

As Per NEP 2020

University of Mumbai



Title of the program

A-P.G. Diploma in Journalism & Mass
Communication-Strategic & Integrated Communication

B-MA (Journalism & Mass Communication-Strategic
& Integrated Communication) (Two Year)

C-MA (Journalism & Mass Communication-Strategic
& Integrated Communication) (One Year) -2027-28

2023-24

Syllabus for

Semester –I and II

PG GR dated 16th May, 2023 for Credit Structure of PG

Preamble

1) Introduction :

MA (Journalism & Mass Communication-Strategic & Integrated Communication) MA (JMC-S & IC) (Choice based) Semester – I & II new Syllabus to be sanctioned & implemented from 2023-24.

It is a 2 years long postgraduate fulltime program. It is generally studied by the learner who want to know about the

Persuasion Studies, Strategic and Integrated Communication, Media Management and Economics, Digital Media Marketing, Introduction to Interpersonal Communication, Corporate Social Responsibility, Writing for the Media part 1 and 2, etc.

Most importantly, this MA JMC-S & IC learner will be trained to critically analyse and understand the world of Strategic & Integrated Communication.

2) Aims and Objectives :

- i) PO1 : Acquire theoretical understanding of the various phenomena arising out of content creation and dissemination across communication, journalism, media technologies and audiences.
- ii) PO2 : Critically evaluates, in terms of the ethics and aesthetics, the range of activities involving creators to users/consumers of content.
- iii) PO3 : Explore and understand the economics of content creation and dissemination across media technologies and audiences.
- iv) PO4 : Take a review of research of the various phenomena involving content creation and dissemination.
- v) PO5 : Explore, understand and acquire knowledge and skill in the range of activities involving communication, media and journalism.
- vi) PO6 : Apply the knowledge and skill in the creation and dissemination of content across media technologies and audiences.

3) Learning Outcomes :

- i) Experiential learning will help the learner to apply skills of various arts and crafts that will increase their employability for working in the field of Communication, Media and Journalism.
- ii) Learners will be exposed to various equipment that are used for Production for the Print Media, Production for the audio-visual media.
- iii) Learners will be exposed to the latest software and theories used for Communication, Media and Journalism Content Production.
- iv) Learners will be able to develop the portfolio during the execution of their practical course projects.
- v) Learners will get an overview of content development processes for various platforms.

4) Any other Points :

- i) **Internal assessment (Total Marks 50):** It can be classroom presentation, classroom test, subject concerned assignments, etc.
- ii) **Question Paper Patterns :**

Total Marks 50 : 1) Question No. 1 is compulsory (10 marks.)

2) Attempt any five more questions from Questions 02 to Question 10. Each question carries 08 marks. The English version of the paper shall be the correct version.

1)- A :

OR

1)- B :

2)

3)

4)

5)

6)

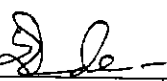
7)

8)

9)

10) Write short notes on **ANY TWO**.

MA (Journalism & Mass Communication-Strategic & Integrated Communication)

R Credit Structure 								
Year (2 Yr PG) MA(J & MC)	Level	Major		RM	OJT /FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem : I	6.0	Course 1 : Persuasion Studies (Credits 4) Course 2 : Strategic and Integrated Communication (Credits4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media- 1 (Credits 2)	Credits 4 Course 1: Production for the Print Media OR Course 2: Preparing a Public Relations Campaign	Social Science Research Design (Credits 4)			22	PG Diploma (after 1 Year)
Sem- II		Course 1: Organisational Behaviour (Credits 4) Course 2: Digital Technologies and Strategic Communication (Credits4) Course 3: Advanced Strategic and Integrated Communication (Credits 4)	Credits 4 Course 1 : Production for the audio-visual media OR Course 2 : Preparing an Advertising Campaign		Digital Media Marketin g (Credits 4)		22	

MA (Journalism & Mass Communication-Strategic & Integrated Communication)

			Integrated Communication					
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Sign of HOD
Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary.

SEM – I

Course Code	
Course Title	Persuasion Studies
Total	4
Credits	
Semester	1
Course Outcomes (CO)	
Course Outcome 1	Define persuasion and discuss the differences among information, expression, and persuasion as forms of communication.
Course Outcome 2	Discuss major theoretical perspectives and concepts associated with persuasion.
Course Outcome 3	Identify and discuss contexts of persuasion: interpersonal, public/mediated, advertising.
Course Outcome 4	Analyze, critique, and report on persuasive attempts that you observe and/or experience.
Course Outcome 5	Demonstrate communication skills necessary for effective performance as a producer and consumer of persuasive communication.

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Persuasion theory and research	Persuasion, attitudes and actions, Social Judgment theory, Functional approaches to attitude, Persuasion and propaganda	4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications, Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications Cull, N. J., Welch, D., & Culbert, D. H. (2003). Propaganda and Mass Persuasion: A Historical Encyclopedia, 1500 to the Present. ABC-CLIO.

2	Persuasion theory and research	Belf-based models of attitude, cognitive dissonance theory, reasoned action theory	4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications., Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications.
3	Persuasion theory and research	Stage models, ELM	4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications., Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications..
4	Persuasion theory and research	Study of persuasive effects	4	Remembering, understanding, applying	CO1, CO2	PPT, Book	Lecture	Written assignment	O'Keefe, D. J. (2015). Persuasion: Theory and Reseo O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications., Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publicationsarch. SAGE Publications.
5	Persuasion theory and research	Communicator, Message, Receiver Factors	4	Remembering, understanding, applying	CO1, CO2	PPT, Book	Lecture	Written assignment	O'Keefe, D. J. (2015). Persuasion: Theory and Research. SAGE Publications., Dillard, J. P., & Shen, L. (Eds.). (2013). The SAGE Handbook of Persuasion: Developments in Theory and Practice. SAGE Publications..

6	Resistance and persuasion	Nature of resistance in persuasion	4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Knowles, E. S., & Linn, J. A. (Eds.). (2004). Resistance and Persuasion. Lawrence Erlbaum Associates. Lakhani, D. (2008). Subliminal Persuasion: Influence and Marketing Secrets They Don't Want You To Know. Wiley. Levine, R. V. (2006). The Power of Persuasion: How We're Bought and Sold. Oneworld Publications.
7	Resistance and persuasion	Strategies for overcoming resistance	4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Knowles, E. S., & Linn, J. A. (Eds.). (2004). Resistance and Persuasion. Lawrence Erlbaum Associates. Lakhani, D. (2008). Subliminal Persuasion: Influence and Marketing Secrets They Don't Want You To Know. Wiley. Levine, R. V. (2006). The Power of Persuasion: How We're Bought and Sold. Oneworld Publications.
8	Negotiating effectively	A negotiation framework	4	Analysing and evaluating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	Hoffman, B. (1990). Conflict, Power, and Persuasion: Negotiating Effectively. Caprus Press.
9	Negotiating effectively	Congruent behaviour, the cultural context	4	Analysing and evaluating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	Hoffman, B. (1990). Conflict, Power, and Persuasion: Negotiating Effectively. Caprus Press.

10	Dynamics of persuasion, communication and attitudes in the 21st century		4	Analysing, evaluating, creating	CO3, CO5	PPT, Book	Lecture	Written assignment	Perloff, R. M. (2003). The Dynamics of Persuasion: Communication and Attitudes in the 21st Century. Lawrence Erlbaum Associates.
11	Media argumentation	Logic, dialect and rhetoric	4	Analysing, evaluating, creating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	Walton, D. (2007). Media Argumentation: Dialectic, Persuasion and Rhetoric. Cambridge University Press.
12	Media argumentation	Persuasion and propaganda	4	Analysing, evaluating, creating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	Walton, D. (2007). Media Argumentation: Dialectic, Persuasion and Rhetoric. Cambridge University Press.
13	The psychology of Entertainment media	NA	4	Analysing, evaluating, creating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	Shrum, L. J. (Ed.). (2004). The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion. Lawrence Erlbaum. Levine, R. V. (2006). The Power of Persuasion: How We're Bought and Sold. Oneworld Publications.
14	Subliminal persuasion	NA	4	Analysing, evaluating, creating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	Lakhtani, D. (2008). Subliminal Persuasion: Influence and Marketing Secrets They Don't Want You To Know. Wiley.
15	Persuasion in Advertising	NA	4	Analysing, evaluating, creating	CO3, CO4, CO5	PPT, Book	Lecture	Written assignment	O'Shaughnessy, N. J., & O'Shaughnessy, J. (2004). Persuasion in Advertising. Routledge.
			Total Hours = 60						

Course Code									
Course Title	Strategic & Integrated Communication								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	To introduce learner to the concepts and theories of PR								
Course Outcome 2	To build theoretical understanding of PR								
Course Outcome 3	To make learner discover how to apply communication strategy								
Course Outcome 4	To assist learner understand change agent in the organization								
Course Outcome 5	To give basic orientation of research based strategic communication								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO -please indicate which CO/s is matched and choose between Strong, Weak, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention N/A	Pedagogy of Session (Lecture/Lab Work/Project Guidance	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention N/A	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	History and evolution of PR	Origin and growth of PR in the world and India, Understanding evolution of mass media and mass	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Public Relations, Robert L. Heath, Sage, 2001
2	Basic concepts of PR	Definition of PR, Propaganda, Public Opinion & Publicity, PR publics, what are	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Public Relations, Robert L. Heath, Sage, 2001

3	Using theory for practical guidance	What Theory Is and Why It Is Useful, What Is a Theory?, Finding a Good Theory, Theoretical	4	Remembering, understanding, applying	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Public Relations, Robert L. Heath, Sage, 2001
4	PR theories and models	Group dynamics definition and theory, Grunig's four models, Events and pseudo-events, social exchange theory	4	Remembering, understanding, applying	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984
5	PR theories and models	Public Relations: catalyst, persuasion and motivation, Reputation management	4	Analysing and evaluating	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and
6	PR theories and models	Relationship management with specific reference to Ballinger's (1991) Relational Model of Public --	4	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya
7	Strategic Communication	The Need for Strategic Public Relations Management, Surviving Amid Fierce Competition, Strategic Versus Tactical	4	Analysing and evaluating	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya
8	Strategic Planning	Where the Strategic Manager Begins, Taking Stock, Management by Objectives, The Accountable Manager	4	Analysing, evaluating, creating	CO3	PPT, Book, Audio Visual Link	Presentation	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.

9	Framework for planning	The Mission Statement, Mission Versus Vision and Values, The Problem Statement	4	Understanding, Analysing, Applying	CO3	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
10	Elements of campaigns	The Situation Analysis, Tactics, The Strategic Planning Ladder	4	Remembering, understanding	CO4	PPT, Book, Audio Visual Link	Presentation	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
11	Elements of campaigns	Initiating the Planning Process, Sources of	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Pinkleton, E. W. (2006). <i>Strategic</i>
12	Research and strategic communication	Elements of a Research Plan, Determining Research Needs, Determining and Understanding Target Publics	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
13	Research and strategic communication	Determining Program Outcomes, Testing Communication Channels, Testing the	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> .
14	Research and strategic communication	Testing the Information Sources, Developing a Research Strategy, Developing a Realistic Research Proposal	4	Applying, evaluating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
15	Research and strategic communication	Revised situation analysis, Benefits of research, Evaluation	4	Applying, evaluating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
		Total Hours							

Course Code									
Course Title	Media Management and Economics								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	Teach how economic theories and concepts apply to all aspects of media.								
Course Outcome 2	Equip the learner to understand how economic forces affect the operation of media industry and explore innovation.								
Course Outcome 3	Learner must be able to apply economic theories and concepts to the mass media and mass communication.								
Course Outcome 4	Understand the media market production, consumption and distribution								
Course Outcome 5	Learner must be able to conceptualize media content based on market demands and functions								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Moderate, Weak, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)

1	Introduction to media economics	macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics
2	Concepts of Media Economics	What is so special about economics of the media, key economic characteristics of the media. Economies of scale, of media.	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics
3	Understanding media market	Convergence, what are multi-media platforms, the vertical supply chain, Changing market	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics
4	Role of technology	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal	4	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Understanding Media Economics
5	Media distribution	Economics of networks, broadcasting networks, online content distribution, social networks and microblogging. The	4	Analysing and evaluating	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Media in the Age of
6	The Indian media business	Media economics and public policy, the Indian media business	4	Understanding and Applying	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	The Indian Media
7	Introduction to media management	What is media management, Market segmentation, Marketing	4	Analysing and evaluating	CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Indian Media
8	History and evolution of media business- pre and post globalisation	Effect of Globalisation, Liberalisation and Privatisation on	4	Analysing, evaluating,	CO2	PPT, Book, Audio Visual Link	Presentation	Written assignment	Indian Media in
9	Understanding media consumers	Understanding Indian consumerism, what works and what doesn't, factors affecting	4	Understanding, Applying and	CO2	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	The New Media Monopol
10	Media management basic concepts	Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation	4	Remembering, understanding	CO4	PPT, Book, Audio Visual Link	Presentation	Written assignment	Handbook of Media
11	Media management basic concepts	Media Basics, Reach, Frequency and Distribution	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media
12	Understanding media market	the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling	4	Analysing, evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media
13	Media buying and selling	Building a Plan, Evaluating Media Buys, The buying process, Plan implementation	4	Analysing, evaluating, creating	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media

14	Budget setting	Budget Setting, Budget allocation, Solutions Approach	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media
15	Evaluation systems	Understanding media business models in the context of Artificial Intelligence, Auditing and	4	Remembering, understanding, applying,	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Media
			Total Hours =						

Course Code	
Course Title	Writing for the Media -I
Total	4
Credits	
Semester	1
Course Outcomes (CO)	
Course Outcome 1	Understand, through active discourse and discussion, the various methods, styles and forms of writing for print, electronic and digital media
Course Outcome 2	Analyse, compare and critically evaluate news reports and features from different areas such as politics, sports, capital markets etc. In different languages appearing in print and digital media
Course Outcome 3	Understand information flows and news beats and identify and gather information from various news sources and write copy for different beats.
Course Outcome 4	Analyse, compare and critically evaluate non-news content in the media and write different non-news articles
Course Outcome 5	Conduct and write interviews, edit, paraphrase, precise writing, dictate and take dictation, translate.

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	Study material to be shared with student before the class. This is indicative e. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If	Pedagogy of Session (Lecture/Lab Work/Project Guidance	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	How to read and evaluate news	How to evaluate news stories for currency, relevance, authority, accuracy, and purpose. The identification and evolution of what values lead to a piece of information or an event becoming news. Types of mis-information and dis-information. How to fact-check. What is information disorder.	4	Know how to evaluate news reports	CO 1, CO 2 Strong	PPT + PDF	Lecture + Discussion	Written assignment	Rosenstiel, B. K. (2014). The elements of Journalism. New York: Three Rivers Press. Eds. Rainer Greifeneder, M. E. (2021). THE PSYCHOLOGY OF FAKE NEWS: Accepting, Sharing and Correcting Misinformation. Routledge. Posetti, E. C. (2018). Journalism, 'fake news' & disinformation Handbook for Journalism Education

2	Identify bias and prejudice	How reporters think leads and conduct interviews. What makes a well written story. Types of bias, types of confirmation bias, objectivity in reporting. Identify difference between reporting and opinion pieces, what is fact, what is reality, what is truth, what is theory, priming, framing and indexing.	4	Know how to evaluate news content	CO 1, CO 2 Strong	PPT + PDF + Blog if any	Lecture + Discussion	Written assignment	Rosenstiel, B. K. (2014). The elements of Journalism. New York: Three Rivers Press. Eds. Rainer Greifeneder, M. E. (2021). THE PSYCHOLOGY OF FAKE NEWS: Accepting, Sharing and Correcting Misinformation. Routledge. Posetti, E. C. (2018). Journalism, 'fake news' & disinformation Handbook for Journalism Education
3	Political reporting	Introduction to political theory, international relations theory and political ideologies around the world. History of the State and its three pillars - legislature, bureaucracy, judiciary (treaty of Westphalia). Political movements from across the world. World bodies like the UN, the WHO, World Bank, IMF. Follow up specific news and non news stories from around the world in different language media and discuss the historical background of these events.	4	Know and apply basics of political theory and theory of state.	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF + Book	Lecture + Projects + Visits	Written assignment	James Morrison, J. B. (2021). The Routledge Companion to Political Journalism. Taylor and Francis. Kuhn, R. (2002). Political Journalism :New Challenges, New Practices. Routledge. Moiruddin, S. (2019). The Political Twittersphere in India. Springer Intern

4	Political reporting in India	The evolution of the State and administration in India. Political reporting during the British period. Political reporting during the Struggle for Independence. Political reporting after Independence. Follow up on specific news and non news stories from all the different states in different language media and discuss the historical background of these events. Present the history of all national and regional political parties of India.	4	Know and apply the Indian political state and the parties involved	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF	Lecture + Visits + Interviews	Written assignment	James Morrison, J. B. (2021). The Routledge Companion to Political Journalism. Taylor and Francis. Kuhn, R. (2002). Political Journalism :New Challenges, New Practices. Routledge. Moiruddin, S. (2019). The Political Twittersphere in India. Springer International Publishing. Erik Albik, A. v. (2014). Political Journalism in Comparative Perspective. Cambridge University Press.
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5	Business reporting	Process of National Economic development and Globalization, International Financial and monetary institutions, Bilateral, regional and multilateral trade agreements, Stock and Commodity Markets, Foreign Exchange Markets, Infrastructure and economic indicators. How to read a balance sheet. Follow up on specific news and non news stories from the national budgets and state budgets, business, economy, infrastructure and capital markets in different language media and discuss historical background of these events.	4	Know and apply basics of economy and business reporting	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF + Book	Lecture + Visits + Interviews	Visit reports + Presentation + Written assignment	Hayes, K. (2013). Business Journalism How to Report on Business and Economics. Aprress. Shaw, I. S. (2015). Business Journalism A Critical Political Economy Approach. Taylor and Francis.
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6	Development reporting	Communication for development - concepts, models and theories, Human	4	Know and apply the basics of communication for development	CO 1, CO 2, Strong CO 3, CO 4 Moderate	PPT + PDF	Lecture + Assignments + Discussions	Written assignment	Sainath, P. (1996). Everyone Loves A Good Drought. Penguin Books. Sainath, P. (2022). The Last Heroes Foot Soldiers of Indian Freedom. Penguin Random House India Private Limited. Müri, K. R. (2003). Rural Reporting in India. University of Michigan. Varshney, A. (1995). Ashutosh Varshney - Democracy, Development, and the Countryside - Urban-Rural Struggles in India. Cambridge University Press. Madon, S. (2009). e-Murthy, D. V. (2006). Development Journalism: What Next? An Agenda For The Press. Kanishka Publishers. Shafer, R. E. (1987). Development Journalism The Fragile Theory and the Acquiescent Practice in the Philippines. Columbia: University of Missouri Governance for Development: A Focus on Rural India. Palgrave Macmillan . Basu, P. (2006). Improving Access to Finance for India's Rural Poor.
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		Development and Millennium Development Goals. The North-South divide with a focus on Southern theory. Decolonisation and development. Globalisation and development. Politics of international aid and sanctions. Follow up on news and non news development stories from across the world in different language media and discuss historical background of these events.						Murthy, D. V. (2006). Development Journalism: What Next? An Agenda For The Press. Kanishka Publishers. Shafer, R. E. (1987). Development Journalism The Fragile Theory and the Acquiescent Practice in the Philippines. Columbia: University of Missouri. Sainath, P. (1996). Everyone Loves A Good Drought. Penguin Books. Sainath, P. (2022). The Last Heroes Foot Soldiers of Indian Freedom. Penguin Random House India Private Limited. Murti, K. R. (2003). Rural Reporting in India. University of Michigan. Varshney, A. (1995). Ashutosh Varshney - Democracy, Development, and the Countryside. Urban-Rural Struggles in India. Cambridge University Press. Madon, S. (2009). e-Governance for Development: A Focus on Rural India. Palgrave Macmillan. Basu, P. (2006). Improving Access to Finance for India's Rural Poor.
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7	Agricultural and rural reporting	Crop patterns and food flow across the world and within India. Significant annual weather events. Climate change effects. Migration. Environment policies and their impact. Follow up on news and non news agriculture-related and rural stories from across the world in different language media and discuss historical background of these events.	4	Know and apply the basics of agriculture and rural reporting	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF + Interviews/ Experience sharing	Lecture + Assignments + Discussions	Written assignment	Stevenson, Z. K. (2019). The Routledge Companion to Urban Media and Communication. Taylor and Francis group. Eds. Bill Reader, J. A. (2012). Foundations of Community Journalism. Sage. Nielsen, R. K. (2015). Local Journalism The Decline of Newspapers and the Rise of Digital Media. Bloomsbury Publishing.
8	Metropolitan reporting	The 'national' and the 'regional' in the news media. Urbanisation. What makes cities. Crime and the city. Civic issues of cities. Politics of the city. Who does a city belong to? City and the problems of law and order. Follow up on news and non news reports related to cities from across the world in different language media and discuss historical background of these events.	4	Know and apply the basics of metropolitan reporting	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF + Book	Lecture + Assignments + Discussions	Written assignment	Sharma, K. (2010). Missing Half the Story : Journalism as If Gender Matters. Zubaan. Impe, A.-M. (2019). Reporting on violence against women and girls A handbook for journalists. UNESCO. Montiel, E. A. (2014). Media and Gender: a scholarly agenda for the Global Alliance on Media and Gender. UNESCO.

9	Gender responsive reporting	Introduction to gender studies, family studies, sexuality studies. Gender and development. Patriarchy. Exclusionary and Sexist Practices. Follow up on news and non news reports related to gender issues from across the world in different language media and discuss historical background of these events.	4	Know and apply the basics of gender responsive reporting	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF + Book	Lecture + Assignments + Interviews	Written assignment	Stevenson, Z. K. (2019). The Routledge Companion to Urban Media and Communication. Taylor and Francis group. Eds. Bill Reader, J. A. (2012). Foundations of Community Journalism. Sage. Nielsen, R. K. (2015). Local Journalism The Decline of Newspapers and the Rise of Digital Media. Bloomsbury Publishing.
10	Community and civic engagement reporting	An introduction to community development theories, principles of community participation and civic engagement. Marginalisation in theory and practice. Majoritarianism and minoritarianism. Follow up on news and non news reports related to community issues from across the world in different language media and discuss historical background of these events.	4	Know and apply the basics of community reporting	CO 1, CO 2 Strong CO 3, CO 4 Moderate	PPT + PDF + Experience sharing	Lecture + Interviews + Discussion	Written assignment	Bielisa, E. E. (2021). The Routledge Handbook of Translation and Media. Taylor and Francis. Esperanca Bielisa, S. B. (2008). Translation in Global News. Taylor and Francis. Scammell, C. (2018). Translation Strategies in Global News What Sarkozy Said in the Suburbs. Springer International Publishing.

11	Translation	An introduction to translation studies. Follow up on reports on various issues that have been reported in different languages from across the world, compare and discuss what is lost or gained. Translate news and non news reports between English-Marathi-Hindi from media in India.	4	Know and apply translation skills.	CO 1, CO 2, Strong CO 3, CO 4 Moderate	PPT + PDF	Lecture + Assignments + Projects	Written assignment, Editing and translation exercise	Taylor, R. (2015). Media Interview Techniques A Complete Guide to Media Training. Kogan Page. Steven Clayman, J. H. (2002). The News Interview Journalists and Public Figures on the Air. Cambridge University Press. Weinberg, S. (2008). A Journalism of Humanity A Candid History of the World's First Journalism School. University of Missouri Press.
12	Interviewing	What is interviewing, types and characteristics of interviews. Types of questions. Writing in Q&A form, writing an interview feature. Conduct interviews of people from different news beats.	4	Conducting interviews and writing them	CO 5 Strong	PPT + PDF + Experience sharing	Lecture + Assignments + Discussions	Conducting interviews and Written assignment	Rosenstiel, B. K. (2014). The elements of Journalism. New York: Three Rivers Press. Eds. Rainer Greifeneder, M. E. (2021). THE PSYCHOLOGY OF FAKE NEWS: Accepting, Sharing and Correcting Misinformation. Routledge. Posetti, E. C. (2018). Journalism, 'fake news' & disinformation Handbook for Journalism Education and Training. UNESCO.

Course Code									
Course Title (Electives)	Production for the Print Media								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	1) A broad based notion of the theories related to Communication.								
Course Outcome 2	A knowledge of the history of the media.								
Course Outcome 3	A knowledge of the fundamentals of media writing.								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO	Study material to be shared with students before the class. This is Indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
	Introduction to	Print Media	4	Remembering,	CO1, CO2	PPT, Book	Lecture	Written	Helmut Kipphan (Ed.), Handbook of Print Media

1	Print media	Production Method		understanding				assignment	Technologies and Production Methods, Springer Publisher. News Reporting and Editing, K M Shrivastava, Sterling Publishers, 2008. Translation in Global News, Esperanca Bielsa, Susan Bassnett, Routledge, 2009.
2	History of printing		4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	McGraw-Hill Education, 2010.
3	Production of Print Media		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Modern News Editing, Mark Ludwig, Gene Gilmore, Wiley, 2005.
4	Printing Technologies		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Political Discourse, Media and Translation, edited by Christina Schaeffner and Susan Bassnett, Cambridge Scholars Publishing, 2010.
5	The reporter on the job, what makes news, how to read a newspaper, how to follow news?		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	The Associated Press Stylebook 2016, By The Associated Press.
6	Components of a news story, the lead, the story structure, what are features, long stories, series.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
7	Reporting principles, getting in		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
8	Interviewing principles and practices, speeches, meetings and news conferences, how to follow hunches, feelings and stereotypes.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	

9	Reporting accidents and disasters, writing obituaries.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
10	Writing a crime story, reporting on the courts.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
11	Writing sports and business stories.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
12	What is investigative journalism, principles and practices?		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
13	Reporting in Indian newspapers and magazines, reporting for television in India, writing for digital media.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
14	Modern news editing, layout and design.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
15	Style books, grammar, syntax of news.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
			Total Hours = 60						

Course Code									
Course Title (Electives)	Preparing Public Relations Campaign								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	1. To know about public relations and its function.								
Course Outcome 2	2. To understand the tools and techniques for handling public relations campaign.								
Course Outcome 3	3. To understand the essence of PR as a practical discipline within the organization.								
Week Number	Topics	Subtopics	Contact Hours	Session Objective (SO)	CO	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab/Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	What is the point of	Print Media Production	4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	Planning and Managing Public Relations Campaigns: A Strategic

planning?	Method						
2	The role of PR in organisations and for individuals		4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture Written assignment
3	Public Relations contexts		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture Written assignment
4	What is public opinion?		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture Written assignment
5	Making a PR policy, why planning is important		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture Written assignment
6	Stages of planning – from taking the brief to preparing the plan		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture Written assignment
7	Research and analysis – analyzing the environment, the organization, the stakeholder		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture Written assignment

8	What is communication, setting aims and objectives		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
9	Who shall we talk to, what shall we say, when, in what medium and to what effect?		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
10	Media relations		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment
11	How to prioritise publics?		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment
12	Constructing the content, crafting		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment
13	Strategy and tactic-different strokes for different folks		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment
14	What is risk in PR?		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment
15	Evaluation techniques		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment

			Total Hours = 60						
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Course Code										
Course Title	Social Science Research Design									
Total Credits	4									
Semester	1									
Course Outcomes (CO)										
Course Outcome 1	Develop a comprehensive understanding of the fundamental principles of social science research, including its purpose, methods, ethics, and significance in contributing to the body of knowledge.									
Course Outcome 2	Learn how to do thorough literature review, formulate research questions, hypotheses, and objectives, and develop appropriate research designs, whether quantitative, qualitative, or mixed methods, based on the research goals.									
Course Outcome 3	Learn various data analysis techniques, such as statistical analysis, content analysis, thematic analysis, and coding, depending on the type of data collected and the research questions.									
Course Outcome 4	Foster critical thinking skills to evaluate the strengths and weaknesses of various research methodologies, data sources, and analytical techniques, promoting a well-rounded approach to research.									
Course Outcome 5	Develop skills to interpret research findings critically, connect them to the research questions, and draw meaningful conclusions that contribute to the field's understanding.									
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention N/A	Pedagogy of Session/ Lecture/ Lab Work/Project Guidance	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention N/A	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	

1	Basic concepts of research	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Mouton, J., Marais, H. C. (1988). Basic Concepts in the Methodology of the Social Sciences. Afghanistan: Human Sciences Research Council.
2	Basic concepts of research	Research Approaches and Research paradigms in social science research, Research methods and tools	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.
3	Basic concepts of research	Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research	4	Remembering, understanding	CO1, CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
4	Critical thinking	What is critical thinking, different types of reasoning, What is logic in research, Styles of thinking	4	Understanding, Evaluating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Nardi, P. M. (2017). Critical Thinking: Tools for Evaluating Research. United States: University of California Press.
5	Research ethics	Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy	4	Remembering, understanding, applying	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
6	Reviewing Literature	Understanding plagiarism, Meta Analysis, Annotation, citing, referencing	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.
7	Understanding research tools	How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist	4	Remembering, understanding, applying	CO1, CO2, CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications.

8	Understanding research tools	Action Research, Case Studies, Experimental research design, Ethnography and observation studies	4	Remembering, understanding, applying	CO1, CO2, CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	O'Leary, Z. (2004) The Essential Guide to Doing Research. India: SAGE Publications.
9	Data analysis techniques	Nature, scope and limitations of statistics, parametric and non-parametric tests, descriptive and inferential statistics.	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sitkin, R. M. (1999) Statistics for the Social Sciences. United Kingdom: SAGE Publications.
10	Data analysis techniques	Mean, median, mode, variance, standard deviation, covariance, correlation and regression	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sitkin, R. M. (1999) Statistics for the Social Sciences. United Kingdom: SAGE Publications.
11	Data analysis techniques	Steps for hypothesis testing, null hypothesis, alternate hypothesis, kinds of variables.	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sitkin, R. M. (1999) Statistics for the Social Sciences. United Kingdom: SAGE Publications.
12	Data analysis techniques	Type I error and Type II error, Spearman's rank correlation coefficient, chi-square test, Kendall Rank correlation, ANOVA	4	Understanding, Applying, Evaluating	CO3, CO4, CO5	PPT, Book, Audio Visual Link	Presentation	Written assignment	Sitkin, R. M. (1999) Statistics for the Social Sciences. United Kingdom: SAGE Publications.
13	Interpreting research findings	Different types of Graphs and diagrams, How to read data, getting insights and inferences, how to conclude	4	Evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Wimmer, R. D. Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
14	Interpreting research findings	Identifying themes, evaluating data, Establishing causal relationships	4	Evaluating, creating	CO4, CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Lincoln, Y. S., Guba, E. G. (1985). Naturalistic inquiry. India: SAGE Publications.

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SEM - II

Course Code										
Course Title (Mandatory)	Organisational Behaviour									
Total Credits	4									
Semester	II									
Course Outcomes (CO)										
Course Outcome 1	1) The student may learn the scope of organizational behavior, organizational structures.									
Course Outcome 2	2) The student may learn learning and personality theories in psychology, perception, motivation, satisfaction and performance theories, leadership management, job design and human resource management principles.									
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab/Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	
1	The scope of organizational	Print Media Production	4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	P. Schultz, Sydney Ellen Schultz, Cengage Learning, 2013.	

	behavior.	Method							Contemporary Theories of Learning: Learning Theorists In Their Own Words, edited by Knud Illeris, Routledge, 2009.
2	Organisational structures – basic issues and classical responses.		4	Remembering, understanding	CO1, CO2	PPT, Book	Lecture	Written assignment	Understanding Organizational Culture, Mats Alvesson, Sage, 2012.
3	Organisation structuring – the human aspects.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Organizational Culture and Leadership, Edgar H. Schein, Wiley, 2017.
4	Personality theories.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	A Handbook of Human Resource Management Practice, Michael Armstrong, Kogan Page, 2007
5	Perception, values and attitudes.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Human Resource Management: Key Concepts and Skills, P B Beaumont, Sage, 1993.
6	Motivation, Satisfaction and Performance.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
7	Theories of learning.		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
8	Groups and group behavior, decision making and communication in groups.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
9	Leadership – Chanakya to the modern times.		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	
10	Organisational culture, stress and		4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	

11	Organisational change and development.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
12	Designing work and jobs.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
13	Organisational behavior and strategic management.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
14	Developing and managing the human resource.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
15	Case studies of organizational behavior.		4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	
			Total Hours = 60						

Course Code	
Course Title	Digital Technologies and Strategic Communication
Total Credits	4
Semester	2
Course Outcomes (CO)	
Course Outcome 1	Understanding digital media and strategy
Course Outcome 2	Understanding and evaluating Digital media content
Course Outcome 3	Understanding, evaluating stakeholders
Course Outcome 4	Understanding the relationships between digital media and institutions
Course Outcome 5	Evaluating digital relations

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)		
1	Digital media and strategy		4	Remembering, understanding	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment	Agrawal, R. (2018). India Connected: How the Smartphone is Transforming the World's Largest Democracy. Oxford University Press. Belk, R. W., & Llamas, R. (Eds.). (2013). The Routledge Companion to Digital Consumption. Routledge. Blanchard, O. (2011). Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization. Que. Canel, M. J., & Luoma-aho, V. (Eds.). (2020). The Handbook of Public Sector Communication. Wiley. Coombs, W. T., Heide, M., Young, P., & Falkheimer, J.		

13	Measuring and managing social media	NA	4	Analysing and evaluating	CO5	PPT, Book	Lecture	Written assignment	Howfield, L. (2010). Managing Electronic Media: Making, Marketing, and Moving Digital Content. Focal Press/Elsevier.		
14	Understanding digital consumption	NA	4	Analysing and evaluating	CO2, CO3, CO4	PPT, Book	Lecture	Written assignment			
15	Moving from traditional to digital	NA	4	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lecture	Written assignment			
			Total Hours = 60								

Course Code									
Course Title	Advanced Strategic & Integrated Communication								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	To develop effective communication strategies								
Course Outcome 2	To study organizations as communicators								
Course Outcome 3	To make learner understand how communication contributes to shaping discourses and practices associated with leadership within organisations and across them.								
Course Outcome 4	To understand the importance of inclusion and ethics in strategic communication								
Course Outcome 5	To study the domains of practice of strategic communication								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagog y of Session (Lecture/ Lab Work/Pr oject Guidance	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
					Mapping with SO -please indicate which CO/s is matched and choose between Strong, Moderate, Weak, e, No linkage				

1	Understanding concepts of strategic communication	Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Public Relations, Robert L. Heath, Sage, 2001
2	Institutional and Organizational Dimensions	Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication	4	Remembering, understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Handbook of Public Relations, Robert L. Heath, Sage, 2001
3	Implementing Strategic Communication	The Role of Communication Executives in Strategy and Strategizing, Organizational Goals and Communication Objectives in Strategic	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984
4	Implementing Strategic Communication	Why People Respond to Messages—Finding the Right Motivating Strategy, Relationship Cultivation Strategies in Strategic Communication	4	Remembering, understanding, applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984
5	Theories for Creating Effective Message Strategies	Mendelsohn's Three Assumptions for Success, How People Respond to Messages (McGuire's Hierarchy of Effects or "Domino" Model of Persuasion), Problems With a Source-Oriented Perspective, Limitations of the Domino Model	4	Remembering, understanding	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015
6	Theories for Creating Effective Message Strategies	A Theoretical Framework for Strategic Communication Messaging, Framing as a Strategic Persuasive Message Tactic	4	Remembering, understanding	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Indian News Media: From Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015

7	Theories for Creating Effective Message Strategies	Image Repair Theory in the Context of Strategic Communication, Images With Messages: A Semiotic Approach to Identifying and Decoding Strategic Visual Communication	4	Remembering, understanding	CO3	PPT, Book, Audio Visual Link	Lecture	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
8	Role of digital media	Strategic Communication in Participatory Culture: From One- and Two-Way Communication to Participatory Communication Through Social Media	4	Analysing, evaluating, creating	CO3	PPT, Book, Audio Visual Link	Presentati on	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
9	Role of digital media	Strategic Communication During Change, Social Media and Strategic Communication, Global Strategic Communication: From the Lens of Coordination, Control, Standardization, and Localization	4	Analysing, evaluating, creating	CO3	PPT, Book, Audio Visual Link	Oral assignme nt	Written assignment	Pinkleton, E. W. (2006). <i>Strategic Public Relations Management</i> . London: Lawrence Erlbaum Associates.
10	Strategic communication during crucial period	Strategic Intent and Crisis Communication, Crisis Communication and Improvisation in a Digital Age, Strategizing Risk Communication	4	Understanding, Applying	CO1, CO2	PPT, Book, Audio Visual Link	Presentati on	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
11	Ethics in strategic communication	Fundamentals of ethics in business communication, Ethical dilemmas, Understanding ethics in the management context, Right decision making process	4	Understanding, Applying, Evaluating	CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
12	Strategies for inclusive communication	Need and importance of inclusive communication, Best practices of diverse and inclusive communication, Politics of inclusion	4	Analysing, evaluating, creating	CO4	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge

13	Domains of Practice	Institutionalization in Public Relations, The Strategic Context of Political Communication, Communicating Strategically in Government	4	Analysing, evaluating, creating	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
14	Domains of Practice	Strategic Health Communication, Strategic Communication Practice of International and National Non-governmental Organizations	4	Analysing, evaluating, creating	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
15	Domains of Practice	Strategic Activism for Democratization and Social Change, Strategic Dimensions of Public Diplomacy, International relations and strategic communication	4	Analysing, evaluating, creating	CO5	PPT, Book, Audio Visual Link	Lecture	Written assignment	Zerfass, D. H. (2015). <i>The Routledge Handbook of Strategic Communication</i> . New York: Routledge
			Total Hours = 60 CLASS ROOM						

Course Code	
Course Title	Writing for the Media - 2
Total	2
Credits	
Semester	2
Course Outcomes (CO)	
Course Outcome 1	The students should be able to develop an insight into storytelling skills
Course Outcome 2	The students should be able to think, analyse and write in a structured manner
Course Outcome 3	The students should be able to use creativity and imagination in order to write in a logical manner
Course Outcome 4	The student should be able to provide critical editorial assessment for reviews
Course Outcome 5	The student should be able to write and present for varied media and audiences

Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Week, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
1	Narrative theory core concepts and critical debates: An Introduction		6	Understanding, Applying and Evaluating...	CO1-CO5		Lab work	Written assignment	Bassnett, S. (2002). Translation studies. Routledge.
2	Narrative dynamics, Communication writing and design		6	Understanding, Applying and Evaluating...	CO1-CO5		Lab work	Written assignment	Bassnett, S. (2011). Reflections on Translation (S. Bassnett, Ed.). Multilingual Matters.
3	News reporting and writing		6	Understanding and applying	CO1-CO5		Lab work	Written assignment	Bassnett, S. (2014). Translation. Routledge.
4	News reporting and writing		6	Understanding, Applying and Evaluating...	CO1-CO5		Lab work	Written assignment	Bassnett, S., & Trivedi, H. (Eds.). (1999). Post-colonial Translation: Theory and Practice (S. Bassnett, Trans.). Routledge.
5	News reporting and writing		6	Understanding and Applying	CO1-CO5		Lab work	Written assignment	Bielsa, E., & Bassnett, S. (2008). Translation in Global News. Taylor & Francis.
6	Writing about and for business		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Bonea, A. (2016). The News of Empire: Telegraphy, Journalism, and the Politics of Reporting in Colonial India, C. 1830-1900. Oxford University Press.
7	Writing about and for business		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Brooks, B. S. (2013). News Reporting and Writing. Bedford/St. Martin's.

8	Writing about and for business		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Collings, A. (2010). Capturing the News: Three Decades of Reporting Crisis and Conflict. University of Missouri Press.
9	Translation		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	DiMarco, J. (2017). Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations (J. DiMarco, Ed.). Wiley.
10	Translation		6	Understanding, Applying and Evaluating	CO1-CO5		Lab work	Written assignment	Filak, V. F. (2018). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age.
			Total hours = 60						

Course Code										
Course Title	Production for the audio-visual media									
Total Credits	4									
Semester	2									
Course Outcomes										
Course Outcome 1	Analysing and evaluating audio and visual content									
Course Outcome 2	Critiquing audio and visual content									
Course Outcome 3	Understanding the production process									
Course Outcome 4	Creating audio content									
Course	Creating audio visual content									
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO -please indicate which CO/s is matched	Study material to be shared with	Pedagogy of Session (Lecture/Lab)	Assessment method - Please indicate	References - may include books, web content, papers,	
1	Analysing, evaluating audio visual content	Basic terms - auteur, diegesis, editing, flashback/flashforward, focus, genres, mise-en-scene, story/plot, scene sequence, shot	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment		
2	Analysing, evaluating audio visual content	Mise-en-scene - Décor, lighting, space, costume, acting	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment		
3	Analysing, evaluating audio visual content	Cinematography - Quality, framing, scale, movement	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment		
4	Analysing, evaluating audio visual content	Editing - Devices, style	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment		
5	Analysing, evaluating audio visual content	Sound - sound editing, source, quality	8	Analysing and evaluating	CO2, CO3, CO4	PPT, Book	Lab work	Written assignment		

6	Analysing, evaluating audio visual content	Analysis	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
7	Song and music	NA	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
8	Song and music	NA	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Written assignment	
9	Song and music	NA	8	Analysing and evaluating	CO1, CO2, CO3	PPT, Book	Lab work	Production	
10	Producing audio content	NA	8	Analysing, evaluating	CO4, CO5	PPT, Book	Lab work	Production	
11	Producing audio content	NA	8	Analysing, evaluating	CO4, CO5	PPT, Book	Lab work	Production	
12	Producing audio content	NA	8	Analysing, evaluating	CO4, CO5	PPT, Book	Lab work	Production	
13	Producing audio visual content	NA	8	Analysing, evaluating	CO4, CO5	PPT, Book	Lab work	Production	
14	Producing audio visual content	NA	8	Analysing, evaluating	CO4, CO5	PPT, Book	Lab work	Production	
15	Producing audio visual content	NA	8	Analysing, evaluating	CO4, CO5	PPT, Book	Lab work	Production	
			Total						

Course Code									
Course Title	Preparing an Advertising Campaign								
Total Credits	4								
Semester	1								
Course Outcomes (CO)									
Course Outcome 1	To learn different steps of designing advertising campaign.								
Course Outcome 2	To create effective advertisements that achieve your advertising goals.								
Course Outcome 3	To set up advertising campaigns and determining within appropriate budget and using segmented approach.								
Course Outcome 4	To get hands on practical training of creating designs and understand the production process.								
Course Outcome 5	To understand the effectiveness of creative management process.								
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO - please indicate which CO/s is matched and choose between Strong, Moderate, No linkage	Study material to be shared with students before the class. This is indicative. We can say PPT, PDF, Book, audio-visual link, link to blog etc. If no material is shared then please mention NA	Pedagogy of Session (Lecture/Lab Work/Project Guidance)	Assessment method - Please indicate whether written test, oral or audio-visual presentation etc. If no assessment is done please mention NA	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style) /

1	Basic concepts and terminologies	Overview of the advertising scene in India, the current practice of this profession, social and economic impact of advertising, agency operations,	8	Remembering understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Strausbaugh-Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing
2	Advertising concepts	PLC, USP, Branding process, brand positioning, brand equity, The art of oral, written and visual communication	8	Remembering understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Strausbaugh-Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.
3	Advertising copy	Develop a creative concept, Writing for different media, Elements of good copy, writing effective ad copy, How to read a storyboard	8	Remembering understanding	CO1	PPT, Book, Audio Visual Link	Lecture	Written assignment	Strausbaugh-Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.
4	Strategy Planning and Brand Management	Role and relevance of strategy in advertising, The strategy planning process, Various theories and models in brand management and case studies	8	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Lecture	Written assignment	ADVERTISING: PLANNING AND IMPLEMENTATION, THIRD EDITION. (2021). (m.p.): PHI Learning Pvt. Ltd..
5	Setting advertising campaign goals	Strategic planning, product development, Marketing and Communication objective, Create	8	Applying, creating	CO2	PPT, Book, Audio Visual Link	Project	Written assignment	ADVERTISING: PLANNING AND IMPLEMENTATION,

6	Setting advertising campaign goals	Pitching mechanism in advertising, various appeals in ads, language of ad claims,	8	Understanding and Applying	CO2	PPT, Book, Audio Visual Link	Assignment	Written assignment	ADVERTISING: PLANNING AND IMPLEMENTATION,
7	Segmentation, targeting and positioning	What is market segmentation, targeted advertising, product positioning, deciding the	8	Analysing and evaluating	CO3	PPT, Book, Audio Visual Link	Field work	Written assignment	Ind. N. (1995). Great Advertising Campaigns: Goals and
8	Case studies	International advertising strategies, appreciation and presentation of some of the great	8	Analysing, evaluating, creating	CO3	PPT, Book, Audio Visual Link	Presentation	Written assignment	Martin, M. (2015). Advertising Campaigns. United
9	Setting an ad budget	Budget allocation, types of budgeting, Optimum utilisation of resources, Best practices of ad budgeting, preparing a budget sheet	8	Understanding, Analysing, Applying and Evaluating	CO3	PPT, Book, Audio Visual Link	Oral assignment	Written assignment	Martin, M. (2015). Advertising Campaigns. United States: FR&C Limited.
10	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Lab work	Written assignment	Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and Visualization in 3D. Germany: Wiley.
11	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Lab work	Written assignment	Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and Visualization in 3D. Germany: Wiley.
12	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Assignment	Written assignment	CLARK, N. (2019). CoreDRAW a Beginners Guide for Graphics Designers. (n.p.): Amazon Digital Services LLC - KDP Print US.

13	Production Techniques and Methods	Students will be familiarized with the AV (audio-visual) equipment, photography, design software	8	Applying, creating	CO4	PPT, Book, Audio Visual Link	Assignment	Written assignment	CLARK, N. (2019). CorelDRAW a Beginners Guide for Graphics Designers. (n.p.): Amazon Digital Services LLC - KDP Print US.
14	Execute an advertising campaign	Creative management process, Integrated Communication, Implementing advertising strategy, Understanding persuasive communication	8	Applying, creating	CO5	PPT, Book, Audio Visual Link	Assignment	Written assignment	Editorial, M. (2023). How To Create An Out of Control Viral Marketing Campaign. United Kingdom: Biblionundi
15	Evaluate campaign effectiveness	need for evaluation, campaign metrics, pre and post testing, evaluating campaign objectives, ROI, understand the impact and reach of the campaign	8	Applying, evaluating	CO5	PPT, Book, Audio Visual Link	Assignment	Written assignment	Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited.
			Total Hours = 120						

Course										
Course	Digital Media Marketing									
Total	6									
Semester	1									
Course Outcomes										
Course Outcome 1	Students will analyze and apply theoretical frameworks from media and communication studies to understand the role of digital media in shaping consumer behavior, media consumption patterns, and communication dynamics in the digital age.									
Course Outcome 2	Students will critically examine the theoretical underpinnings of digital media marketing strategies, such as branding, storytelling, influencer marketing, and viral content, and assess their effectiveness in achieving communication goals and engaging target audiences.									
Course Outcome 3	Students will explore the social, cultural, and political implications of digital media marketing practices by drawing on theories of media power, media effects, cultural studies, and critical theory, and evaluate how digital marketing shapes perceptions, identities, and social relationships.									
Course Outcome 4	Students will analyze the impact of digital media on journalism, public relations, and advertising, drawing on theories of media convergence, participatory culture, and networked communication, and explore the challenges and opportunities that digital media present to these fields.									
Course Outcome 5	Students will engage in theoretical discussions on emerging trends and issues in digital media marketing, such as artificial intelligence, algorithmic bias, data privacy, and online activism, and assess the theoretical frameworks that can inform ethical and responsible digital marketing practices.									
Week Number	Topic	Subtopics	Contact Hours	Session Objective (SO)	CO Mapping with SO -please	Study material to be shared	Pedagogy of Session (Lecture/Lab	Assess ment method - Please	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)	
1	Media Effects and Digital Medi	Theoretical perspectives on media effects Influence of digital media marketing on consumer behavior Psychological theories applied to digital marketing strategies	10	Remembering, understanding, evaluating	CO1	PPT, Book	Lecture	Written assignm ent	Berger, J. (2014). Contagious: How to Build Word of Mouth in the Digital Age. Simon & Schuster.	
2	Communication Theories and Models	Theories of persuasion and their application in digital marketing Interpersonal communication theories in the digital marketing context Social influence theories and their relevance to digital media campaigns	10	Evaluating, understanding	CO2	PPT, Book	Lecture	Written assignm ent	Engle, E., Spencer, S., & Strichiola, J. (2015). The Art of SEO: Mastering Search Engine Optimization. O'Reilly.	

3	Branding and Digital Media Marketing	Theoretical foundations of branding in digital spaces Building brand equity through digital media marketing Role of storytelling in digital brand communication	8 Remembering, understanding, applying and creating	CO2, CO3	PPT, Book	Lecture	Written assignment	Fletcher, G., Rashid, T., Cruz, A., & Heinze, A. (Eds.). (2016). Digital and Social Media Marketing: A Results-Driven Approach. Taylor & Francis.
4	Audience Reception and Digital Media Marketing	Theoretical perspectives on audience reception of digital marketing messages User-generated content and audience engagement in digital campaigns	6 Analysing, applying and evaluating	CO1, CO2, CO4	PPT, Book	Lecture	Written assignment	Jeffery, M. (2010). Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know. Wiley.
5	Social Media and Digital Media Marketing	Theoretical frameworks for understanding social media marketing Influencer marketing and its impact on consumer behavior Viral content and the spread of	8 Applying, Analysing, creating and evaluating	CO2, CO3, CO4	PPT, Book	Lecture	Written assignment	Lieb, R. (2012). Content Marketing: Think Like a Publisher - How to Use Content to Market Online and in Social Media. Que.
6	Cultural Studies and Digital Media Marketing	Cultural theories applied to digital marketing practices Cross-cultural considerations in digital media campaigns Representation and diversity in digital advertising	6 Evaluating, understanding	CO1, CO2, CO5	PPT, Book	Lecture	Written assignment	McGruer, D. (2020). Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business. Wiley.
7	Ethics and Digital Media Marketing	Theoretical perspectives on ethical issues in digital marketing Privacy concerns and data ethics in digital media campaigns Responsible advertising and	8 Analysing and evaluating	CO1, CO4	PPT, Book	Lecture	Written assignment	Singh, N., Rana, N. P., Sr

8	Media Convergence and Digital Media	Theoretical foundations of media convergence and its impact on marketing Integration of traditional and digital media in marketing strategies Cross-platform storytelling and multi-channel marketing approaches		6 Analysing, evaluating, creating	CO1	PPT, Book	Presentation	Written assignment	Sponder, M. (2012). Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics. McGraw-Hill Education.
9	Online Activism and Digital Media	Theoretical frameworks for understanding online activism and social change Digital marketing campaigns for		6 Remembering, understanding and creating	CO2, CO4	PPT, Book	Oral assignment	Written assignment	
10	Media Power and Digital Media	Theoretical perspectives on media power and control in digital environments		8 Analysing, evaluating, creating	CO2, CO3, CO4	PPT, Book	Presentation	Written assignment	
11	User Experience (UX) and Digital Media	Theoretical foundations of UX design in digital marketing Human-computer interaction		8 Remembering, understanding	CO3, CO5	PPT, Book	Lecture	Written assignment	
12	Data Analytics and Digital Media	Theoretical frameworks for analyzing and interpreting digital marketing data Data-driven decision making		10 Remembering, understanding	CO4, CO3, CO5	PPT, Book	Lecture	Written assignment	
13	Media Globalization and Digital Media	Theoretical perspectives on media globalization and its impact on marketing Cross-cultural communication		8 Remembering, understanding	CO1, CO4, CO5	PPT, Book	Lecture	Written assignment	
14	Mobile Marketing and Digital Media	Theoretical foundations of mobile marketing strategies Location-based advertising and personalized mobile campaigns Mobile user behavior and its implications for digital marketing tactics		8 Remembering, understanding, applying	CO1, CO4, CO3, CO5	PPT, Book	Lecture	Written assignment	
15	Artificial Intelligence (AI)	Theoretical foundations of AI strategies		10 Remembering, understanding	CO1, CO4	PPT, Book	Lecture	Written assignment	
			Total Hours =						

Table :

Letter Grades and Grade Points:

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha – Sign / Letter Grade Result
9.00-10.00	90.0-100	O (Outstanding)
8.00-<9.00	80.0-<90.0	A+(Excellent)
7.00-<8.00	70.0-<80.0	A (Very Good)
6.00-<7.00	60.0-<70.0	B+(Good)
5.50-<6.00	55.0-<60.0	B (Above Average)
5.00-<5.50	50.0-<55.0	C (Average)
4.00-<5.00	40.0-<50.0	P (Pass)
Below 4.00	Below 40	F (Fail)
Ab (Absent)	-	Absent



Dr. SUNDER RAJDEEP
PROFESSOR & HEAD
DEPT OF COMMUNICATION & JOURNALISM
UNIVERSITY OF MUMBAI, VIDYANAGARI CAMPUS,
SANTACRUZ (E), MUMBAI - 400098
www.dcjmbai.mu.ac.in

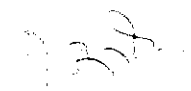
Syllabus

MA (Journalism & Mass Communication-Strategic & Integrated Communication)

(Semester- I & II)

Note : It is attached in excel sheet format

Team for Creation of Syllabus :

Name	Dept./College Name	Sign
Prof. (Dr.) Sunder Rajdeep	Dept. of Communication & Journalism	
Dr. Sanjay Ranade	Dept. of Communication & Journalism	
Mrs. Daivata Patil	Dept. of Communication & Journalism	
Mr. Sagar Karande	Dept. of Communication & Journalism	



Sign of HOD

Prof. (Dr.) Sunder Rajdeep
Dept. of Communication & Journalism.

Sign of Dean,
Name of the Dean
Faculty of
Interdisciplinary.

Appendix B**MA (Journalism & Mass Communication-Strategic & Integrated Communication)**

1.	Necessity for starting the course :	Skill based and employment generated course. More jobs are available.
2.	Whether the UGC has recommended the course:	Yes
3.	Whether all the courses have commenced from the academic year 2023-24	Yes
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?:	Yes
5.	To give details regarding the duration of the Course and is it possible to compress the course?:	P.G. Diploma in Journalism and Mass Communication MA (Journalism and Mass Communication)
6.	The intake capacity of each course and no. of admissions given in the current academic year : 2023-24	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	Entire Media Industry is open for the career. However, Self employed, entrepreneur and encouragement of students their own startups.

**Sign of HOD**

Prof. (Dr.) Sunder Rajdeep
Dept. of Communication &
Journalism.

Sign of Dean,
Name of the Dean
Faculty of
Interdisciplinary.