

University of Mumbai

वेबसाईट - mu.ac.in

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विद्याविषयक प्राधिकरणे
सभा आणि सेवा विभाग(ए.ए.एम.एस)
कम नं. १२८ एम.जी.रोड, फोर्ट,
मुंबई - ४०० ०३२
टेलिफोन नं - ०२२ - ६८३२००३३

(नॅक पुनर्मूल्यांकनाद्वारे ३.६५ (सी.जी.पी.ए.) सह अ++ श्रेणी
विद्यापीठ अनुदान आयोगाद्वारे श्रेणी १ विद्यापीठ दर्जा)

क.वि.प्रा.स.से./आयसीडी/२०२५-२६/३७

दिनांक : २७ मे, २०२५

परिपत्रक:-

सर्व प्राचार्य/संचालक, संलग्नित महाविद्यालये/संस्था, विद्यापीठ शैक्षणिक विभागांचे संचालक/ विभाग प्रमुख यांना कळविण्यात येते की, राष्ट्रीय शैक्षणिक धोरण २०२० च्या अमलबजावणीच्या अनुषंगाने शैक्षणिक वर्ष २०२५-२६ पासून पदवी व पदव्युत्तर अभ्यासक्रम विद्यापरिषदेच्या दिनांक २८ मार्च २०२५ व २० मे, २०२५ च्या बैठकीमध्ये मंजूर झालेले सर्व अभ्यासक्रम मुंबई विद्यापीठाच्या www.mu.ac.in या संकेत स्थळावर NEP २०२० या टॅब वर उपलब्ध करण्यात आलेले आहेत.

मुंबई - ४०० ०३२
२७ मे, २०२५


(डॉ. प्रसाद कारडे)
कुलसचिव

क.वि.प्रा.स.से.वि/आयसीडी/२०२५-२६/३७ दिनांक : २७ मे, २०२५
Desktop/ Pritam Loke/Marathi Circular/NEP Tab Circular



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6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
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8	The Deputy Registrar, Executive Authorities Section (EA) eau120@fort.mu.ac.in He is requested to treat this as action taken report on the concerned resolution adopted by the Academic Council referred to the above circular.
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16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
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18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

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4	P.A to all Deans of all Faculties
5	P.A to Finance & Account Officers, (F & A.O), camu@accounts.mu.ac.in

To,

1	The Chairman, Board of Deans pvc@fort.mu.ac.in
2	Faculty of Humanities, Offg. Dean 1. Prof.Anil Singh Dranilsingh129@gmail.com Offg. Associate Dean 2. Prof.Manisha Karne mkarne@economics.mu.ac.in 3. Dr.Suchitra Naik Naiksuchitra27@gmail.com
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6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

AC – 20/05/2025
Item No. – 8.44 (R)

As Per NEP 2020

University of Mumbai



**Revised Syllabus for
M.A. (Public Relations) (Two Year)
Semester – Sem I & II**

From academic Year-2025-26

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



(As per NEP 2020)

Sr. No.	Heading	Particulars	
1	Title of program O: IMP – 27A	A	P.G. Diploma in Public Relations
	O: IMP – 27B	B	M.A. (Public Relations) (Two Year)
	O: IMP – 27C	C	M.A. (Public Relations) (One Year)
2	Eligibility O: IMP – 28A	A	Graduated from any discipline
	O: IMP – 28B	B	Graduated from any discipline
	O: IMP – 28C	C	Graduate with 4 year U.G. Degree (Honours / Honours with Research) with Specialization in concerned subject or equivalent academic level 6.0 OR Graduate with four years UG Degree program with maximum credits required for award of Minor degree is allowed to take up the Post graduate program in Minor subject provided the student has acquired the required number of credits as prescribed by the concerned Board of Studies.
3	Duration of program R: IMP - 66	A	1 Year
		B	2 Year
		C	1 Year
4	R: IMP – 67 Intake Capacity	60	

5	R: IMP – 68 Scheme of Examination	NEP 50% Internal 50% External, Semester End Examination Individual Passing in Internal and External Examination	
6	Standards of Passing R: IMP – 69	40%	
7	Credit Structure R: IMP -70 A	Attached herewith	
8	Semesters	A	Sem. I & II
		B	Sem. I, II, III & IV
		C	Sem. I & II
9	Program Academic Level	A	6.0
		B	6.5
		C	6.5
10	Pattern	Semester	
11	Status	New	
12	To be implemented from Academic Year Progressively	2025-26	

Sd/-

Sign of the BOS
Chairman
Prof. Gajendra Deoda
Ad-hoc Board of
Studies in
Communication &
Journalism

Sd/-

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Offg. Associate Dean
Dr. C.A.Chakradeo
Faculty of
Interdisciplinary
Studies

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Offg. Associate Dean
Dr. Kunal Ingle Faculty of
Interdisciplinary Studies

Sd/-

Sign of the
Offg. Dean
Prof. A. K. Singh
Faculty of
Interdisciplinary
Studies

Preamble

1) Introduction

In the contemporary global environment, characterized by interconnectivity and rapid change, the function of public relations (PR) has evolved beyond conventional limits, establishing itself as a fundamental element of strategic communication, reputation management, and stakeholder engagement. The PR PG Diploma and Master's Program aims to provide aspiring professionals with in-depth knowledge, innovative competencies, and ethical frameworks necessary for leadership in the advancing domain of public relations.

This program aspires to integrate theoretical insights with practical application, delivering a thorough comprehension of how communication influences perceptions, cultivates relationships, and generates societal impact. Through a combination of rigorous academic study and practical experiences, students will acquire the skills to tackle intricate communication challenges and devise inventive solutions.

A key focus of the program is the promotion of critical thinking, cultural awareness, and flexibility. Graduates will emerge as proficient communicators and strategic leaders, equipped to engage with diverse audiences, manage crises effectively, and contribute significantly to organizational objectives and public dialogue.

2) Aims and Objectives

PO1 : Acquire theoretical understanding of the various phenomena arising out of content creation and dissemination across communication, journalism, media technologies and audiences.

PO2 : Critically evaluate, in terms of the ethics and aesthetics, the range of activities involving creators to users/consumers of content.

PO3 : Explore and understand the economics of content creation and dissemination across media technologies and audiences.

PO4 : Take a review of research of the various phenomena involving content creation and dissemination.

PO5 : Explore, understand and acquire knowledge and skill in the range of activities involving communication, media and strategic communication.

PO6 : Apply the knowledge and skill in the creation and dissemination of content across media technologies and audiences.

3) Learning Outcomes

- a) Understand and apply foundational and advanced theories of communication and public relations in professional practice.
- b) Analyze and integrate interdisciplinary concepts to address complex communication challenges.
- c) Conduct advanced qualitative and quantitative research to inform decision-making in public relations.
- d) Utilize data analytics and audience insights to craft evidence-based strategies and messages.
- e) Think critically to solve complex problems and adapt strategies to dynamic communication environments.

4) Any other point (if any)

- I) Internal assessment (Total Marks 50):** Presentation, Class Test, Class Activities, Field based assignments, Overall classroom conduct and performance etc.

Question Paper Pattern:

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.

1)- A :

OR

1)- B :

2)

3)

4)

5)

6)

7)

8)

9)

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

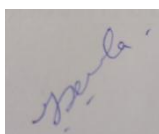
- II) Credit Structure of the Program (Sem I, II, III & IV) (Table as per Parishisht 1 with sign of HOD and Dean)**

R_____

Year (2 Yr PG) M.A.(PR)	Level	Major		RM	OJT / FP	RP	Cum. Cr	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Persuasion Studies (Credits 4) Course 2: Public Relations in the Private and Public Sector (Credits 4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media (Credits 2)	Course 1 : Production for the print media (Credits 4) OR Course 2 : Preparing a Public Relations Campaign (Credits 4)	Social Science Research Design (4 Credits)	-	-	22	-
Sem-II	6.5	Course 1 : Organizational Behavior (Credits 4) Course 2 : Media Relations and Media Writing (Credits 4) Course 3 : Strategic and Integrated Communication (Credits 4) Course 4 : Digital Media Marketing (Credits 2)	Course 1 : Production for the audio-visual media (Credits 4) OR Course 2 : Preparing an Advertising Campaign (Credits 4)	-	OJT (4 Credits)	--	22	-
Cum. Cr. For PG Diploma		28	8	4	4	--	44	
Exit option : PG Diploma (44 Credits) after Three Year UG Degree								

Year (2 Yr PG) MA(PR)	Level	Major		RM	OJ T / FP	RP	Cum.Cr	Degree
		Mandatory*	Electives (Any one)					
Sem-III	6.5	Course 1: International Public Relations (Credits 4) Course 2: Leadership Communication (Credits4) Course 3: Media Laws and Ethics (Credits 4) Course 4: Data Analytics (Credits 2)	Course 1 : Cinema Studies (Credits 4) OR Course 2 : Media and Culture (Credits 4)	Quantitative and Qualitative Research Approaches (4 Credits)	-	--	22	-
Sem-IV	6.5	Course 1 : Corporate Communication (Credits 4) Course 2 : Media Criticism (Credits4) Course 3 : Digital Diplomacy (Credits 4)	Course 1 : Storyboarding and Storytelling (Credits 4) OR Course 2 : Decolonising Media and Communication Practices (Credits 4)	-	-	Dissertation (6 Credits)	22	-
Cum. Cr. For Sem III and IV		26	8	4	--	6	44	
Cum. Cr. For MA Program		54	16	8	4	6	88	

Note: * The number of courses can vary for totaling 14 Credits for Major Mandatory Courses in a semester as illustrated.

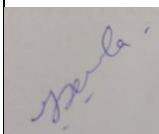


Sign of BoS Chairperson
Prof. Gajendra Deoda
Sathaye College, Mumbai

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary

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



Sign of BoS Chairperson
Prof. Gajendra Deoda
Sathaye College, Mumbai

SYLLABUS OUTLINE SEM I & II

M.A. (PUBLIC RELATIONS)

Year (2 Yr PG) M.A.(PR)	Level	Major		RM	OJT / FP	RP	Cum. Cr	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Persuasion Studies (Credits 4) Course 2: Public Relations in the Private and Public Sector (Credits 4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media (Credits 2)	Course 1 : Production for the print media (Credits 4) OR Course 2 : Preparing a Public Relations Campaign (Credits 4)	Social Science Research Design (4 Credits)	-	-	22	-
Sem-II	6.5	Course 1 : Organizational Behavior (Credits 4) Course 2 : Media Relations and Media Writing (Credits 4) Course 3 : Strategic and Integrated Communication (Credits 4) Course 4 : Digital Media Marketing (Credits 2)	Course 1 : Production for the audio-visual media (Credits 4) OR Course 2 : Preparing an Advertising Campaign (Credits 4)	-	OJT (4 Credits)	--	22	-
Cum. Cr. For PG Diploma		28	8	4	4	--	44	
Exit option : PG Diploma (44 Credits) after Three Year UG Degree								

SEMESTER- I (Course Outline)

Year (2 Yr PG) MA(PR)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-I	6.5	Course 1: Persuasion Studies (Credits 4) Course 2: Public Relations in the Private and Public Sector (Credits 4) Course 3: Media Management and Economics (Credits 4) Course 4: Writing for the Media (Credits 2)	Course 1 : Production for the print media (Credits 4) OR Course 2 : Preparing a Public Relations Campaign (Credits 4)	Social Science Research Design (4 Credits)	-	-	22	
Sem I Credits		14	4	4	--	--	22	

COURSE I

Persuasion Studies

This course explores the theories, principles, and techniques of persuasion. Students will learn how persuasive messages are crafted, delivered, and received in various contexts, including media, marketing, politics, and interpersonal communication. The course combines theoretical knowledge with practical applications to develop critical thinking and persuasive communication skills.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To define persuasion and discuss the differences among information, expression, and persuasion as forms of communication.	
Course Outcome 2	To discuss major theoretical perspectives and concepts associated with persuasion.	
Course Outcome 3	To identify and discuss contexts of persuasion: interpersonal, public/mediated, advertising.	
Course Outcome 4	To analyze, critique, and report on persuasive attempts that you observe and/or experience.	
Course Outcome 5	To demonstrate communication skills necessary for effective performance as a producer and consumer of persuasive communication.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Persuasion	Definition and scope of persuasion, Historical overview of persuasion studies, Differences between persuasion, coercion, and propaganda	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. O'Shaughnessy, N. J., & O'Shaughnessy, J. (2004).
Rhetorical and Communication Approaches	Aristotelian appeals (ethos, pathos, logos), Rhetorical analysis of persuasive messages, Narrative persuasion, Dynamics of persuasion, communication and attitudes in the 21st century	
Cultural and Contextual Perspectives	Cross-cultural differences in persuasion, Gender and persuasion, Caste and Class and Persuasion, Religion and Persuasion, Ethical considerations in persuasive communication, Manipulation vs. ethical persuasion, Persuasion and freedom of speech	

Psychological Foundations of Persuasion	Attitudes and behavior change, Role of motivation and emotion in persuasion, Influence of personality traits, Persuasion, attitudes and actions, Functional approaches to attitude	Persuasion in Advertising. Routledge. Knowles, E. S., & Linn, J. A. (Eds.). (2004). Resistance and Persuasion. Lawrence Erlbaum Associates.
Persuasive Communication in Interpersonal Contexts	Verbal and non-verbal persuasive strategies, Techniques of compliance and influence, Power dynamics in interpersonal persuasion	Cialdini, R. B. (2006). <i>Influence: The Psychology of Persuasion</i> . Harper Business.
Theories of Persuasion	Cognitive dissonance theory, Elaboration likelihood model, Social judgment theory, Belief-based models of attitude, reasoned action theory, Subliminal persuasion	Hoffman, B. (1990). Conflict, Power, and Persuasion: Negotiating Effectively. Captus Press.
Media and Persuasion	Role of mass media in shaping public opinion, Advertising and consumer persuasion, Political communication and propaganda, Public relations and persuasive campaigns, News media and persuasion, Cinema and TV's role in persuasion	Perloff, R. M. (2003). The Dynamics of Persuasion: Communication and Attitudes in the 21st Century. Lawrence Erlbaum Associates. Walton, D. (2007). Media Argumentation: Dialectic, Persuasion and Rhetoric. Cambridge University Press.
Technological Influences on Persuasion	Persuasion in digital media, Social media and viral persuasion, Online behavioral targeting and personalized persuasion, Algorithms and targeted persuasion, Role of artificial intelligence and machine learning in persuasion	Shrum, L. J. (Ed.). (2004). The Psychology of Entertainment Media: Blurring the Lines Between Entertainment and Persuasion. Lawrence Erlbaum.
Persuasion and resistance	Nature of resistance in persuasion, Strategies for overcoming resistance, Congruent behaviour, Psychological Reactance Theory, Inoculation Theory, Theories of counter-arguing and resistance	Levine, R. V. (2006). The Power of Persuasion: How We're Bought and Sold. Oneworld Publications.
Persuasion and negotiation	A negotiation framework, Differences and similarities between negotiation and persuasion, Sources of power in negotiation, Influence tactics and their effectiveness	Sen, B. (2011). <i>A Handbook of Public Relations and Communication</i> . Jaico Publishing House.
Case Studies in Persuasion	Analysis of persuasive campaigns, Critical evaluation of effective and ineffective persuasion strategies	Mishra, K. (2015). "Persuasion Techniques in Indian Political Campaigns." <i>Journal of Political Marketing</i> , 14(3), 290-310.

COURSE II

Public Relations in the Private and Public Sector

This course explores the role and practice of public relations (PR) in both the private and public sectors. It covers the principles, strategies, and tools used to build and maintain relationships with various stakeholders. Emphasis is placed on understanding the differences and similarities in PR practices between the two sectors and the impact of these practices on organizational success.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the fundamental principles of public relations.	
Course Outcome 2	To compare and contrast PR practices in the private and public sectors.	
Course Outcome 3	To develop effective PR strategies for different organizational contexts.	
Course Outcome 4	To understand the impact of PR practices on organizational success.	
Course Outcome 5	To learn the theories and models related to reputation management.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction	Definition of PR, History and evolution of the public and private sector in India, Public Relations of the Government of India, Introduction to Indian organizations and their cultures	Public Relations in India: New Tasks and Responsibilities, J. V. Vilanilam, Sage, 2011 Theorizing Crisis Communication, Timothy L. Sellnow, Matthew W. Seeger, Wiley-Blackwell, 2013
Theoretical perspective	What are publics, what are relationships, social exchange theory, Grunig's four models. Events and pseudo-events, Relationship management with specific reference to Ballinger's (1991) Relational Model of Public -- Organizational Relationships	Evaluating Public Relations: A Best Practice Guide to Public Relations, Tom Watson, Paul Noble, Kogan Page, 2007 Gower Handbook of Internal Communication, edited by Marc Wright, Gower Publishing, 2009
PR in the Private Sector	Role of PR in private organizations, PR strategies for branding and reputation management, Crisis communication in the private sector, CSR in the private sector	Raman, U. (2008). Public Relations in India. New Delhi:

PR in the Public Sector	Role of PR in government and public institutions, PR strategies for public information and engagement, Crisis communication in the public sector, CSR in the public sector	Excel Books. Kaul, J. M. (2013). Corporate Communications: A 21st Century Primer. Response Books.
Stakeholder Analysis and Management	Identifying and prioritizing stakeholders, Building and maintaining stakeholder relationships, Stakeholder communication strategies	Jethwaney, J., & Sarkar, N. N. (2015). Public Relations Management. Sterling Publishers Pvt. Ltd.
Internal Communication	Importance of internal communication in organizations, Strategies for effective internal communication, Role of PR in employee engagement, Understanding the process and evaluation of internal communication, Engaging employees as brand ambassadors	The Oxford Handbook of Corporate Social Responsibility, Andrew Crane, OUP, 2008 Indian Culture and Work Organisations in Transition, edited by Ashish Malik, Vijay Pereira, Routledge, 2016
External Communication	Defining external communication, understanding the process and evaluation of external communication	Cutlip, S. M., Center, A. H., & Broom, G. M. (2012). Effective Public Relations (11th ed.). Pearson.
Reputation management	Definition and importance of reputation management, The role of reputation in organizational success, Overview of relevant theories (e.g., identity, image, and reputation theories), Strategies for developing a strong organizational identity, The role of media in shaping reputation, Designing PR campaigns to enhance reputation	Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2013). Public Relations: Strategies and Tactics (11th ed.). Pearson. Doorley, J., & Garcia, H. F. (2011). Reputation Management: The Key to Successful Public Relations and Corporate Communication. Routledge.
Community Relations and Corporate Social Responsibility (CSR)	Building community relations, Developing and implementing CSR initiatives, Case studies of successful community relations and CSR campaigns	Gregory, A. (2015). Planning and Managing Public Relations Campaigns: A Strategic Approach (4th ed.). Kogan Page.
Public Affairs and Government Relations	Role of PR in influencing public policy, Lobbying and advocacy strategies, Case studies of successful public affairs campaigns	Theaker, A. (2016). The Public Relations Handbook (5th ed.). Routledge.
Crisis Communication and Management	Principles of crisis communication, Developing a crisis communication plan, Managing communication during and after a crisis, Identifying potential reputational risks, Crisis communication planning and response, Strategies for repairing a damaged reputation	

COURSE III

Media Management and Economics

This course teaches how economic theories and concepts apply to all aspects of media. The digital revolution, convergence, globalized competition and international trade has reshaped communication and media businesses and is, at the same time, presenting challenges to policy-makers. This course equips the learner to understand how economic forces affect the operation of media industry, explores innovation, digital multi-platform developments, economics of networks, risk-spreading strategies, copyright, corporate expansion, advertising whose resonance frequently extends beyond individual sectors and across the industry.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
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	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to media economics	What is media economics about, macroeconomics and microeconomics, the firm in economic theory, competitive market structures, market structure and behavior	Understanding Media Economics, Gillian Doyle, Sage, 2013 Media Economics: Theory and Practice, edited by Alison Alexander, James E. Owers, Rod Carveth, C. Ann Hollifield, Albert N. Greco, Lawrence Erlbaum, 2004
Concepts of Media Economics	What is so special about economics of the media, key economic characteristics of the media. Economies of scale, of scope and changing technology	
Understanding media market	Convergence, what are multi-media platforms, the vertical supply chain, Changing market structures and boundaries, digital convergence	

Role of technology	Technological change, innovation, creative destruction, Media response to digitization, managerial theories, horizontal expansion, vertical expansion, transnational growth	Media Management in the Age of Giants: Business Dynamics of Journalism, Dennis F. Herrick, University of New Mexico Press, 2012 The Indian Media Business, Vanita Kohli-Khandekar, Response, 2010 Indian Media in a Globalised World, Maya Ranganathan, Usha M Rodrigues, Sage, 2010 The New Media Monopoly, Ben H. Bagdikian, Beacon Press, 2004 Handbook of Media Management and Economics, edited by Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth, Lawrence Erlbaum, 2006
Media distribution	Economics of networks, broadcasting networks, online content distribution, social networks and microblogging. The economics of print, film, television and radio	
The Indian media business	Media economics and public policy, the Indian media business	
Introduction to media management	What is media management, Market segmentation, Marketing mix	
History and evolution of media business- pre and post globalisation	Effect of Globalisation, Liberalisation and Privatisation on media business	
Understanding media consumers	Understanding Indian consumerism, what works and what doesn't, factors affecting consumer decision making	
Media management basic concepts	Mechanics of Media buying and selling: Role and structures, Segmentation and Fragmentation of content and audience	
Media management basic concepts	Media Basics, Reach, Frequency and Distribution	
Understanding media market	Preparing a Media Strategy, Defining the target audience, market prioritisation, Media Weights, Media Mix decisions, Scheduling	
Media buying and selling	Building a Plan, Evaluating Media Buys, The buying process, Plan Implementation	
Budget setting	Budget Setting, Budget allocation, Solutions Approach	
Evaluation systems	Understanding media business models in the context of Artificial Intelligence, Auditing and evaluation techniques, risk management	

COURSE IV

Writing for the Media

This course is designed to introduce students to the fundamentals of writing for various media platforms, including print, broadcast, and digital media. Students will learn how to craft compelling stories, adhere to media standards, and adapt their writing to suit different media formats.

Total Credits	2	
Semester	1	
Total Hours	60 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles of effective media writing.	
Course Outcome 2	To develop skills in writing for print, broadcast, and digital platforms.	
Course Outcome 3	To learn to adhere to media ethics and standards.	
Course Outcome 4	To gain proficiency in researching and fact-checking.	
Course Outcome 5	To understand how to tailor content to specific audiences and media formats.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Writing	Importance of writing in the media, Introduction to different media platforms	Mencher, M. (2010). <i>News Reporting and Writing</i> . McGraw-Hill Education. Rich, C. (2015). <i>Writing and Reporting News: A Coaching Method</i> . Cengage Learning. Yopp, J. J., & McAdams, K. C. (2017). <i>Reaching Audiences: A Guide to Media Writing</i> . Pearson. Filak, V. F. (2018). <i>Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age</i> . SAGE Publications.
Ideation	A voice of your own, Brainstorming of ideas, Developing a practice, taking inspiration from every day	
Ideation	Writing about personal experiences, what makes a story a story.	
Context	Social, political, economic, spiritual, physical, mental context of story and character	
Reporting and Researching for Media	Fact-checking and sourcing, Understanding Misinformation and Disinformation, Fact-Checking Methods, Digital Tools for Fact-Checking	
Writing for Print Media	Writing news articles, Feature writing, Opinion pieces and editorials Reporting accidents and disasters, writing obituaries.	

Writing for Broadcast Media	Writing for radio and television, Scriptwriting basics, Techniques for engaging audio and visual storytelling	Foster, J. (2008). <i>Effective Writing Skills for Public Relations</i> . Kogan Page.
Writing for Digital Media	Differences between traditional and digital media writing, Blogging and online journalism, SEO and writing for the web	Bielsa, E., & Bassnett, S. (2008). <i>Translation in Global News</i> . Taylor & Francis.
Writing reviews	Book, Film, TV show, play, Food, eating places, products, services	Bonea, A. (2016). <i>The News of Empire: Telegraphy, Journalism, and the Politics of Reporting in Colonial India, C. 1830-1900</i> . Oxford University Press.
Translation and transcreation	Understanding transcreation, the role of creativity in transcreation, Adapting content for different cultural contexts, Translating news articles, features, and opinion pieces, Translating scripts for radio and television	Silverman, C. (2014). <i>Verification Handbook: A Definitive Guide to Verifying Digital Content for Emergency Coverage</i> . European Journalism Centre. Graves, L. (2016). <i>Deciding What's True: The Rise of Political Fact-Checking in American Journalism</i> . Columbia University Press.

COURSE V

Production for the print media

This course provides students with an in-depth understanding of the production processes involved in print media. From the initial stages of content creation to the final stages of printing and distribution, students will learn the technical, creative, and managerial aspects of print media production.

Total Credits	4	
Semester	1	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles of print media production.	
Course Outcome 2	To develop skills in layout design, typography, and photo editing.	

Course Outcome 3	To learn the technical aspects of printing processes.	
Course Outcome 4	To gain proficiency in using industry-standard software for print media.	
Course Outcome 5	To understand the production workflow from planning to distribution.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Print Media	History of printing, Monotype, Linotype, Molten metal Growth of Print media & Production Principles of Print Media: • Focus/ Emphasis • Order/ Hierarchy • Organisation of Content Paper Types • GSM • Grade • Grains • Std. sizes • Surface (Glossy/ Matt/ Lustre/ Laminates) • Gumming Sheets • Newsprint rolls • Art Paper (UGO, Concord, Ballarpur)	Kipphan, H. (2001). <i>Handbook of Print Media: Technologies and Production Methods</i>. Springer. Samara, T. (2014). <i>Making and Breaking the Grid: A Graphic Design Layout Workshop</i>. Rockport Publishers. Ambrose, G., & Harris, P. (2010). <i>The Fundamentals of Typography</i>. AVA Publishing. Lupton, E. (2014). <i>Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students</i>. Princeton Architectural Press.
Layout of Newspaper	The Grid Structure – Organising in space division Space Organisation – Allotment Style Book – Design & Grammar Comparison of Different papers wrt. their Readership preferences, Tastes, Interests, Character Types of Layout: • Modular • Brace/ Focused • Contrast & Balance • Quadrant • Mondrian • Picture Window • Split	Adobe Creative Team. (2021). <i>Adobe InDesign Classroom in a Book (2021 Release)</i>. Adobe Press. Gavin Ambrose & Paul Harris. (2015). <i>The Production Manual: A Graphic Design Handbook</i>. Bloomsbury Visual Arts. Kress, G., & van Leeuwen, T. (2006). <i>Reading Images: The Grammar of Visual Design</i>. Routledge.
Design Basics	Principles of Design • Proportions (Relative dimensions, Relative space) • Contrast (Clarity & Weightage)	Polk, C. (2013). <i>Print Production with Adobe Creative Cloud: A Guide for Graphic Designers, Prepress Professionals, and Printers</i>. Adobe Press.

	• Harmony (Colour – Meaning & Mood) • Balance (Discipline) • Rhythm (Flow & Ease on eye) • Unity (Cohesiveness) • Repetition (Organising) • Proximity (Picture & Text)	Gatter, M. (2018). <i>Production for Print</i>. Laurence King Publishing. Pipes, A. (2005). <i>Production for Graphic Designers</i>. Laurence King Publishing.
Basics of Typography	Principles of typography, Typeface classification and selection, Typographic hierarchy and readability Terms used in Publication • Terms of Editorial (Lines, Panels, Sections, Beats) • Terms of Layout (Errors, Placing) • Terms of Print measures (Point, Pica, Agate, Units)	Adobe Creative Cloud Tutorials - Adobe Tutorials
Production Workflow, Distribution and Management	Planning and scheduling production, Coordinating with writers, designers, and printers, Quality control and proofing, Distribution channels for print media, Strategies for effective distribution	
Tools of Design	Quark Express InDesign Basics: • Page Setup • Master Pages • Special Character • Grid Setup • Baseline Setup • Theme Colour Palette set up • Paragraph Styles/ Style Sheets • Pagination: Odd sequence for order • Imposition: Multiple ups	

COURSE VI

Preparing a Public Relations Campaign

This course provides students with the knowledge and skills needed to design, develop, and implement effective public relations (PR) campaigns. Students will explore the strategic planning process, learn about various PR tools and techniques, and understand how to measure the success of PR efforts.

Total Credits	4	
Semester	1	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	To understand the principles and practices of public relations.	
Course Outcome 2	To develop skills in strategic planning and campaign development.	
Course Outcome 3	To learn to use various PR tools and techniques effectively.	
Course Outcome 4	To gain insights into media relations and crisis management.	
Course Outcome 5	To understand how to measure and evaluate PR campaigns.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Setting PR Objectives and Goals	Campaign planning, Defining clear, measurable PR objectives, Aligning objectives with organizational goals, Setting SMART goals	Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2013). <i>Public Relations: Strategies and Tactics</i> . Pearson.
Understanding Publics and Stakeholders	Identifying and analyzing key publics, Stakeholder mapping, Communicating with diverse audiences	Smith, R. D. (2017). <i>Strategic Planning for Public Relations</i> . Routledge.
Research and Situation Analysis	Conducting PR research, SWOT analysis, Identifying PR problems and opportunities	Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). <i>Effective Public Relations</i> . Prentice Hall.
Developing PR Strategies	Crafting effective PR strategies, Message development and positioning, Choosing appropriate communication channels	Gregory, A. (2010). <i>Planning and Managing Public Relations Campaigns</i> . Kogan Page.
Planning and Tactics	Creating PR plans, Implementing PR tactics (press releases, events, social media, etc.), Integrating traditional and digital PR tools	Heath, R. L. (2010). <i>The SAGE Handbook of Public Relations</i> . SAGE Publications.
Internal and Community Relations	Building internal communication strategies, Engaging with employees and internal stakeholders, Community engagement and corporate social responsibility (CSR)	Seitel, F. P. (2013). <i>The Practice of Public Relations</i> . Pearson. Public Relations Society of India (PRSI). <i>PRSI's Publications and Resources</i> . Available at: PRSI Publications

Integrated Marketing Communications (IMC)	Understanding the role of PR in IMC, Coordinating PR with other marketing efforts, Case studies of integrated campaigns	Chattopadhyay, S. P. (2011). "Public Relations in Indian Organizations: A Study of Impact on Corporate Image." <i>Public Relations Review</i>, 37(1), 58-64. Parameswaran, R. (2014). <i>Public Relations and Corporate Communications in Indian Organizations: A Case Study Approach</i>. Macmillan India. Rayudu, C. S. (2010). <i>Media and Communication Management</i>. Himalaya Publishing House. Sen, B. (2011). <i>Corporate Reputation Management in India: Public Relations in a Socially Responsible Era</i>. SAGE Publications.
Evaluating PR Campaigns	Methods of evaluating PR effectiveness, Analyzing media coverage and public response, Using metrics and analytics to measure success	
Case Studies in PR Campaigns	Analyzing successful and unsuccessful PR campaigns, Learning from real-world examples, Group discussions and presentations	
Case Studies	Incredible India, Jaago Re, Amul, Swachh Bharat Abhiyan, Make in India, Ujjwala Yojana, Jan Dhan Yojana, Beti Bachao Beti Padhao, Digital India, LIC of India, BPCL-Project Boond, SAIL-Ispati Irada	

COURSE VII

Social Science Research Design

This course provides a critical component of media studies, offering a structured approach to understanding human behaviour, societal dynamics, and communication patterns. Research helps media students understand audience preferences, and cultural contexts, enabling them to tailor messages effectively. Learning social science research empowers media students with the tools to critically analyze, innovate, and contribute meaningfully to the ever-changing media industry. It builds a strong foundation for creating impactful content, understanding audiences, and addressing societal challenges through effective communication.

Total Credits	4	
Semester	1	
Total Hours	60 (Classroom)	
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.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Basic concepts of research, Critical thinking, Research ethics	Communication and Media research in India, Scientific approach to the study of media effects, ways of knowing, Nature of Science Research Approaches and Research paradigms in social science research, Research methods and tools, Writing a research proposal, Hypothesizing and theorizing, Assumptions, Limitations and Delimitations of research, Importance of research ethics and integrity, Indicators of good research, Understanding validity and reliability measures, Protecting privacy	Northey, M., Tepperman, L., Russell, J. M. (2005). Making Sense: A Student's Guide to Research and Writing : Social Sciences. United Kingdom: Oxford University Press. O'Leary, Z. (2004). The Essential Guide to Doing Research. India: SAGE Publications. Wimmer, R. D., Dominick, J. R. (2013). Mass Media Research. United States: Cengage Learning.
Reviewing Literature, Understanding research tools	Paraphrasing, Understanding plagiarism, Meta Analysis, Annotation, citing, referencing, How to prepare a questionnaire for survey and interview techniques, How to create a code sheet, observation checklist	Nardi, P. M. (2017). Critical Thinking: Tools for Evaluating Research. United States: University of California Press. Sirkin, R. M. (1999). Statistics for the Social Sciences. United Kingdom: SAGE Publications.
Understanding research tools	Action Research, Case Studies, Experimental research design, Ethnography and observation studies	Lincoln, Y. S., Guba, E. G. (1985). Naturalistic inquiry. India: SAGE Publications

SEMESTER- II (Course Outline)

Year (2 Yr PG) MA(PR)	Level	Major		RM	OJT / FP	RP	Cum.Cr.	Degree
		Mandatory*	Electives (Any one)					
Sem-II	6.5	Course 1 : Organizational Behavior (Credits 4) Course 2 : Media Relations and Media Writing (Credits 4) Course 3 : Strategic and Integrated Communication (Credits 4) Course 4 : Digital Media Marketing (Credits 2)	Course 1 : Production for the audio-visual media (Credits 4) OR Course 2 : Preparing an Advertising Campaign (Credits 4)	-	OJT (4 Credits)	--	22	
Sem II Credits		14	4	--	4	--	22	

COURSE I

Organizational Behavior

This course explores the behavior of individuals and groups within organizations. Drawing from psychology, sociology, and management theories, students will examine how factors like personality, motivation, leadership, communication, and culture influence organizational effectiveness. Practical applications and case studies will help students develop strategies for improving workplace performance, managing change, and fostering a positive organizational climate.

Total Credits	4	
Semester	2	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Analyze how individual differences, group dynamics, and organizational structures affect behavior.	
Course Outcome 2	Evaluate various motivation theories and their practical implications in the workplace.	
Course Outcome 3	Compare leadership styles and communication strategies to enhance employee engagement and performance.	
Course Outcome 4	Assess the impact of organizational culture and climate on employee behavior and organizational outcomes.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Organizational Behavior	The scope of organizational behavior, Organizational structures – basic issues and classical responses, Organization structuring – the human aspects	P. Schultz, Sydney Ellen Schultz, Cengage Learning, 2013 Contemporary Theories of Learning: Learning Theorists In Their Own Words, edited by Knud Illeris, Routledge, 2009 Understanding Organizational Culture, Mats Alvesson, Sage, 2012 Organizational Culture and Leadership, Edgar H. Schein, Wiley, 2017 A Handbook of Human Resource
Individual Behavior in Organizations	Personality theories. Perception, values and attitudes. Motivation, Satisfaction and Performance. Theories of learning	
Group Dynamics and Teamwork	Groups and group behavior, decision making and communication in groups	
Leadership and Management	Leadership – Chanakya to the modern times. Organizational culture, stress and conflict	

Communication in Organizations	Organisational change and development. Designing work and jobs. Organisational behavior and strategic management. Developing and managing the human resource. Case studies of organizational behavior	Management Practice, Michael Armstrong, Kogan Page, 2007 Human Resource Management: Key Concepts and Skills, P B Beaumont, Sage, 1993
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COURSE II

Media Relations and Media Writing

This course provides an in-depth understanding of media relations and the strategic role it plays in public relations. It emphasizes developing skills to effectively engage with media professionals and produce high-quality media materials, including press releases, media kits, and speeches. The course also covers the principles of media ethics, crisis communication, and the integration of digital media strategies in PR.

Total Credits	4	
Semester	2	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	Understand the principles and strategies of effective media relations.	
Course Outcome 2	Learn how to create professional, concise, and impactful media materials.	
Course Outcome 3	Develop skills to pitch stories and manage relationships with journalists and media outlets.	
Course Outcome 4	Analyze case studies on successful and failed media relations efforts.	
Course Outcome 5	Navigate ethical dilemmas in media relations and public relations.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Media Relations	Building and Maintaining Relationships with Journalists, The Media Landscape: Print, Broadcast, and Online Outlets, Media relations in the Indian context, Media Relations Strategies for Regional and	Public Relations in India by G. C. Banik Headlines from the Heartland: Reinventing the Hindi Public Sphere by Sevanti Ninan

	Vernacular Media	Handbook of Public Relations in India by R. K. Ravindran
Understanding News and Media Writing Basics	Characteristics of News and Newsworthiness, What makes news?, Writing for the Media: Accuracy, Clarity, and Brevity, Understanding Media Deadlines and Journalist Expectations, Press Style Guides	Media and Public Relations by Anil Chaturvedi Media Relations: Issues and strategies, Jane Johnston by Allen and Unwin Public Relations Writing: Principles in Practice by Donald Treadwell, Jill B. Treadwell
Media Writing Techniques	Writing Press Releases for National and Regional Media: Structure, Style, and Tone, Crafting Media Pitches: Targeted and Persuasive Approaches, Creating Media Kits: Components and Presentation, Writing Op-eds, Blogs, and Feature Articles	Media Organization and Production, edited by Simon Cottle The Practice of Public Relations by Fraser P. Seitel
Media Relations Strategies	Managing Media Interviews and Press Conferences, Storytelling in Media Relations: Humanizing Corporate Narratives, Crisis Communication: Responding to Media in Times of Crisis, Leveraging Influencers and Bloggers in Modern Media Relations, Regional Content Strategy for India's Diverse Audiences	Public Relations: Strategies and Tactics by Dennis L. Wilcox and Glen T. Cameron Public Relations Writing: The Essentials of Style and Format by Thomas H. Bivins Ethics in Public Relations: A Guide to Best Practice by Shannon A. Bowen
Media Ethics and Legal Issues	Ethical Challenges in Media Relations (Spin, Propaganda, Paid News, Media Bias and Fake News), Managing Conflicts of Interest in PR and Media, The Role of Transparency and Trust in Media Relations	The New Rules of Marketing and PR by D. M. Scott India's Newspaper Revolution by Robin Jeffrey The Practice of Public Relations by Fraser P. Seitel
Digital Media and Media Relations in the 21st Century	Social Media's Role in Media Relations, Writing for Digital Platforms: Blogs, Tweets, and Social Posts, SEO and PR: Writing for Visibility and Engagement, Analytics and Measurement in Media Relations	Public Relations Writing: Principles in Practice by Carolyn Kim

COURSE III

Strategic and Integrated Communication

This course offers a thorough exploration of strategic and integrated communication, focusing on how organizations create cohesive messaging across multiple platforms. Students will learn to develop, implement, and assess communication strategies that align with organizational goals, engage diverse audiences, and maintain brand consistency. The course integrates aspects of branding, digital marketing, media relations, and crisis communication with practical case studies and hands-on projects.

Total Credits	4	
Semester	2	
Total Hours	60 (Classroom)	
Course Outcomes (CO)		
Course Outcome 1	To understand the basic concepts of communication	
Course Outcome 2	To establish the connection between the theory and the practice of mass communication and mass media	
Course Outcome 3	To make learner apply the communication theory in order to analyse their own communication universe, their media sphere, their social, political and economic environment.	
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. To make the learner understand how communication contributes to shaping discourses and practices associated with leadership within organisations and across them.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Understanding concepts of strategic communication	Structuralist theory and applications, Empirical methods, ideology and meanings, Conceptual Foundations of Strategic Communication, Social Theories for Strategic Communication, Cultural Influences on Strategic Communication	Introduction to Communication, John Fiske, Routledge, 1990 Pinkleton, E. W. (2006). Strategic Public Relations Management . London: Lawrence Erlbaum Associates.
Institutional and Organizational Dimensions, Implementing Strategic	Strategic Communication as Institutional Work, Good Governance and Strategic Communication, Adopting an Entrepreneurial Perspective in the Study of Communication, Why	Managing Public Relations, James Grunig and Todd Hunt, Holt, Rinehart and Winston, 1984 Indian News Media: From

Communication, Understanding media content structures	People Respond to Messages— Finding the Right Motivating Strategy, Relationship Cultivation Strategies in Strategic Communication, Media content issues, concepts and methods of analysis, media genres and texts	Observer to Participant, Usha M. Rodrigues, Maya Ranganathan, Sage, 2015 McQuail's Mass Communication Theory, Denis McQuail, Sage, 2010
Media and Communication Theories	Theory of Media and Society, Media and culture, Media content- public opinion and political communication. A Theoretical Framework for Strategic Communication Messaging, Framing as a Strategic Persuasive Message Tactic	Heath, R. L. (2013). The Handbook of Strategic Communication. Indian Media: Global Approaches by Maya Ranganathan and Usha M. Rodrigues
Role of digital media, Ethics in strategic communication	Strategic Communication in Participatory Culture: From One- and Two- Way Communication to Participatory Communication Through Social Media, Strategic Communication During Change, Social Media and Strategic Communication, Global Strategic Communication: From the Lens of Coordination, Control, Standardization, and Localization, Fundamentals of ethics in business communication, Ethical dilemmas, Understanding ethics in the management context, Right decision making process	Digital Communication Strategy in India by Subho Ray Development Communication in Practice: India and Beyond by J. V. Vilanilam
Strategies for inclusive communication, Domains of Practice	Need and importance of inclusive communication, Best practices of diverse and inclusive communication, Politics of inclusion, Strategic Health Communication, Strategic Communication Practice of International and National Non-governmental Organizations, Strategic Activism for Democratization and Social Change, Strategic Dimensions of Public Diplomacy, International relations and strategic communication	

COURSE IV

Digital Media Marketing

This course offers a deep dive into the world of digital media marketing, covering key concepts, strategies, tools, and platforms. It emphasizes integrating digital marketing with traditional marketing strategies, analyzing data for decision-making, and understanding consumer behavior in a digital environment. Students will develop practical skills in SEO, content marketing, social media, paid advertising, and analytics while exploring emerging trends like AI in marketing and the metaverse.

Total Credits	2	
Semester	2	
Total Hours	60 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	Understand the fundamentals of digital media marketing and its integration with traditional marketing.	
Course Outcome 2	Develop expertise in tools and techniques like SEO, SEM, email marketing, and social media.	
Course Outcome 3	Explore emerging trends and technologies shaping the future of digital marketing.	
Course Outcome 4	Analyze consumer behavior using digital tools and platforms.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Digital Marketing	Evolution of Marketing: From Traditional to Digital, Key Concepts and Frameworks in Digital Marketing, Benefits and Challenges of Digital Marketing, Overview of Digital Platforms (Search, Social Media, Websites, Email)	Digital Marketing by Seema Gupta Fundamentals of Digital Marketing by Punit Singh Bhatia Digital Marketing: Scope and Practices by Arunendra Singh and Anukrati Sharma
Website and SEO (Search Engine Optimization)	Designing Effective Websites: UX/UI Principles, Understanding SEO: On-page, Off-page, and Technical SEO, Keyword Research and Implementation, Tools for SEO: Google Search Console, Ahrefs, SEMrush, Writing SEO-Friendly Content	Essentials of Digital Marketing: Theory, Tools, and Practice by Tanmay Pattnaik Digital Marketing in the Indian Context by Suresh Bedi
Content Marketing	Content Marketing Strategy and Planning, Types of Content: Blogs, Videos, Infographics, Podcasts, Creating Content for Different Platforms (YouTube, Instagram, LinkedIn, etc.), Measuring the Impact of Content Marketing	Digital Marketing: Indian Cases and Perspectives by Debabrata Das and Ashok Ranchhod Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan (Adapted for India)
Social Media Marketing	Overview of Major Platforms: Facebook, Instagram, LinkedIn, Twitter, TikTok, Social Media Strategy and Campaign Planning, Paid Advertising on Social Media:	

	Facebook Ads Manager, Instagram Ads, Community Building and Influencer Marketing	Social Media Marketing in India by Arun Agrawal
Search Engine Marketing (SEM) and Paid Ads	Google Ads: Understanding, Words and Campaign Setup, Types of Ads: Search, Display, Video, Shopping, and Remarketing, Programmatic Advertising and Real-Time Bidding, Budgeting and ROI Calculation	Digital India: Strategies for Growth by Kapil Garg and Abhishek Goyal Ryan, Damian, Understanding Digital Marketing
Emerging Trends in Digital Marketing	Artificial Intelligence (AI) and Machine Learning in Marketing, Voice Search and Smart Assistants, Augmented Reality (AR) and Virtual Reality (VR) in Digital Campaigns, The Role of Blockchain in Digital Advertising, Exploring the Metaverse and Marketing Opportunities	Digital Marketing: Strategy, Implementation, and Practice by Chaffey, Dave, and Ellis-Chadwick, Fiona Web Analytics 2.0 by Avinash Kaushik

COURSE V

Production for the Audio-Visual Media

This course provides hands-on training in the production of audio-visual content, including film, television, and digital media. Students will learn the fundamentals of conceptualization, scriptwriting, pre-production, production, and post-production. The course focuses on creative storytelling, technical skills, and project management required for audio-visual media production.

Total Credits	4	
Semester	2	
Total Hours	120 (Practical)	
Course Outcomes (CO)		
Course Outcome 1	Understand the principles of audio-visual storytelling and media production.	
Course Outcome 2	Develop skills in scriptwriting, cinematography, sound recording, and video editing.	
Course Outcome 3	Manage the production process from pre-production planning to post-production delivery.	
Course Outcome 4	Analyze and critique audio-visual media productions for creative and technical quality.	
Course Outcome 5	Create and present professional-quality audio-visual media projects.	

Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
Introduction to Audio-Visual Media Production	Overview of the production process, Roles and responsibilities in production teams	Film Production and Direction: Techniques and Practices by Tapas Roy
Concept Development and Scriptwriting	Story ideation and brainstorming, Writing for visual media: Screenwriting formats and techniques, Developing scripts for short films, documentaries, and advertisements	Writing for the Media by Uma Joshi Script to Screen: Conversations with Filmmakers by Sanjeev Hota Cinematography: Techniques and Styling by Piyush Roy
Pre-Production Planning	Storyboarding and shot lists, Budgeting and scheduling, Location scouting and set design, Casting and crew selection, Costumes	Audiography and Sound Engineering by Madhav Chanchani The Art of Film Editing: An Indian Perspective by Aruna Vasudev
Production Techniques	Basics of cinematography: Camera angles, shots, and movements, Lighting techniques for different environments, Sound recording and management, Directing actors and crew coordination	Digital Media Production in India by Vasuki Belavadi Orpen, V. (2019). Film Editing: The Art of the Expressive. United Kingdom: Columbia University Press.
Post-Production Techniques	Video editing principles and software, Audio editing and sound design, Color correction and grading, Adding visual effects and titles	Reich, J. T. (2017). Exploring Movie Construction & Production. (n.p.): Open Suny Textbooks. Gibbs, J. (2012). Mise-en-scène: Film Style and Interpretation. United Kingdom: Columbia University Press.

COURSE VI

Preparing an Advertising Campaign

This course offers a practical, step-by-step guide to planning, developing, and executing an advertising campaign. Students will explore key concepts, tools, and strategies involved in creating impactful campaigns for traditional and digital media. Emphasis will be placed on audience analysis, creative messaging, media planning, budgeting, and evaluation metrics.

Total Credits	4	
Semester	2	
Total Hours	120 (Practical)	
Course Outcomes (CO)		

Course Outcome 1	Understand the strategic components involved in designing an advertising campaign.	
Course Outcome 2	Analyze target audiences and develop insight-driven advertising strategies.	
Course Outcome 3	Create persuasive and creative advertising content for multiple platforms.	
Course Outcome 4	Develop media plans with appropriate budgeting and scheduling strategies.	
Course Outcome 5	Evaluate the effectiveness of advertising campaigns using performance metrics.	
Topic	Subtopics	References - may include books, web content, papers, journals etc (all references in APA Sixth Edition Style)
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, and client agency interface. PLC, USP, Branding process, brand positioning, brand equity, The art of oral, written and visual communication	Advertising Management by Jaishri Jethwaney & Shruti Jain Advertising and Sales Promotion by S. H. H. Kazmi & Satish K. Batra Advertising Copywriting by P. R. Smith
Advertising copy, Strategy Planning and Brand Management	Develop a creative concept, Writing for different media, Elements of good copy, writing effective ad copy, How to read a storyboard, Role and relevance of strategy in advertising, The strategy planning process, Various theories and models in brand management and case studies	Indian Advertising: Laughter and Tears by Arun Chaudhuri 30-Second Thrillers: Short Stories Behind Iconic Indian Ads by Anant Rangaswami Advertising Ethics and Legal Framework in India by Jaishri Jethwaney
Setting advertising campaign goals	Strategic planning, product development, Marketing and Communication objective, Create an advertising brief, Pitching mechanism in advertising, various appeals in ads, Language of ad claims, agency revenue process,	Strausbaugh- Hutchinson, K., Parente, D. (2014). Advertising Campaign Strategy: A Guide to Marketing Communication Plans. United States: Cengage Learning.
Segmentation, targeting and positioning, Case studies	What is market segmentation, targeted advertising, product positioning, deciding the marketing mix, digital media and traditional media, International advertising strategies, appreciation and presentation of some of the great and failed campaigns, case studies	Advertising: planning and implementation, third Edition. (2021). (n.p.): Phi learning pvt. Ltd. Advertising: planning and implementation, third Edition. (2021). (n.p.):

Setting an ad budget, Production Techniques and Methods	Budget allocation, types of budgeting, Optimum utilization of resources, Best practices of ad budgeting, preparing a budget sheet, Students will be familiarized with the AV (audio- visual) equipment, photography, design software	Phi learning pvt. Ltd. Ind, N. (1995). Great Advertising Campaigns: Goals and Accomplishments. United Kingdom: NTC Business Books.
Execute an advertising campaign, Evaluate campaign effectiveness	Creative management process, Integrated Marketing Communication, Implementing advertising strategy, Understanding persuasive communication, need for evaluation, campaign metrics, pre and post testing, evaluating campaign objectives, ROI, understand the impact and reach of the campaign	Martin, M. (2015). Advertising Campaigns. United States: FB&C Limited. Beisert, F. T. (2006). Learning Design with Alias StudioTools: A Hands-on Guide to Modeling and Visualization in 3D. Germany: Wiley. Editorial, M. (2023). How To Create An Out of Control Viral Marketing Campaign. United Kingdom: Bibliomundi.

OJT POLICY

Preface

In the National Education Policy 2020, to enhance their employability, students have been given significant importance in the experiential learning domain of our comprehensive educational framework. As a result, collaborations have been formed with industry partners, creating opportunities for students to gain hands-on experience in real-world settings, as well as access to internships in national and international businesses. These collaborations have also facilitated research collaborations with professors and researchers, providing opportunities for joint research and access to internships.

As per the guidelines of the National Research Fund (NRF) in April 2023, credit recognition has been granted for internship programs as part of postgraduate programs, as outlined in the government's decision-making process. This credit recognition ranges from 8 to 12 credits for internships/OJT, making internships/OJT an integral part of the curriculum.

Internships/OJT, projects related to work, entrepreneurial initiatives, and other such mediums have become crucial in providing practical exposure to students. Enhancing employability and fostering entrepreneurial skills among students through internship-based collaborations with industry partners is a significant focus area for universities in the education sector. They aim to facilitate internships/entrepreneurship opportunities by establishing strong connections with organizations such as start-ups, MSMEs, industry associations, banks, government agencies, etc., thus successfully providing internships/entrepreneurship opportunities to students.

Internship programs/OJT are structured, time-bound, supervised, short-term, project-based activities that provide direct exposure in specific domains, contributing significantly to the overall educational and professional development of students. They also serve as a catalyst for open collaborations between academia and industry for impactful research and innovation initiatives.

Guidelines (महाराष्ट्र शासन उच्च व तंत्र शिक्षण विभाग, शासन निर्णय क्रमांक: एनईपी- २०२४/प्र.क्र. ११/विशि-३)

As per the National Education Policy 2020, educational institutions in the state have been directed to establish **Internship/OJT Cells (internship cell)** in universities/colleges to facilitate internships in various sectors such as start-ups, MSMEs, industry associations, banks, government agencies, etc. This initiative aims to provide internship opportunities to students and align them with the credit recognition criteria outlined in the policy.

The establishment of an **Internship/OJT Cell** in universities and colleges as follows:

Chairperson: The officer designated as the **Nodal Officer** for the trainer and employment cell at the University level or College level or the Vice Chancellor at the University level or Principal at the college level who has been appointed will be the chairperson of the cell.

Assistant Coordinator: Appointed by the University or College administration for internships of undergraduate and postgraduate courses at universities and colleges.

Members: Departmental Coordinators appointed as the overseer of the department's internships will be the members of the cell.

Members: Two Student Coordinators appointed by the respective department's Coordinators to ensure effective communication with all students.

"The Nodal Officer shall submit progress and detailed reports regarding the progress of internships for each academic year to the concerned Vice-Chancellor/Principal.

The brief outline of the responsibilities of this cell/department shall be as follows:

1. Establish/restructure the internship cell at the beginning of the academic year.
2. Take appropriate action to select projects considering the needs of local industries.
3. Make efforts to identify new organizations/institutions to provide good and diverse opportunities for students every year. Also, make efforts to reach out to organizations preferred by students.
4. Initiate collaboration with industrial institutions through educational institutions to provide internships, and initiate discussions to sign agreements for long-term cooperation.
5. Create a digital portal for registering subject experts, industries, organizations, mentors, faculty members for students to view their information.
6. Organize pre-internship preparation programs throughout the year. Information about the programs should be disseminated to students via email and other means. Reference books, sample questions, practice tests should be distributed among students.
7. Student coordinators should assist in conducting personal interviews with department/branch-level faculty members at the beginning of the academic session to assess personal information forms."

These guidelines outline the roles and responsibilities of the Nodal Officer and the internship cell in facilitating student internships effectively.

Terms to know:

- **Apprenticeship Training** is the combination of on-the-job training and the classroom training, wherein the workers earn while learning the skills required for performing the specialised job.
- **Internship** is a form of apprenticeship training that covers a limited set of skills relevant for an occupation.
- **On-the-Job Training** is referred to as a form of professional learning experience provided to students at workplace (Industry, Company or Organization) for meaningful practical engagement in the field of study.
- **Vocational Education and Training** is education and training for a specific occupation in a trade, or industry given through a combination of theoretical teaching and practical experience.
- **Formal training** is the training that is given in an orderly, logical, planned and systematic manner in a specially equipped workshop under the guidance of a qualified trainer for a specific period of time in the specified field.
- **Skill** is the ability to use one's knowledge effectively and readily in execution or performance.
- **Cognitive skills** are defined as the ability to understand complex ideas, to adapt effectively to the environment, to learn from experience, to engage in various forms of reasoning, to overcome obstacles by taking thought.
- **Employability skills** are the skills, which enable people to gain, keep and progress in employment, including skills in the clusters of work readiness and work habits, interpersonal skills and learning, thinking and adaptability skills.
- **Generic skills** are the transferable skills, which can be used across all occupational groups.
- **Green skills** are the skills, knowledge, values and attitudes needed in the workforce to develop and support sustainable social, economic and environmental outcomes in business, industry and the community.

- **Logbook** is the personal data folder which contains all documentation and evidence relevant to each assignment and each module in the training and development roadmap and keeps a record of the awareness, knowledge, skills and attitude acquired during training and development.

Introduction

Recognizing the transformative vision outlined in the National Education Policy (NEP) 2020, which emphasizes experiential learning and skill development alongside academic rigor;
Acknowledging the imperative of bridging the gap between classroom learning and real-world applications to nurture holistic professionals;

Understanding the pivotal role that On-the-Job Training (OJT) plays in enhancing students' employability, fostering industry-relevant competencies, and promoting lifelong learning;

Therefore, this policy is crafted to outline a robust framework for OJT programs during the fourth semester at Sathaye College Autonomous. It aligns with the objectives of NEP 2020 to empower students with practical skills, industry exposure, and a strong foundation for professional growth."

Objective:

This OJT program aims to provide postgraduate students in communication studies with hands-on experience in various communication roles. It enables students to apply theoretical concepts in real-world environments while developing practical skills for the media, corporate communication, advertising, and PR sectors.

Credits and Duration:

- a) On-the-job training (OJT) will carry a weightage of Four Credits.
- b) Each student is required to complete one hundred and twenty clock hours of On-the-Job Training (OJT).
- c) The OJT program is to be completed during Semester II. According to the guidelines outlined in the National Education Policy (NEP), postgraduate students are expected to fulfil this requirement either within the second semester of their PG program or during the semester break following the second semester.

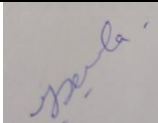
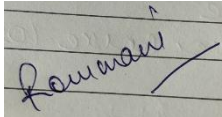
Evaluation:

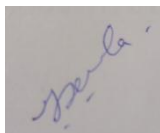
Evaluation during the OJT program involves two key components: External Evaluation (50%) and Internal Evaluation (50%). The following is a suggested two-fold pattern of evaluation.

1. Host Organization Evaluation: The host organization will assess students based on criteria such as punctuality, completion of hours, and proficiency in required skill sets. They will also provide feedback on the student's overall performance.
2. Department Mentor Evaluation: Additionally, students will be evaluated by their department mentor based on their weekly reporting, written report, and viva voce/presentations.

The guidelines laid by University of Mumbai regarding OJT Implementation and Evaluation must be followed. Please refer to : [MU-OJT-Guidelines-Draft.pdf](#) for details of proforma of OJT undertaking, Joining Letter, Student feedback, Report of OJT, OJT Completion certificate, Evaluation by institute, Supervisor Evaluation, Attendance Sheet, and Student Diary.

Team for Creation of Syllabus:

Name	Dept./College Name	Sign
Shri. Gajendra Deoda (BoS Chairperson)	Sathaye College, Mumbai	
Dr. Navita Kulkarni (BoS Member)	UPG College, Mumbai	
Daivata Patil (BoS Member)	Dept. of Communication & Journalism	
Dr. Rommani Shitak (BoS Member)	K.P.B. Hinduja College, Mumbai	



Sign of BoS Chairperson
Prof. Gajendra Deoda
Sathaye College, Mumbai

Sign of Dean,
Name of the Dean
Faculty of Interdisciplinary

**Justification for
M.A. (PUBLIC RELATIONS)**

1.	Necessity for starting the course:	Public Relations (PR) offers numerous benefits, equipping students with the skills, knowledge, and credentials to thrive in the dynamic field of communication.
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 Public Relations M.A. (Public Relations)
6.	The intake capacity of each course and no. of admissions given in the current academic year:	60
7.	Opportunities of Employability / Employment available after undertaking these courses:	It leads to diverse career paths across industries. Graduates can pursue roles in corporate settings, media, nonprofit organizations, government, and beyond as PR practitioners, Communication strategists, Digital media specialists, Community Relations Specialist, Publicist and similar other job profiles.

Sd/-

Sign of the BOS
Chairman
Prof. Gajendra Deoda
Ad-hoc Board of
Studies in
Communication &
Journalism

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Dr. C.A.Chakradeo
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