weightage Distribution	CA 25	Viva 25	ETE 50	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

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SCHOOL: SSMFE		Batch: 2023-2025	
Programme: MA(AD,PR&CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: I		
1	Course Code	RBL001	
2	Course Title	Research Based Learning-1	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
	Course Type	Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encouraged to select a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality. 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research. CO2. Demonstrate understanding of research and apply it. CO3. Enhance their problem-solving skills through research on the topics. related to media and communication which directly impacts society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	**Outline Syllabus**		**CO Mapping**
	Unit 1	● Start of Project/ Dissertation	CO1
	Unit 2	● List of Project/ Dissertation proposal area shall be floated to the students	CO1
	Unit 3	● Mutual Agreement signed between Supervisor & Student	CO1

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	Unit 4	● Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor			CO2, CO3
	Unit 5	● First Review of Topic ● Second Review of Topic ● Approval of Topic ● Mapping of Dissertation/ Projects to PO-PSO			CO4, CO5, C06
	Mode of examination	Only An Audit Course			
	Weightage Distribution	CA	MTE	ETE	
		100	00	00	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3

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

Prepared by: School of Media, Film & Entertainment

SCHOOL: SSMFE	Batch: 2023-2025		
Programme: MA (AD, PR&CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: I		
1	Course Code	BJN VOF101	
2	Course Title	Script Writing	
3	Credits	3	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	**Co-Requisite**	
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization, and the scene creation.	
6	Course Outcomes	After completing the course, student will be able to CO1: Define the dramatic structure of a story CO2: List out different formats in script CO3: Explain a story with three act structure CO4: Outline the importance of characterization in script CO5: Create a scene with a sequence. CO6: Elaborate visual storytelling	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	**The Principles of Dramatic Wring**	CO1
	1	Introduction to Screenwriting	
	2	The Basics: Character, Story, Structure	
	3	The Premise: Story Spine	
	Unit 2	**Finding the Story**	CO2
	1	How to Format a Script	
	2	How to Write a Short Outline	
	Unit 3	Three Act Structure: Putting It All Together	CO3
	1	"The Godfather": Beginnings, Middles, and Ends	
	2	Treatment: 5 Key Moments	
	Unit 4	**Exploring Character**	CO4
	1	Dramatizing Character	
	2	Proper Script Formatting	
	Unit 5	**Scene**	
	1	Scene defined.	CO5

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	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression			CO5
	3	Sequences, Making a step outline			CO5
	4	Visual Storytelling			CO6
Evaluations		CA– 25	Viva 25	ETE– 50	
Text book/s*		• The Art and Science of Digital Compositing, Second Edition:			
Other References		• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)			

Course Articulation Matrix

POs COs	PO 1	PO2	PO3	PO4	PO5	PO 6	PO 7	PO 8	PSO 1	PSO 2
CO1	3	2	-	-	-	-	-	2	1	-
CO2	3	-	-	-	-	-	-	2	2	3
CO3	3	2	-	-	-	-	-	2	-	-
CO4	3	-	-	-	-	-	-	2	-	-
CO5	3	1	-	-	-	-	2	2	-	-
CO6	3	3	-	-	-	-	2	2	2	2

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

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SCHOOL: SSMFE			Batch: 2023-2025	
Programme: MA (AD, PR&CC)			Current Academic Year: 2022-2023	
Branch: Mass Communication		Semester: II		
1	Course Code		MMP101	
2	Course Title		**Advertising: Concepts & Principles**	
3	Credits		4	
4	Contact Hours (L-T-P)		4-0-0	
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 behavior 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 Analyze the advertising agency practices, media organizations, the production of advertising campaigns. CO6 Create advertising body copies.	
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	3.1Types and Classification of Advertising		CO1, CO2

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	B	3.2Factors 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	CO2, CO4, CO5, CO6
10	Mode of examination	Theory	

	Weightage Distribution	IA	ETE
1		25	75
12	Textbook/s*	1. Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. 2. Advertising Management, -2010, Jaishri Jethwa Ney and Jain, Shruti, New Delhi, Oxford Univ. Press. 3. Bland, Michael Effective media relations: how to get results. -- London: Kogan Page,1996. 4. Brand Risk: 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 Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers	
13	Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.	

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

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School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023	
Branch: - NA	Semester: II	
1	Course Code	MMP102
2	Course Title	**Agency Structure & Evolution**
3	Credits	6
4	Contact Hours (L-T-P)	3-3-0
	Course Type	**Compulsory**/ ~~Pre-Requisite/Co-Requisite/Elective/Open Elective~~
5	Course Objective	The objective of pursuing this course is: • Study and Analyse 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 Analyse of models of advertising agencies CO4 Understand the internal communication. CO5 Acquire knowledge of the systems of organisation, customer. relations and retribution. CO6 Create a profile for agency structure and evolution
7	Course Description	The course is designed to inculcate a 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

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	C	Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours	CO2
	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	CO2 CO4 CO5 CO6

	Mode of examination	Theory	
	Weightage Distribution	IA	ETE
		25	75
	Textbook/s*	1. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. 2. Jethwa Ney, 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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

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School: SSMFE	**Batch: 2023-2025**		
Programme: MA (Ad, PR& CC)	**Current Academic Year: 2022-2023**		
Branch: - NA	**Semester: II**		
1	Course Code	MMP103	
2	Course Title	**Principles of Public Relation**	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	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

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	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 Analyze	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	IA	ETE
		25	75
	Textbook/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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

SCHOOL: SSMFE	Batch: 2023-2025	
Programme: MA (AD, PR &CC)	Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: II	
1	Course Code	MMC496
2	Course Title	Designing& Graphics
3	Credits	**2**
4	Contact Hours (L-T-P)	**0-1-2**
	Course Type	**Compulsory**/~~Pre-Requisite/Co-Requisite/Elective/Open Elective~~
5	Course Objective	The objective of this course is to: 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. CO6 Create a portfolio
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, Color, Texture;	CO2, CO3
	4	**Aesthetic Aspects of Print Layout Design**	

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	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, CO4, CO5, CO6
	Mode of examination	Jury/Practical/Viva	

	Weightage Distribution	CA	Viva	ETE
		25	25	50

	Textbook/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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE			Batch: 2023-2025	
Programme: MA (Ad, PR & CC)			Current Academic Year: 2022-2023	
Branch: Mass Communication		Semester: II		
1	Course Code		MMP104	
2	Course Title		**Advertising Lab**	
3	Credits	2		
4	Contact Hours (L-T-P)		0-1-2	
5	Course Type		**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective		• Understanding of visualization 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 are responsible for advertising behavior. CO6 Create an advertising campaign	
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**	**CO Mapping**
	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 Other 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

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	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, CO5, CO6

10	Mode of examination	~~Theory~~/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	CA	Viva	ETE
		25	25	50
12	Textbook/s*	• Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999. • Advertising Management, -2010, Jayshree Jethwa Ney and Jain, Shruti, New Delhi, Oxford Univ. Press. • Bland, Michael Effective media relations: how to get results. -- London: Kogan Page, 1996 • Brand Risk: 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 Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers • Lewis Herschell Gordon the Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt.Ltd., Chennai • White Roderick Advertising: What it is and how to do it: McGraw Hill Book Company, London • Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley		
13	Other References	Online tutorials available on Google		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		**Batch: 2023-2025**	
Programme: MA (Ad, PR & CC)		**Current Academic Year: 2022-2023**	
Branch: - NA		**Semester: II**	
School: SSMFE		**Batch: 2023-2025**	
1	Course Code	MMP105	
2	Course Title	**Principle of Event Management**	
3	Credits	**2**	
4	Contact Hours (L-T-P)		0-1-2
5	**Course Type**	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	• 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. CO6 Create an event and manage it	
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 Analyse	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

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	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	CO2, CO4, CO5, CO6
10	Mode of examination	JURY	

11	Weightage Distribution	CA	Viva	ETE
		25	25	50

12	Textbooks	• Wakhlu Savita Bhan, Managing Presentations • Vanita & Kohli, Indian Media Business • KundraS, Media Management
13	Other References	• 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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2022-2026	
Programme: MA (AD, PR&CC)		Current Academic Year: 2022-2023
Branch: Mass Communication	Semester: II	
1	Course Code	BCJ VOF104
2	Course Title	Wri Writing and Anchoring for Radio, TV, and Digital Media
3	Credits	3
4	Contact Hours (L-T-P)	**0-2-2**
	Course Type	**Co-Requisite**
5	Course Objective	The objective of this course is to: 1. Familiarize the students with different aspects of anchoring & news presentation. 2. To develop an understanding how to handle different situation during Live News Presentation. 3. To make the students understand the roles and responsibility and do's and don'ts of news reader/presenter.
6	Course Outcomes	After completing the course, students will be able to – CO1. Understand the essentials of writing and speaking skills of a newsreader /presenter. CO2. Apply diction/voice modulation, phonetics, pitch, tone, breathing, rhythm of speech etc. CO3. Analyse different kinds of desk & live reporting style. CO4. Evaluate on-air essentials. CO5: Write for various news / anchoring platform. CO6: Create own programmes based on any issue.
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don'ts for the newsreader/presenter.
8		**Outline Syllabus**	**CO Mapping**

		Outline Syllabus	**CO Mapping**
	Unit 1	**Introduction to Anchoring & News Presentation**	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	Unit 2	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO1, CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO1
	Unit 3	**Voice Analyse and Improvement**	
		Importance of voice improvement-	CO2
	Unit 4	Clarity in Hindi pronunciation, grammar and how to get rid.	CO1, CO3

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		of regional touch in language along with practice sessions	
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.	CO3
	Unit 5	**Facing Camera and Writing Anchor Links**	
		Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO3, CO4
		Writing for Anchor Links & Headlines	CO4
	Mode of examination	Jury/Viva/Practical	
	Evaluations	CA- 75 %	ETE- 25%
	Textbook/s*	☐ Radio Jockeying and News Anchoring Hardcover – 2009 by Aruna Zachariah ☐ The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra	

Course Articulation Matrix

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	2	3	3	2	2	2	-	-	2	2
CO2	3	2	3	3	2	3	-	3	2	3
CO3	3	2	2	2	3	2	-	-	3	2
CO4	2	3	2	1	2	2	-	-	2	2
CO5	1	3	2	2	3	3	-	-	3	3
CO6	1	1	2	2	3	3	-	-	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: II		
1	Course Code	**RBL002**	
2	Course Title	**Research Based Learning II**	
3	Credits	**0**	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Compulsory** /~~Co-Requisite/Pre-Prerequisite/Elective/Open Elective~~	
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encouraged selecting a topic related to their area of residence. 2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality. 3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research. CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research topic/ project CO5. Evaluating the research topic/ project CO6. Write and present their research topic/ project with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8		**Outline Syllabus**	**CO Mapping**
	Unit 1	● Dissertation/ Project Monitoring Stage	CO1, CO2
	Unit 2	● Progress of Project/ Dissertation after topic approval	CO3, CO4
	Unit 3	● Evaluation of progress of Project/ Dissertation after topic approval	CO4, CO5, CO6
	Unit 4	● First Review of the project by internal committee (R1)	CO4, CO5, CO6
	Unit 5	● Second Review of the project by internal committee (R2)	CO4, CO5, CO6

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Mode of examination	Only An Audit course				
Weightage Distribution	CA		MTE		ETE
	100		00		00

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: II		
1	Course Code	CCU108	
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 analyzing 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 Analyze 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 Analyze 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. CO6. Write and represent the issues of the community making the best use of media	
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:** • Major developmental issues (Socio-Economic, gender, environmental etc.) • Media habits/ Media usage/Audience profiling • Media perceptions	
8.1	Guidelines for Faculty Members	• 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 stipulated time). • 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	The CCC Coordinator will supervise the whole process and assign students to faculty members. BA+MA(J&MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.

8.3	Layout of the Report	Abstract (250 words)
		
		    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, findings, conclusion.
		
		    j. Recommendation/plan of action.
		
		    k. References.
		
		    l. Appendices.
		
		Note: Research report should base on primary data.

8.4	Guideline for Report Writing	**Title Page: The following elements must be included:** Title of the article. Name(s) and initial(s) of author(s), preferably with first names spelled out; Affiliation(s) of author(s); Name of the faculty guide and Co-guide

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 the paper.

Text: Manuscripts should be submitted in Word.

- 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)

Reference list:

- 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.: Quasi monotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995)
- Article by DOI
- Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for bio photonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z
- Book
- Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)
- Book chapter
- Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002)
- Online document
- Cartwright, J.: Big stars have weather too. IOP Publishing Physics Web. 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.**
		• 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	**I**mportant Dates:	1. Students need to submit the hard copy of the report, duly signed and approved by the faculty supervisor by 20th April 2021.
		2. A trip to the 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)**

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023	
COURSE: VAC	Semester: II	
1	Course Code	VAF 001
2	Course Title	**Art of Creative Writing & Story Telling**
3	Credits	**0**
4	Contact Hours (L-T-P)	**35 Hrs.**
	Course Status	**Co-Requisite / Elective**
5	Course Objective	• To understand the basics of Creative Writing & Story Telling • To know the process of poetry writing • To introduce the art of story writing • To get idea about story telling • To explore the basics of writing travelogue
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the basics of Creative Writing CO2: Elaborate own thoughts in own words. CO3: Write poetry & prose. CO4: Explain different types of stories. CO5: Examine the fundamentals of storytelling. CO6: Elaborate the techniques of writing travelogue
7	Course Description	Students will learn the fundamentals of Creative Writing and storytelling. They can explore their creativity and ideas with words and would be able to show their talent in the forms of poetry, story & travelogue.
8	**Outline Syllabus**	**CO Mapping**

	Unit 1	**Basics of Creative Writing**	
		Topic-1: Getting Ideas Topic-2: Using Ideas Topic-3: The process of Creative Writing Topic-4: Impressionism and Expressionism	CO1 & CO2
	Unit 2	**Poetry Writing**	
		Topic-1: What is poem? Topic-2: Reading poetry Topic-3: Imaginary: abstract Vs concrete Topic-4: Drafting poetry	CO2 & CO3
	Unit 3	**Travelogue Writing**	
		Topic-1: What is Travelogue Topic-2: Basics of travelogue Topic-3: Draft of travelogue Topic-4: Narrative	CO3 & CO4

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	Unit 4	Story Writing	
		Topic-1: What is a short story? Topic-2: Character Topic-3: Narrative Topic-4: Writing a draft	CO4 & CO5
	Unit 5	Story Telling	
		Topic-1: The necessary art of persuasion Topic-2: Developing a dramatic narrative. Topic-3: Developing authenticity and building rapport with audience. Topic-4: Creating impressions and guiding influential conversations	CO5 & CO6
	Mode of examination	Certification through Assessment	
	Textbook/s*	• The Creative Writing Coursebook: Forty Authors Share Advice and Exercises for Fiction and Poetry, by Julia Bell, Paul Magrs, 2016 • Creative Writing: A Beginner's Manual by Dev, Anjana Neira, Marwah, Anuradha, Pal, Swati · 2008 • How to Write Poetry: Beginner's Guide to Learning the Basics by Welkin Reinhart. 2017 • How to Write a Storybooks, Simon Cheshire. 2015 • The Cambridge Introduction to Travel Writing by Tim Youngs. 2013	
	Other References	Storytelling Book: How to Create a Story that Sells by Finance Mentor. 2021	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1				2	3	1	1
CO2	3	1			2		3	3		
CO3	3	3			1		2	3	1	1
CO4	3	3			1		2	3	1	1
CO5	3	3	1				1	3		
CO6	3	3	1				2	3		

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023
COURSE: VAC	Semester: II
1 Course Code	VAF 002
2 Course Title	**Dramatic Art & Theatre**
3 Credits	**0**
4 Contact Hours	**35 Hrs.**
Course Status	**Co-Requisite / Elective**

5	Course Objective	• Understand the basics of theatre. • Familiarize with the tools and techniques of Theatre and dramatics. • To introduce the art of Dramatics and theatre. • To improve the creative and performing skill. • Explore creative and ideas through Drama.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the beginning of theatre. CO2: Demonstrate body language. CO3: Explore the various elements of theatre. CO4: Understand the techniques of voice. CO5: Understand the basics of techniques of body language and voice. CO6: Utilizing the knowledge to express through performance.
7	Course Description	Students will learn the importance of Art & Craft in different professions. They can explore their creativity and ideas with colors. Show their skill in Dramatic Art.

Outline Syllabus	CO Mapping

	Unit 1	**The Beginning of Theatre**	
		Introduction to Plays and Performance Practice Characteristics of Theatre Elements of Theatre (Sets, Lights, Costumes, Properties, Make Up)	CO1
	Unit 2	**Body Language**	
		Actor 's Body: Preparation, Actor 's Voice, Speech and Diction: Preparation, Acting Workshop.	CO2 & CO5
	Unit 3	**Music Elements of Theatre**	
		Introduction and Practical Work: Sets, Lights, Costumes, Properties, Make Up	CO3
	Unit 4	**Voice**	

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		Actors Voice Speech Diction	CO4 & CO5
Unit 5		**Production**	
		Play Production: Participation in the process of creating the play production, responsibility of any of the elements of theatre	CO5 & CO6
	Mode of examination	Certification through Assessment	
	Textbook/s*	• Theatre Games by Clive Barker, A&C Black; Reprint edition (September 1, 2003). • Theatre Games for the Classroom: A Teacher's Handbook, by Viola Spolin, Northwestern University Press (1986). • Acting Games: Improvisations and Exercises: A Textbook of Theatre Games and Improvisations by Marsh Gary Cassady, Meriwether Publishing (1993). • Games for Actors and Non-Actors 2nd Edition, by Augusto Boal, Rout ledge (2002). • Ragu Anantha Narayanan, "Leaving through Yoga Madiram" Chennai -28, 2002.	
	Other References	John Pery, "Encyclopedia of acting techniques" Cassell, London, 1997	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3							3		
CO2	3	3				3	1	3	1	1
CO3	3	3			3			3		
CO4	3	3	2		2	3	2	3		
CO5	3	3		1		3	1	3		
CO6	3	3			2	3		3	1	1

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023
COURSE: VAC	Semester: II

1	Course Code	VAF 003
2	Course Title	**Creative Art & Drawing**
3	Credits	**0**
4	Contact Hours	**35 Hrs.**
	Course Status	**Co-Requisite/ Elective**
5	Course Objective	• Understand the basics of art. • Familiarize with the tools and techniques of Art and Craft • To introduce the art of creativity in media and allied fields. • To improve the creative skill. • Explore creative and designing ideas through Art & Craft.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the use of Art & Craft in contemporary years CO2: Demonstrate Visual design ideas through pencil and color. CO3: Explore the technique of painting with different medium. CO4: Understand the techniques of perspective drawing. CO5: Understand the basics of Graphic Animation and GIF. CO6: Utilizing the knowledge to express in the form of art and craft.
7	Course Description	Students will learn the importance of Art & Craft in different professions. They can explore their creativity and ideas with colors. Show their skill in Art & Craft.
	Outline Syllabus		**CO Mapping**

	Unit 1	**Introduction of Art & Craft**	
		Topic 1 Developing creativity for artwork. Topic 2 Mind Map & Mood Board technique. Topic 3 Introduction to using different material for Art & Craft Topic 4 Impressionism and Expressionism	CO1 & CO2
	Unit 2	**Sketching & Drawing**	
		Topic 1 Still life drawing Topic 2 Pencil shading techniques Topic 3 Perspective drawings Topic 4 Paper Collage	CO2 & CO3
	Unit 3	**Paintings**	
		Topic 1 Landscapes Topic 2 Still life Topic 3 Abstract painting	CO3 & CO4
	Unit 4	**Graphic Animation**	

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		Topic 1 Basics of Photoshop Topic 2 Concept development Topic 3 GIF Animation export	CO4 & CO5
Unit 5	**Painting Exhibition**		
		Topic 1 Mounting Artwork Topic 2 Display & Presentation Topic 3 Artwork Description	CO5 & CO6
Mode of examination		Certification through Assessment	
Textbook/s*		The Complete book of drawing techniques by-Peter Stanyer Color and Light: A Guide for the Realist Painter by James Gurney	
Other References		Perspective Made Easy by- Ernest R. Norling	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	1	1				2	3		
CO2	3	2	3				2	3		
CO3	3	2	3				3	3		
CO4	3	1	2				3	3		
CO5	3	2	3				2	3	1	1
CO6	3	1	3				2	3	1	1

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023
COURSE: VAC	Semester: II
1	Course Code	VAF 004
2	Course Title	**Music & Dance Therapy**
3	Credits	**0**
4	Contact Hours	**35 Hrs.**
	Course Status	**Co-Requisite / Elective**
5	Course Objective	• Understand Music as therapy. • Familiarize with Dance therapy. • To introduce the art Music and Dance.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the Mood elevation theories. CO2: Demonstrate the application of music therapy. CO3: Explore the concept of dance for mood elevation. CO4: Understand the techniques of dance therapy. CO5: Understand the basics of techniques of music and dance therapy. CO6: Utilizing the knowledge to express through performance.
7	Course Description	Students will learn the importance of Music & dance in personal wellbeing. They can explore their creativity and ideas with music and dance. Show their skill in Music & Dance.

Outline Syllabus	CO Mapping

	Unit 1	**Music – Mood Elevation**	
		Mood elevation theory Relaxation, Meditation, Sleep, Hyperactivity etc.	CO1
	Unit 2	**Music - Therapy**	
		Application of music as therapy Stress management, Definition of stress, Positive stress, Negative stress, Moods of ragas and their application to different stress-related problem Listening sessions of these ragas including practical training considering the therapy angle.	CO2 & CO5
	Unit 3	**Dance – Mood Elevation**	
		Introduction to the concept of dance Role of dance in wellbeing and therapy Dance and empowerment	CO3
	Unit 4	**Dance - Therapy**	

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		Therapeutic elements of Dance: Use of hand gestures, rhythm, footsteps, expressions, emotions, shapes, sequences of dance, and how dance is used in therapy. Experiencing and analyzing rhythms and movement linking these to human ability and activity.	CO4 & CO5
Unit 5	**Performance**		
		Performance: Participation in the process of creating a performance production.	CO5 & CO6
Mode of examination		Certification through Assessment	
Textbook/s*		• Oxford Handbook of Music Therapy, Edwards J. Oxford University Press (OUP). • Creative arts and play therapy. Music therapy handbook Wheeler, B. L. (Ed.). The Guilford Press.	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3			2			1	3		
CO2	3	1	2	3		2	2	3	1	1
CO3	3	3	2	2			2	3		
CO4	3	3	3	3			2	3		
CO5	3	3	3	3		1	3	3		
CO6	3	3	3	1		2	3	3	1	1

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

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School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication		Semester: III	
1	Course Code		MMP201
2	Course Title		**Entrepreneurship & Business Communication**
3	Credits	6	
4	Contact Hours (L-T-P)		3-3-0
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.	
	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

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	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	CO2, CO4, CO5, CO6
10		Theory/~~Jury/Practical/Viva~~ ~~Jury / Practical~~	

11	Weightage Distribution	IA	ETE
		25	75

12	Textbook/s*	- Dickson D, Communication Skills for Effective Tourism Denis Management, Palgrave Macmillan, In Dr. Sakthivel Murughan M Management Principles Practices, New Age International Publisher New Delhi - USA, NTC Business Book, 1993. - Concepts Case; Tata McGraw Hill Publishers
13	Other References	*Albarran Alan B: Media Economics, Surjeet Publication, New Delhi*

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: III	

1	Course Code	MMP202	
2	Course Title	**Strategic Corporate Communication**	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
5	Course Type	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective	
6	Course Objective	• 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. CO6 Create Strategy for a corporate communication organization	
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.	
	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**	

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	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, CO6
1 0	Mode of examination	Theory/~~Jury/Practical/Viva~~ ~~Jury / Practical~~	
1 1	Weightage Distribution	IA 25	ETE 75
1 2	Textbook/s*	• Hargie O, Dickson Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India • Advertisers Handbook 2001; D V Gandhi; New Delhi; Indraprastha Prakashan; 1999.3. Advertising Management, -2010, Jaishri, Jethwaney and Jain, Shruti, New Delhi, Oxford University. 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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: III		
1	Course Code	MMP202	
2	Course Title	**Brand Management**	
3	Credits	**4**	
4	Contact Hours (L-T-P)	**4-0-0**	
	Course Type	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective	
5	Course Objective	• 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. CO6: Create a 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.	
	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 Analyse	CO2
	Unit 3	**Brand Management Concepts**	

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	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, CO5, CO6
	Mode of examination	THEORY	
	Weightage Distribution	IA	ETE
		25	75
	Textbook/s*	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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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School: SSMFE		**Batch: 2023-2025**	
Programme: MA (Ad, PR & CC)		**Current Academic Year: 2022-2023**	
Branch:		**Semester: III**	
1	Course Code	MMP206	
2	Course Title	**Corporate Communication Lab**	
3	Credits	2	
4	Contact Hours (L-T-P)		0-1-2	
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 organization. CO5: Demonstrate the communication strategy for crisis communication. CO6: Create Corporate communication strategy.	
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.	
		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

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	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	CO2, CO4, CO5, CO6
10	Mode of examination	Jury	

11	Weightage Distribution	CA		Viva		ETE	
		25		25		50	

12	Textbook/s*	1. Hargie O, Dickson 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	A handbook on corporate communication by JaishreeJethwaney

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: III		
1	Course Code	MMP204	
2	Course Title	Integrated Marketing Communication	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-1-2**	
	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 CO6 Create experiential marketing blueprint	
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.	
		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	CO2, CO4, CO5, CO6
	Mode of examination	JURY	

Weightage Distribution	CA	Viva	ETE
	25	25	50

Textbook/s*	Dr.Sakthive lMurughan 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.

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: III	
1	Course Code	MMP205
2	Course Title	**Digital Marketing & Advertising**
3	Credits	**2**
4	Contact Hours (L-T-P)	(**0-1-2**)
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. CO6 Create Digital Marketing campaign
	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.
		Outline Syllabus	**CO Mapping**
	Unit 1	**Digital Media in Advertising**	
	A	1.1Digital Advertising: Concept, Components and Evolution	CO1
	B	1.2Online Advertising: Challenges and opportunities	CO1
	C	1.3The making of Successful Digital Advertising Campaigns – Case Studies	CO1, CO5
	Unit 2	**Digital Media in PR**	
	A	2.1Digital PR - Concept, Components and Evolution.	CO2
	B	2.2Online PR: Challenges and opportunities	CO2
	C	2.3The 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

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	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	4.1Designing Social Campaigns: Social Advertising, Folk Media	CO3
	B	4.2Preparing Print Messages (Wallpaper, Leaflets etc.)	CO3
	C	4.3Designing Audio-visual Messages	CO3
	Unit 5	**Developing and Designing IEC (Information, Education and Communication)**	
	A	5.1Social activism campaign	CO4, CO5
	B	5.2Digital networks and social media	CO4, CO5
	C	5.3Monitoring and Evaluation of Development Communication	CO2, CO4, CO5, CO6
10	Mode of examination	~~Theory~~/Jury/Practical/Viva	
11	Weightage Distribution	CA	MTE	ETE
		25	25	50
12	Textbook/s*		
13	Other References		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023
Branch: Mass Communication	Semester: III	

1	Course Code	VOF202	
2	Course Title	Smartphone Film Making I	
3	Credits	3	
4	Contact Hours (L-T-P)	**0-1-4**	
	Course Type	Vocational Minor Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Define the basic concepts related to smartphone techniques for filmmaking. CO2: Explain the basic methods of audio-visual storytelling, developing idea, scriptwriting, casting, and shooting (using a smartphone) CO3: Apply basic methods of capturing cinematic images, audio, and image (re)generation. CO4: Analyze interactivity between sound, image, and context CO5: Demonstrate skills of mobile film editing. CO6: Create a short film using Smartphone	
7	Course Description	This course introduces smartphone film making and the use of audio integrated with visuals	
8	Outline Syllabus		CO Mapping
	Unit 1	**Smartphone Film Making**	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Appreciation of films made on smartphones	CO1
	Unit 2	**Introduction to Smartphone Audio**	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2
	C	The Audio: - Sound Perception and its use for different situation - Importance of sound in films and introduction to sound recording. - Microphones and their polar patterns - Microphone placement and usage - Sound perspective and practical application	CO3, CO4
	Unit 3	**Smartphone Imaging Techniques**	

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A	Photos: ➢ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4
B	Video: ● Significance of different camera angles ● Characteristics and impact of various dimensions of Shots ● White balance ● Colour wheel and colour temperatures	CO3, CO4
C	Selection of a viewpoint	CO3, CO4, CO5
Unit 4	**Idea to Screen**	
A	Story Idea and basics of screenwriting	CO2, CO6
B	Characterization and shooting on location	CO2
C	Lighting: • Continuity of lighting, how to use ambient light?	CO3, CO4
Unit 5	**Editing Essentials**	
A	Imaginary line: 30 & 180-degree rule and placement of the camera	CO4
B	Introduction to Video Editing using mobile apps like Kine Master	CO4, CO6
C	Visualization: Capture a scene in 5 shot	CO5, CO6

Mode of examination	Jury		
Weightage Distribution	CA	Internal Viva Voce	ETE
	25%	25%	50%
Textbook/s*	The Digital **Filmmaking** Handbook. Mark Brindle		
Other References	Smartphone Movie Maker by Stoller Bryan		
	The Smartphone Filmmaking Handbook by Neil Philip Sheppard		

Prepared by: School of Media, Film & Entertainment

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	-	-	-	-	-	-	-	-	-
CO2	3	1	1	-	-	-	-	-	-	-
CO3	3	-	3	-	-	-	-	-	-	-
CO4	3	-	3	-	-	-	-	-	-	-
CO5	3	-	3	-	-	-	-	-	-	-
CO6	3	2	3	-	-	-	2	-	-	2

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025		
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023		
Branch: - NA	Semester: III		
School: SSMFE	Batch: 2023-2025		
1	Course Code	INC001	
2	Course Title	**Industry Connect 1**	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
5	Course Type	Compulsory	
6	Course Objective	The objective of this course is: To give real-time exposure of the industry environment to students To familiarize the faculty and students with the media and communication industry To acquaint Student and Faculties with the latest demands of Industry To create a platform to enhance the industry-academia interaction. To give industry exposure to our faculty and students	
7	Course Outcomes	The student and faculty will be able to: **CO1:** Relate with industry and its demand. **CO2:** Develop case studies, articles, projects, and various knowledge related contents. **CO3:** Determine and bridge the gap between industry and academia. **CO4:** Explain the enhanced role of the industry with the university in the form of mentoring, live projects, placements, internships. **CO5:** Develop Leadership, Business Etiquettes, Analytical Skills, Critical Thinking Skills, Creativity, and Innovation skills. **CO6:** Create and present reports based on the industry visit	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	**Outline Syllabus**		**CO Mapping**
	Unit 1	**Understanding Target Industry**	

	A	Print Media, Evolution, Organizational Structure, Basic/Advance level Technology used for Production	CO1
	B	Electronic Media, Origin, Organizational Structure, Basic/Advance level Technology used for Broadcast	CO1
	C	Digital Media, Evolution, Organizational Structure, Basic/Advance level Technology used for Publish content online	CO2
	Unit 2	**Recent Trends in Industry**	CO4
	A	Invited lecture from domain experts	
	B	Group / Panel discussion	
	C	Collaborative learning	
	Unit 3	**Hands on Training for Skill Development**	CO5
	A	Print Media: Quark Express, InDesign	
	B	Video Production any one software i.e. Premier	
	C	Digital Media, PR tools training	
	Unit 4	**Industry Connect**	CO3
	A	Identify the input and output for different processes of target Industry	
	B	Understanding background of field visit industry	
	C	Industry etiquettes skills	
	Unit 5	**Industry Visit Reports**	CO6
	A	Pre Field-Visit and Post Field Visit preparation	
	B	Field Visit Report preparation process	
	C	Field visit report presentation	
10	Mode of examination	Practical	
11	Weightage Distribution	CA	Industry Visit Report	ETE
		NA	NA	NA

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Evaluation Scheme:

The evaluation scheme of the FSIC course will be as follows:

Continuous Evaluation (CE)	Industry Visit Report	Viva - Voce	Total
NA	NA	NA	NA
The continuous evaluation which consists of 80% marks of the FSIC course will be monitored on fortnightly basis and will be reviewed by the FSIC committee on a monthly basis.	The industry visit report will be assessed at the end of the semester and consists of 10% of the total marks. The plagiarism limit is 15% for UG and for PG it is 10%.	The Viva consists of 10% marks and will be accessed by an external evaluator.	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: III		
1	Course Code	**RBL003**	
2	Course Title	**Research Based Learning III**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	

5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.
		     4. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality.
		     5. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.	

6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research. CO2. Demonstrate understanding of research and apply it. CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	

Outline Syllabus		CO Mapping
Unit 1	● Dissertation/ Project Implementation Stage	**CO1, CO2**
Unit 2	● First Review (R1)	**CO3, CO4, CO5, CO6**
Unit 3	● Second Review (R2)	**CO3, CO4, CO5, CO6**
Unit 4	● Review (R3) by internal committee	**CO3, CO4, CO5, CO6**
Mode of examination	Jury/Viva/Practical	
Weightage Distribution	CA	CA (RBL1+ RBL 2)	ETE
	70%	30%	00

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023
COURSE: VAC	Semester: III

1	Course Code	VAF 005
2	Course Title	**Professional Ethics in Communication Industry**
3	Credits	**0**
4	Contact Hours	**35 Hrs.**
	Course Status	**Co-Requisite**
5	Course Objective	• Understand Professional ethics in Communication /media /film /animation /gaming industry. • Learn the core ethical principles that have defined the very best communication professionalism. • Familiarize with professional ethics required in the industry.
6	Course Outcomes	After completing the course students will be able to – CO1: Understand the difference between ethics, laws and values. CO2: Identify human values and work ethics. CO3: Demonstrate the application of ethics in media, journalism, Advertising, PR & Corporate industry. CO4: Apply the knowledge of professional ethics in films, amination, and gaming industry. CO5: Analyze the global scenario of professional work culture. CO6: Apply the skills of working in a multicultural profession environment.
7	Course Description	This course will acquaint students with important ethical principles and professional norms that they can employ in the industry. Students will learn the importance of professional, social and moral ethics. They can explore and demonstrate professional loyalty and appreciate the rights of others.
	Outline Syllabus	**CO Mapping**

	Unit 1	**Ethics, Laws and Values – Introduction**	
		Differentiate between Ethics Laws Values	CO1
	Unit 2	**Human Values**	
		Morals, values and Ethics – Integrity, Work ethic, Respect for others, Honesty, Valuing time, Cooperation, Commitment, Empathy and Self-confidence.	CO2
	Unit 3	**Media, Journalism, Advertising, PR & Corporate industry**	
		Ethical values in Media & Journalism Ethical values in Advertising Industry	CO3

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		Ethical values in PR & Corporate industry	
	Unit 4	**Films, Animation & Gaming Industry**	
		Ethical values in Films & Cinema Ethical values in Animation Industry Ethical values in in Gaming Industry	CO4
	Unit 5	**Global Issues**	
		Ethical perspective in Multicultural Global Industry Code of Conduct	CO5 & CO6
	Mode of examination	Certification through Assessment	
	Textbook/s*	• Tompkins, P. S. (2011). Practicing communication ethics. Boston, MA: Allyn & Bacon. • Kelly McBride, Tom Rosenstiel, The New Ethics of Journalism, 2014. • Patrick Lee Plaisance, Media Ethics: Key Principles for Responsible Practice, 2009. • Dale Jacquette, Journalistic Ethics: Moral Responsibility in the Media, 2007.	

Course Articulation Matrix

Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2
CO1	3				3			3		
CO2	3			2	3	1		3	1	1
CO3	3		2	2	3	1		3	1	1
CO4	3		3	2	3	1		3	1	1
CO5	3	2		2	3	1		3	1	1
CO6	3	2		2	3	1		3	1	1

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

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School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023	
Branch: - NA	Semester: IV	
1	Course Code	MMP209
2	Course Title	**Understanding Consumer Behaviour**
3	Credits	4
4	Contact Hours (L-T-P)	4-0-0
	Course Type	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective
5	Course Objective	The objective of pursuing this course is: • 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 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 behavior strategy. CO6 do market research on behavioural strategy
7	Course Description	The course is designed with the aim of inculcating the fundamental of understanding consumer behaviour. The course will help the students to identify the marketing segmentation, brand perception and brand loyalty.

		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

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	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	*Emerging Consumer Segments*	
	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	CO2, CO4, CO5, CO6

	Mode of examination	THEORY	
	Weightage Distribution	IA	ETE
		25	75
	Textbook/s*	Leon G. Schiffman, Leslie Lazar Kanuk, S Ramesh Kumar, in collaboration with JosephWisenblit, 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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023
Branch: Mass Communication	Semester: IV	
1	Course Code	MMP210
2	Course Title	**Media Planning & Buying: Concepts and Strategies**
3	Credits	6
4	Contact Hours (L-T-P)	3-3-0
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. CO6　Create a Media Planning proposal
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.

		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

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	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	CO2, CO4, CO5, CO6
10	Mode of examination	Theory	
11	Weightage Distribution	IA	ETE
		25	75
12	Textbook/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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	**Batch: 2023-2025**		
Programme: MA (Ad, PR & CC)		**Current Academic Year: 2022-2023**	
Branch: Mass Communication	**Semester: IV**		
1	Course Code	MMP211	
2	Course Title	**Budgeting Process & Pitching**	
3	Credits	6	
4	Contact Hours (L-T-P)	3-3-0	
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. CO6: Create a budget and plan.	
8	Course Description	The course is aimed at making students learn the skills and knowledge about the budgeting process and pitching.	
		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

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	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, CO2, CO4, CO5, CO6
10	Mode of examination	THEORY	

11	Weightage Distribution	IA	ETE
		25	75

12	Textbook/s*	BARTON ET AL: Essentials of media planning (USA NTC Business Book, 1993)
13	Other References	● 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	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		Batch: 2023-2025	
Programme: MA (Ad, PR & CC)		Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: IV		
1	Course Code	**VOF204**	
2	Course Title	**Smartphone Film Making II**	
3	Credits	**3**	
4	Contact Hours (L-T-P)	**0-2-2**	
	Course Type	**Co-Requisite**	
5	Course Objective	The objective of this course is to: 1. Give students advanced knowledge about filmmaking using smartphone. 2. Enhance their skill sets acquired at level I to level II	
6	Course Outcomes	After completing the course, the student will be able to - CO1: Recall The fundamentals of audio-visual storytelling. CO2: Explain smartphone film making techniques to enhance audio visual story telling. CO3: Apply advanced methods of capturing cinematic images, audio and image (re)generation. CO4: Analyze the dynamics, techniques and creativity of smartphone film making. CO5: Experiment with interactivity between sound, image, and context CO6: Create a short film using Smartphone	
7	Course Description	The course is designed to help students to make films using smartphones by adding more creative value to the content.	

	Outline Syllabus		CO Mapping
Unit 1	**Smartphone Film Making**		
1	Film Analyze and appreciation		CO1
2	Smartphone filmmaking as compared to regular filmmaking		
3	Analyze of award-winning films shot with smartphones		CO1
Unit 2	**Audio**		
1	Recording of sound in noisy locations		CO2
2	Sound perspective		CO2
3	Using Apps- Creating, editing and pre-mixing audio files		CO2
Unit 3	**Video**		
1	Apps available for smart phone shooting		CO3, CO4
2	Use of Gimbals to enhance the image capturing		
3	Selection of viewpoint to heighten the drama		CO3, CO4
Unit 4	**Level next for AV Capturing**		
1	Time-lapse filmmaking		CO4

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	2	Shooting indoor/outdoor (understanding the importance of light)	CO4
	3	Supplementary lighting for a lit location with ambient light & different colour temperatures	CO4
Unit 5		**Exercises and Application**	
	1	Visualization: Capture a scene in 5 shot	CO5
	2	Screening of Films shot on Mobile	CO5
	3	Create (including Discussions and Corrections) on the final project 3 – 5 minutes film	CO6
	Mode of examination	Jury	
	Weightage Distribution	CA 75 %	ETE 25 %
	Textbook/s*	1. Boyd, A. (1997). Broadcast Journalism: Techniques of Radio and TV news. Boston: Focal Press.	
	Other References	2. Belavadi, V. (2013). Video production. New Delhi: Oxford University Press. 3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). Broadcast Journalism. New Delhi, India: Anmol Publications. 4. Millerson, G., & Millerson, G. (1999). Television Production. Oxford: Focal Press,13 edition. 5. Trewin, J. (2003). Presenting on TV and Radio: An Insider's Guide. Amsterdam: Elsevier. 6. Utz, P. (2006). Today's Video. Jefferson, NC: McFarland. 7. Zettl, H. (2005). Television Production Handbook, Cengage Learning. 8. www.tv-handbook.com/index.html	

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	2	3	2	2	3	1	3	3	2
CO2	3	3	2	2	2	3	1	2	3	3
CO3	3	2	2	3	2	3	1	3	3	3
CO4	3	3	3	1	2	2	1	3	3	3
CO5	1	3	2	2	3	3	1	3	3	3
CO6	3	3	3	3	2	3	2	3	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE	Batch: 2023-2025	
Programme: MA (Ad, PR & CC)	Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: IV	
1	Course Code	MMP215
2	Course Title	Master's Project
3	Credits	2
4	Contact Hours (L-T-P)	(0-1-2)
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-the-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 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		

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	C	Fortnightly Reports		CO1, CO2, CO3, CO4
	Unit 4			
	A			
	B	Fortnightly Reports		CO1, CO2, CO3, CO4
	C			
	Unit 5	Final Reports		CO2, CO4, CO5, CO6
	A			
	B			
	C			
10	Mode of examination	Jury		
11	Weightage Distribution	CA	Viva	ETE
		25	25	50
12	Textbook/s*	NA		
13	Other References	NA		

Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE			Batch: 2023-2025	
Programme: MA (Ad, PR & CC)			Current Academic Year: 2022-2023	
Branch: Mass Communication	Semester: IV			
1	Course Code	MMP214		
2	Course Title	**Research Dissertation**		
3	Credits	**2**		
4	Contact Hours (L-T-P)		**0-1-2**	
	Course Type	**Compulsory**/Pre-Requisite/Co-Requisite/Elective/Open Elective		
5	Course Objective	The objective of this course is to: 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. CO6 Create a book of bibliography		
7	Course Description	The course is designed to inculcate the research value and skills among the students.		
	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 CO6**
	Mode of examination	Jury/Viva/Practical		
	Weightage Distribution	CA	Viva	ETE
		25	25	50

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Course Articulation Matrix

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	1	2	3	2	3	3	2	3
CO2	2	2	1	2	3	2	2	3	1	3
CO3	2	3	3	1	3	2	2	3	2	2
CO4	3	3	1	2	3	3	3	2	3	2
CO5	3	3	1	2	3	3	2	2	3	3
CO6	3	3	1	2	3	3	2	2	3	3

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

Prepared by: School of Media, Film & Entertainment

School: SSMFE		**Batch: 2023-2025**	
Programme: MA (Ad, PR & CC)		**Current Academic Year: 2022-2023**	
Branch: Mass Communication	**Semester:** IV		
1	Course Code	**RBL004**	
2	Course Title	**Research Based Learning IV**	
3	Credits	**2**	
4	Contact Hours (L-T-P)	**0-0-4**	
	Course Type	**Compulsory** /Co-Requisite/Pre-Prerequisite/Elective/Open Elective	
5	Course Objective	1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence. 6. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality. 7. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.	
6	Course Outcomes	The student will be able to CO1. Selecting the research topics related to media research. CO2. Demonstrate understanding of research and apply it CO3. Enhance their problem-solving skills through research on the topics related to media and communication which directly impacts the society. CO4. Analyzing and appraising research work CO5. Evaluating the research project CO6. Write and present their research work with proper ethics of research.	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline Syllabus		CO Mapping
	Unit 1	Project/ Dissertation Verification and Validation Stage ● First Review (R1)	**CO1, CO2, CO3, CO4, CO5**
	Unit 2	● Second Review (R1)	**CO2, CO3, CO4, CO5,**
	Unit 3	● Third Review (R3)	**CO2, CO3, CO4, CO5,**
	Unit 4	● Review (R4) by External expert	**CO2, CO3, CO4, CO5, CO6**
	Unit 5	● Submission	**CO6**

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Mode of examination	Jury/Viva/Practical		
Weightage Distribution	CA	MTE	ETE
	60%	00	40%

Course Articulation Matrix

POs\COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	3	3	3	1	2	3	3	3	2	3
CO2	3	3	3	2	2	3	3	3	2	3
CO3	3	3	3	2	2	3	3	3	2	3
CO4	3	3	3	3	2	2	3	3	2	3
CO5	3	3	2	2	3	2	3	3	2	3
CO6	3	3	3	3	2	2	3	3	2	3

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

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