

University of Mumbai

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Academic Authorities,
Meetings & Services (AAMS)
Room No. 128, M. G. Road, Fort,
Mumbai – 400 032.
Tel. 022-68320033

Re- accredited with A ++ Grade (CGPA 3.65) by NAAC
Category- I University Status awarded by UGC

No. AAMS_UGS/ICD/2024-25/475

Date : 24th March, 2025

To,
The Director,
Garware Institute of Career Education
and Development,
Vidyanagari
Santacruz (East)
Mumbai – 400 098.

Sub : Post Graduate Diploma in Social Communications Media .
(One year) (Sem – I & II).

Sir,

With reference to the subject noted above, this is to inform you that the recommendations made by the **Advisory Committee & Board of Management** of Garware Institute of Career Education & Development at its Meeting held on **4th September, 2023** & resolution passed by the **Board of Deans** at its meeting held on **9th August, 2023** vide Item No. 9.2 have been accepted by the **Academic Council** at its meeting held on **1st November, 2023** vide Item no. 9.3 (B) 22 (N) and subsequently approved by the **Management Council** at its meeting held on **14th August, 2024** vide Item No. 6 that in accordance therewith, in exercise of the powers conferred upon the Management Council under Section 74(4) of the Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017) the following program with Ordinance for Title of the Program, Eligibility and Regulation numbers for Duration of Program, Intake Capacity, Scheme of Examinations, Standard of Passing and Credit Structure along with syllabus of **Post Graduate Diploma in Social Communication Media (Sem I & II)** (Appendix – 'A') have been introduced and the same have been brought into force with effect from the academic year **2023-24**.

The New Ordinances & Regulations as per NEP 2020 is as follows :-

Sr. No	Name of the Programme	Ordinance no. for Title	Ordinance no for Eligibility	Duration
A	P.G Diploma in Social Communication Media	O.GPA – 67 A	O.GPA – 68 A	One year

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: 2 :

Regulation Nos	
Duration	R. GPA - 161
Intake Capacity	R. GPA - 162
Scheme of examination	R. GPA - 163
Standard of Passing	R. GPA - 164
Credit Structure	R. GPA - 165 A
	R. GPA - 165 B

(Dr. Prasad Karande)
REGISTRAR

A.C/9.3(B) 22 (N) /01/11/2023
M.C/6/14/8/2024

Copy forwarded with Compliments for information to:-

- 1) The Chairman, Board of Deans
- 2) The Dean, Faculty of Interdisciplinary Studies,
- 3) The Director, Board of Examinations and Evaluation,
- 4) The Director, Board of Students Development,
- 5) The Director, Department of Information & Communication Technology,
- 6) The Co-ordinator, MKCL.

Copy forwarded for information and necessary action to :-	
1	The Deputy Registrar, (Admissions, Enrolment, Eligibility and Migration Dept)(AEM), dr@eligi.mu.ac.in
2	The Deputy Registrar, Result unit, Vidyanagari drresults@exam.mu.ac.in
3	The Deputy Registrar, Marks and Certificate Unit,. Vidyanagari dr.verification@mu.ac.in
4	The Deputy Registrar, Appointment Unit, Vidyanagari dr.appointment@exam.mu.ac.in
5	The Deputy Registrar, CAP Unit, Vidyanagari cap.exam@mu.ac.in
6	The Deputy Registrar, College Affiliations & Development Department (CAD), deputyregistrar.uni@gmail.com
7	The Deputy Registrar, PRO, Fort, (Publication Section), Pro@mu.ac.in
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.
9	The Deputy Registrar, Research Administration & Promotion Cell (RAPC), rapc@mu.ac.in
10	The Deputy Registrar, Academic Appointments & Quality Assurance (AAQA) dy.registrar.tau.fort.mu.ac.in ar.tau@fort.mu.ac.in
11	The Deputy Registrar, College Teachers Approval Unit (CTA), concolsection@gmail.com
12	The Deputy Registrars, Finance & Accounts Section, fort draccounts@fort.mu.ac.in
13	The Deputy Registrar, Election Section, Fort drelection@election.mu.ac.in
14	The Assistant Registrar, Administrative Sub-Campus Thane, thanesubcampus@mu.ac.in
15	The Assistant Registrar, School of Engg. & Applied Sciences, Kalyan, ar.seask@mu.ac.in
16	The Assistant Registrar, Ratnagiri Sub-centre, Ratnagiri, ratnagirisubcentar@gmail.com
17	The Director, Centre for Distance and Online Education (CDOE), Vidyanagari, director@idol.mu.ac.in
18	Director, Innovation, Incubation and Linkages, Dr. Sachin Laddha pinkumanno@gmail.com
19	Director, Department of Lifelong Learning and Extension (DLLE), dlleuniversityofmumbai@gmail.com

Copy for information :-	
1	P.A to Hon'ble Vice-Chancellor, vice-chancellor@mu.ac.in
2	P.A to Pro-Vice-Chancellor pvc@fort.mu.ac.in
3	P.A to Registrar, registrar@fort.mu.ac.in
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	<p>Faculty of Humanities,</p> <p>Dean</p> <p>1. Prof.Anil Singh Dranilsingh129@gmail.com</p> <p>Associate Dean</p> <p>2. Dr.Suchitra Naik Naiksuchitra27@gmail.com</p> <p>3.Prof.Manisha Karne mkarne@economics.mu.ac.in</p> <p>Faculty of Commerce & Management,</p> <p>Dean</p> <p>1. Dr.Kavita Laghate kavitalaghate@jbims.mu.ac.in</p> <p>Associate Dean</p> <p>2. Dr.Ravikant Balkrishna Sangurde Ravikant.s.@somaiya.edu</p> <p>3. Prin.Kishori Bhagat kishoribhagat@rediffmail.com</p>

	Faculty of Science & Technology Dean 1. Prof. Shivram Garje ssgarje@chem.mu.ac.in Associate Dean 2. Dr. Madhav R. Rajwade Madhavr64@gmail.com 3. Prin. Deven Shah sir.deven@gmail.com
	Faculty of Inter-Disciplinary Studies, Dean 1. Dr. Anil K. Singh aksingh@trcl.org.in Associate Dean 2. Prin. Chadrashekhhar Ashok Chakradeo cachakradeo@gmail.com
3	Chairman, Board of Studies,
4	The Director, Board of Examinations and Evaluation, dboee@exam.mu.ac.in
5	The Director, Board of Students Development, dsd@mu.ac.in DSW directr@dsw.mu.ac.in
6	The Director, Department of Information & Communication Technology, director.dict@mu.ac.in

As Per NEP 2020

University of Mumbai



Syllabus for

Post Graduate Diploma in Social Communications Media

(Garware Institute of Career Education and Development)

Semester - Sem I and II

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

(with effect from the academic year 2023-24)

UNIVERSITY OF MUMBAI



(As per NEP 2020)

	Heading	Particulars
1	O: <u>GPA – 67A</u> Title of the Course	P.G. Diploma in Social Communications Media
2	O: <u>GPA – 68A</u> Eligibility	Graduate in any faculty OR Passed Equivalent Academic Level 5.5
3	Duration of Program R: <u>GPA - 161</u>	One year / 2 Semesters
4	R: <u>GPA –162</u> Intake Capacity	60
5	R: <u>GPA –163</u> Scheme of Examination	50 Internal – Continuous Evaluation 50 External- Semester End Exam
6	Standards of Passing R: <u>GPA - 164</u>	50% in each component
7	Credit Structure R: <u>GPA –165A</u> R: <u>GPA –165B</u>	Attached herewith
8	No. of Years / Semesters	One year, Sem I & II
9	Program Level	P.G. 6.0
10	Pattern	Semester
11	Status	New
12	To be implemented from Academic Year:	From Academic Year 2023-24

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED

Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Preamble

1) INTRODUCTION

The Social Communications Media Department (SCMSophia), of Sophia Smt. Manorama Devi Somani College, conducts a one-year, full-time, integrated post-graduate diploma course in Social Communications Media. Our integrated course includes Filmmaking, Brand Communications, Multimedia Journalism and Digital Content Creation, Research Methodology, Regional Language Media and Multimedia Storytelling Projects.

2) PROGRAM OBJECTIVES

The program aims to empower students to bring gender equality and create gender just workspace and society. Students are sensitized to pay attention to issues related to marginalized communities, environment and sustainability. Students are empowered to bring change in discourse and action through the medium of storytelling across media platforms.

3) COURSE OUTCOMES

The course will entail practical application of the course material covered through the theory classes of the Majors offered. They will have 1 mandatory project to be done in each semester, and a choice of 3 out of 4 other projects offered. Each project will carry equal weightage. All students will need to cover the 3 majors between the two semesters.

Beyond learning the craft, students turn into professionals by gaining unique perspectives on issues that affect all of us including social and human issues, mass media responsibility and ethical values which widen world views and encourage big-picture thinking. After the successful completion of the course students can get a job in various fields of media, such as reporter, correspondent, video journalist, multimedia journalist, communication researcher, assistant director, director's assistant, videographer, photographer, account planner, account manager, social media manager, digital marketer, PR professional, screenwriter, etc.

Students will develop critical thinking and empathy towards the society and themselves. This will make them an effective communicator and enhance their creative storytelling skills. During the program they will find their unique perspective and voice to start off their career in various facets of the media industry.

5) Baskets of Electives:

ELECTIVE BASKET (SEMESTER I, II)				
Option	Subject	Marks	Credits	Hours
1	Portfolio Projects - 1	100	4	120
2	Regional Language Media	100	4	120
3	Portfolio Projects - 2	100	4	120
4	Digital Content Creation	100	4	120

6) Credit Structure of the program

SEMESTER	MAJOR		RM	OJT/FP	RP	CUM. CR.	DEGREE
	MANDATORY	ELECTIVES					
Sem I	Brand Communications – I Credits: 4	Credits 4 Portfolio Projects I Practical (120 hrs) OR Regional Language Media Theory (120 hrs)	Credit: 4 RM TH (60 HRS)			22	PG Diploma (after 3-yr UG or PG Degree)
	Multimedia Journalism – I Credits: 4						
	Filmmaking and Visual Communications – I Credits: 4						
	Empathy, Critical Thinking and Creative Writing – I Credits: 2						
Sem II							
	Brand Communications – II Credits: 4	Credits 4 Portfolio Projects II Practical (120 hrs) OR Digital Content Creator Practical (120 hrs)		Credit: 4 FP (120 hours)		22	
	Multimedia Journalism – II Credits: 4						
	Filmmaking and Visual Communications – II Credits: 4						
	Empathy, Critical Thinking and Creative Writing – II Credits: 2						
Cum. Cr. For PG Diploma	28	8	4	4		44	
Exit Option: PG Diploma (44 credits) after Three Year UG Degree							

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

SEMESTER-WISE SYLLABUS

	Subject Code	Core Subjects	Assessment Pattern			Teaching Hours	Practical Hours	Total Hrs	
			Internal Marks	External Marks	Total Marks	Total Hrs	Total Hrs	Total Hrs	Total Credits
S E M E S T E R I	Major Mandatory								
	PGDSCMS1MJ P1	Brand Communications I	50	50	100	45	30	75	4
	PGDSCMS1MJ P2	Multimedia Journalism I	50	50	100	45	30	75	4
	PGDSCMS1MJ P3	Filmmaking and Visual Communications I	50	50	100	45	30	75	4
	PGDSCMS1MJ P4	Empathy, Critical Thinking, Creative Writing I	25	25	50	15	30	45	2
	Major Electives (ANY ONE)								
	PGDSCMS1MJ P5A	Portfolio Projects I	100	–	100	–	120	120	4
	PGDSCMS1MJ P5B	Regional Language Media	100	–	100	–	120	120	4
	RM								
	PGDSCMS1P6	Research Methodology	50	50	100	60	–	60	4
TOTAL			325	225	550	210	240	450	22
	Major Mandatory								
S E M E S T E R I I	PGDSCMS2MJ P7	Brand Communications II	50	50	100	15	90	105	4
	PGDSCMS2MJ P8	Multimedia Journalism II	50	50	100	15	90	105	4
	PGDSCMS2MJ P9	Filmmaking and Visual Communications II	50	50	100	15	90	105	4
	PGDSCMS2MJ P10	Empathy, Critical Thinking, Creative Writing II	25	25	50	15	30	45	2

	Major Electives								
	PGDSCMS2MJ P11	Portfolio Projects II	100	–	100	–	120	120	4
	PGDSCMS2MJ P12	Digital Content Creation	100	–	100	–	120	120	4
	FP								
	PGDSCMS2P13	Field Project	100	–	100	–	120	120	4
TOTAL			375	175	550	60	540	600	22
FINAL TOTAL			700	400	1100	270	780	1050	44

Sem.- I

DETAILED SYLLABUS

SEMESTER I	
PAPER NO	SUBJECTS
1.	<p style="text-align: center;">BRAND COMMUNICATIONS I</p> <p>Understand the role and importance of brand communications in today's digital age. The students will explore various components of digital advertising, brand communications, including PR, corporate communication, and digital marketing, analyze the impact of emerging technologies on brand communications and develop practical skills in crafting and executing brand communication strategies.</p> <p>UNIT 1: BRAND BUILDING AND COMMUNICATION</p> <ul style="list-style-type: none">● Purpose of Brand Communications and Evolution of a Brand● Branding Communications and selecting the Target Audience● Brand Storytelling and Brand Building● Brand Wheel Framework● Creating Unique Brand Identity through Brand Positioning● Brand Building Strategies● Brand Communication and Client Relationship● Role and Responsibilities of Account Managers● Effective Client Relationship Management● Impact of Emerging Technologies on Brand Communication● Advantages and Challenges <p>UNIT 2: PR STRATEGIES FOR EFFECTIVE BRAND COMMUNICATION</p> <ul style="list-style-type: none">● Role of PR in Brand Building and Reputation Management● Evolution and growth of PR● Factors contributing to the evolution of PR● Crafting Compelling Brand Narratives● Media Relations and Outreach● PR in the Age of Social and Digital Media● Online Reputation Management (ORM)● Differences between PR and ORM● How PR and ORM work in tandem● Crisis Communication, Financial Communications and Reputation Management <p>UNIT 3: DIGITAL STRATEGIES FOR BRAND COMMUNICATION</p> <ul style="list-style-type: none">● Types of Digital Media● Elements of Digital Brand Strategy

	<ul style="list-style-type: none"> ● Content Marketing ● Digital marketing: SEO/SEM, Data Analytics and digital strategy ● Crafting Engaging Multimedia Content ● Visual and Audio Elements in Brand Communication ● Role of Social Media Platforms in Brand Communication ● Social Media Management Techniques and Strategies ● Content Creation and Optimization for Social Media ● Measuring Social Media Campaigns ● Influencer Marketing Strategies ● Ethics and Authenticity in Influencer Marketing <p>UNIT 4: DESIGN COMMUNICATION CAMPAIGNS – INTEGRATED WAY</p> <ul style="list-style-type: none"> ● Importance of Creative Thinking in Campaign Planning ● Elements of Campaign Planning ● Ideation and Concept Development ● Storytelling and Creativity in Brand Communication ● Campaign Execution and Measurement
2.	<p>FILMMAKING AND VISUAL COMMUNICATIONS I</p> <p>UNIT 1: FILM HISTORY I</p> <ul style="list-style-type: none"> ● Introduction to Cinema as a medium: Magic, Science and Bastard Art ● French Impressionism (1918 -1930) ● German Expressionism (1919 -1926) ● Soviet Montage (1924-1935) ● Italian Neorealism (1942-1951) ● French New Wave (1959-1964) <p>UNIT 2: FILM APPRECIATION AND ANALYSIS I</p> <ul style="list-style-type: none"> ● Studying the Masters: Ritwik Ghatak, Satyajit Ray, Alfred Hitchcock, Stanley Kubrick, Abbas Kiarostami, Yasojiru Ozu, Richard Linklater, Akira Kurosawa, Michael Haneke, Krzysztof Kieslowski, Andrei Tarkovsky, David Fincher, Terrence Malick, Woody Allen, Wes Anderson, Chistopher Nolan, Mani Kaul, Martin Scorsese, Ingmar Bergman, Alfonso Cuaron, Darren Aronofsky. <p>UNIT 3: SCREENWRITING</p> <ul style="list-style-type: none"> ● Film Content: Character, Premise, World Building, Context, Theme ● Film Form: Repetition, Variation, Pattern, Unity ● Writing Devices ● Structure of a Story ● Writing Characters

	<p>UNIT 4: FILM DIRECTION</p> <ul style="list-style-type: none"> ● Every Frame a Painting: Shot Type, Camera Angle, Headspace, Looking Room ● Blocking: Composition, Frame, Look, Storyboard ● Staging: Camera Movement, Camera Operation, 30 Degree Rule, 180 Degree Rule, Floor Plan <p>UNIT 5: FILM PRODUCTION</p> <ul style="list-style-type: none"> ● Logistics and People Management ● Pre Production and Post Production Workflow ● Pitching and Budgeting <p>UNIT 6: PHOTOGRAPHY</p> <ul style="list-style-type: none"> ● Basics of Light and Composition ● A Brief History of Photography; Photography in India: Post-colonial Era ● Ways of Seeing ● Visual Communication and Visual Storytelling <p>UNIT 7: VIDEOGRAPHY</p> <ul style="list-style-type: none"> ● Understanding Video Production & Post-Production ● Basic Camera Operation and Shot Composition ● Writing for Video ● Basics of Sound Editing ● Post Production Techniques <p>UNIT 8: TOOLS</p> <ul style="list-style-type: none"> ● Employing Camera Equipment ● Working with Premiere Pro <p>UNIT 9: PERFORMATIVE SPEAKING</p> <ul style="list-style-type: none"> ● Principles and Techniques for Storytelling ● Communication and Performance for Storytelling
3.	<p>EMPATHY, CRITICAL THINKING, CREATIVE WRITING I</p> <p>UNIT 1: WRITING FOR MEDIA</p> <ul style="list-style-type: none"> ● Exploring Language, Structure and Narrative ● Harnessing Imagination and Creativity to Communicate a Theme

	<p>UNIT 2: MEDIA LAW</p> <ul style="list-style-type: none"> ● Laws Governing the Indian Media & Entertainment Industry ● Understanding Industry Issues and Exploring Practical Cases ● Copyright Law: Understanding the Copyright Act, 1957 and Implications <p>UNIT 3: MEDIA & SOCIETY I</p> <p>REFERENCE BOOKS AND READING</p> <ul style="list-style-type: none"> ● On Photography by Susan Sontag ● Ways of Seeing by John Berger ● Visual Pleasure and Narrative Cinema by Laura Mulvey ● The Design of Everyday Things by Don Norman ● On Writing: A Memoir of the Craft by Stephen King ● Bird by Bird by Annie Lammott ● 101 Filmmaking Tips and Tricks ● Shot by Shot: A Practical Guide to Filmmaking by John Cantine
4.	<p>MULTIMEDIA JOURNALISM I</p> <p>UNIT 1: FUNDAMENTALS I</p> <ul style="list-style-type: none"> ● Journalism and Democracy ● History of Journalism ● New Media - Evolution and Impact on Journalism ● Content, Gatekeeping and Media Ownership ● Reporting ● Bias and slant in selection and placement of news story - Agenda Setting <p>UNIT 2: MOBILE JOURNALISM</p> <ul style="list-style-type: none"> ● Mobile Journalism ● Elements of Video News Story ● Post Production process of a Video News Story <p>UNIT 3: DIGITAL JOURNALISM</p> <ul style="list-style-type: none"> ● Digital Newsroom ● SEO and SMO ● Platforms and their Importance
5.	<p>RESEARCH METHODOLOGY</p> <p>UNIT 1: MEDIA PRODUCT RESEARCH</p> <p>This unit introduces the student to the types of research that are conducted at the various stages of creating and disseminating media products such as books,</p>

social media campaigns, short films, documentary films, multimedia news features, zines and other digital content

- Research during ideating and scripting
- The Target Audience

UNIT 2: COMMISSIONING RESEARCH

This unit helps the student to become an informed consumer of research by understanding the functioning of research agencies and how they are commissioned to conduct research.

- How to read a research report
- How to brief a research agency to conduct research for your project

UNIT 3: COMMUNICATIONS RESEARCH

This unit introduces the student to the academic field of communications research and familiarizes the student with current theories of media research

- Communications Research as a field

(Research Ethics; Qualitative vs. Quantitative Research; Audiences, texts, institutions; The Importance of Theory; Media theories; The Research Process; Quantitative Methods: Surveys, Content analysis, Experiments; Qualitative Methods: Anthropological research – field observation, interviews, focus group discussion, case studies)

- Understanding communications research

(How to read and understand research journals)

UNIT 4: DATA SCIENCE

This unit introduces the student to the types of research that are conducted using algorithms by digital platforms

- Retrospective --Sentiment analysis, profiling for content customizing, analysis of photos, videos;
- Predictive--Predict likes, retweets; social media analytics

UNIT 5: RURAL INDIA

This unit introduces the student to how research studies are adapted for rural communication campaigns

- Campaigns, monitoring and evaluation, adaptation of tools and techniques in a social sector research context

TEXTBOOK

Wimmer, R. D., & Dominick, J. R. (2014). *Mass Media Research* (10th ed). Boston, MA: Cengage Learning.

6.	<p style="text-align: center;">PORTFOLIO PROJECTS I</p> <p>PROJECT 1: STUDY TOUR</p> <ul style="list-style-type: none"> ● On their study tour, students work on telling multimedia stories. They (can) comprise of video features, vlogs, photographs, research questionnaires, print features etc. This is a mandatory project. <p>PROJECT 2: MULTIMEDIA NEWS FEATURE</p> <ul style="list-style-type: none"> ● The students work on creating multimedia journalistic stories. <p>PROJECT 3: SHORT FILM</p> <ul style="list-style-type: none"> ● The students research, ideate, script, direct, shoot, edit and produce a short fiction film. <p>PROJECT 4: PODCAST</p> <ul style="list-style-type: none"> ● The students research, identify the issue, identify the subject experts and record a video interview podcast with the subject experts. <p>PROJECT 5: DIGITAL ADVERTISING CAMPAIGN</p> <ul style="list-style-type: none"> ● The students identify an issue, research, ideate, conceptualize, execute and produce a Digital, multimedia advertising campaign. ● The students will create a robust, well rounded, multimedia portfolio at the end of the year. It will also enable them to exercise the right option for their final field project.
7.	<p style="text-align: center;">REGIONAL LANGUAGE MEDIA</p> <ul style="list-style-type: none"> ● Students will choose the topic of their interest, conduct research, carry out field work and put out a proper research-analysis paper or mini-dissertation. ● The field work will include interviews, ethnographic studies, data collection, so on. ● The purpose or outcome of the RLM is not to tell a story but to find new knowledge or perspective about the topic chosen. ● This research-analysis paper will be in text but will have to bring in multimedia elements via audio interviews, podcasts of the

	<p>findings/conclusions, videos taken during ethnographic work, questionnaire design, data visualization and so on.</p> <ul style="list-style-type: none">• The requirement of our call here is that the focus of their study and research be on non-English media.
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Sem.- II

SEMESTER II	
8.	<p style="text-align: center;">BRAND COMMUNICATIONS II</p> <p>UNIT 1: CORPORATE COMMUNICATION AND BRAND IDENTITY</p> <ul style="list-style-type: none"> ● Role of Corporate Communication in Brand Identity ● Internal and External Communication ● Crafting Corporate Messages ● Corporate Identity and Brand Reputation ● Aligning Corporate and Brand Values ● Integrated Communication Channels <p>UNIT 2: EMERGING TECHNOLOGIES AND BRAND COMMUNICATION</p> <ul style="list-style-type: none"> ● Explore the potential of emerging technologies: AI, virtual reality and augmented reality ● Future of Brand Communication in a Technology-Driven World
9.	<p style="text-align: center;">FILMMAKING AND VISUAL COMMUNICATIONS II</p> <p>UNIT 1: FILM HISTORY II</p> <ul style="list-style-type: none"> ● Dogme 95 (1995-2005) ● Mumblecore (2002) <p>UNIT 2: FILM APPRECIATION AND ANALYSIS II</p> <ul style="list-style-type: none"> ● Studying the Masters: David Fincher, Terrence Malick, Woody Allen, Wes Anderson, Chistopher Nolan, Mani Kaul, Martin Scorsese, Ingmar Bergman, Alfonso Cuaron, Darren Aronofsky. <p>UNIT 3: DESIGN THINKING</p> <ul style="list-style-type: none"> ● The Role of Design Thinking & Why Design Thinking Matters ● Design Thinking in Communication and Storytelling
10.	<p style="text-align: center;">EMPATHY, CRITICAL THINKING, CREATIVE WRITING II</p> <p>UNIT 1: WRITING FOR SELF</p> <ul style="list-style-type: none"> ● Exploring Language, Structure and Narrative ● Harnessing Imagination and Creativity to Communicate a Theme

	UNIT 2: MEDIA & SOCIETY II
11.	<p align="center">MULTIMEDIA JOURNALISM II</p> <p>UNIT 1: FUNDAMENTALS II</p> <ul style="list-style-type: none"> ● Citizen Journalism ● Journalistic Ethics ● Independent Journalism <p>UNIT 2: TV JOURNALISM</p> <ul style="list-style-type: none"> ● News Bulletin and Packaging ● Identifying Fake News and Misinformation ● Hierarchy and layout of a newsroom and exposure to workings of PCR
12.	<p align="center">PORTFOLIO PROJECTS II</p> <p>PROJECT 1: ZINE</p> <ul style="list-style-type: none"> ● The students research, conceptualize, photograph and create a Zine. <p>PROJECT 2: BOOK</p> <ul style="list-style-type: none"> ● The students work on long form writing and work on a book series 'Lives of The Women'. <p>PROJECT 3: DOCUMENTARY FILM</p> <ul style="list-style-type: none"> ● The students research, ideate, script, direct, shoot, edit and produce a documentary film. <p>PROJECT 4: EVENT MANAGEMENT</p> <ul style="list-style-type: none"> ● The students ideate, conceptualize and produce the annual event Media Brew. This is a mandatory project. <p>PROJECT 5: MULTIMEDIA NEWS FEATURE</p> <ul style="list-style-type: none"> ● The students will research, conceptualize, script and record a creative podcast.

13.

DIGITAL CONTENT CREATION

This practical-oriented course explores the principles and techniques of creating impactful digital content for various platforms. Students will engage in hands-on activities, projects, and real-world scenarios to develop their skills in planning, designing, and producing compelling digital content. Throughout the course, students will work on hands-on projects, and case studies to reinforce the theoretical concepts. They will interact with industry professionals for real-world insights. Students will have to run a social media channel of their own, which will provide them a testing ground and a launch pad to start a career as a content creator.

UNIT 1: INTRODUCTION TO DIGITAL CONTENT CREATION:

- Exploring current trends and best practices and analyzing successful digital content examples
- Setting project objectives and defining target audiences and strategy

UNIT 2: VISUAL DESIGN FOR DIGITAL CONTENT

- Applying design principles to digital content
- Hands-on exercises in designing digital assets

UNIT 3: STORYTELLING AND NARRATIVE DEVELOPMENT

- Understanding the power of storytelling in digital content

UNIT 4: MULTIMEDIA INTEGRATION

- Creating multimedia-rich digital content

UNIT 5: CONTENT OPTIMIZATION AND DISTRIBUTION

- Applying SEO principles to digital content
- Analyzing and measuring content performance
- Developing content distribution strategies
- Understanding commercials and financial planning
- Reflection and evaluation of the course experience

UNIT 6: ENTREPRENEURSHIP

- Winning Strategies for Content Creation
- Practical Guides to Success and Monetization

14.	<p style="text-align: center;">FIELD PROJECT/ ON THE JOB TRAINING</p> <ul style="list-style-type: none"> ● Students will either do an internship in the choice of their stream and organization or they will make a live project under the guidance of industry experts. ● Students can choose a specific stream of media out of all the streams that they have studied across the year, Journalism, Filmmaking, Brand Communications, Radio and Research.
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PASSING PERFORMANCE GRADING :

The Performance Grading of the learner shall be on ten point scale be adopted uniformly.

Letter Grades and Grade Point

Semester GPA/ Program CGPA Semester / Program	% of Marks	Alpha-Sign/Letter Grade Result	Grading Point
9.00 – 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 < 60.0	B (Average)	6
5.00 - < 5.50	50.0 < 55.0	C (Pass)	5
Below 5.00	Below 50	F (Fail)	0
AB (Absent)		Absent	

NOTE : VC : Vocational Courses, SEC : Skill Enhancement Courses, AEC : Ability Enhancement Courses, VEC : Value Education Courses, VSC : Vocational Skill Course, IKS : Indian Knowledge System, OJT: On The Job Training, FP: Field Projects.

The performance grading shall be based on the aggregate performance of Internal Assessment and SemesterEnd Examination.

The Semester Grade Point Average (SGPA) will be calculated in the following manner: $SGPA = \frac{\sum CG}{\sum C}$ for a semester, where C is Credit Point and G is Grade Point for the Course/ Subject.

The Cumulative Grade Point Average (CGPA) will be calculated in the following manner: $CGPA = \frac{\sum CG}{\sum C}$ for all semesters taken together.

PASSING STANDARD:

Passing 50% in each subject /Course separate Progressive Evaluation (PE)/Internal Evaluation and Semester-End/Final Evaluation (FE) examination.

- A. Carry forward of marks in case of learner who fails in the Internal Assessments and/ or Semester-end examination in one or more subjects (whichever component the learner has failed although passing is on total marks).
- B. A learner who PASSES in the Internal Examination but FAILS in the Semester-end Examination of the Course shall reappear for the Semester-End Examination of that Course. However, his/her marks of internal examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.
- C. A learner who PASSES in the Semester-end Examination but FAILS in the Internal Assessment of the course shall reappear for the Internal Examination of that Course. However, his/her marks of Semester-End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing

ALLOWED TO KEEP TERMS (ATKT)

- A. A learner shall be allowed to keep term for Semester II irrespective of the number of heads/courses of failure in the Semester I.
- B. A learner shall be allowed to keep term for Semester III wherever applicable if he/she passes each of Semester I and Semester II.

OR

- C. A learner shall be allowed to keep term for Semester III wherever applicable irrespective of the number of heads/courses of failure in the Semester I & Semester II.
- D. A learner shall be allowed to keep term for Semester IV wherever applicable if he/she passes each of Semester I, Semester II and Semester III.

OR

- E. A learner shall be allowed to keep term for Semester IV wherever applicable irrespective of number of heads/courses of failure in the Semester I, Semester II, and Semester III











University of Mumbai's

Garware Institute of Career Education and Development

Board of Studies – Committee members

Course Name: Post Graduate Diploma in Social Communication Media

Date- 1st July, 2023 Time- 11.30 am

Sr. No.	Name	Signature
1	Dr. Keyurkumar Nayak Director, UM-GICED and Chairman- BOS	
2	Smt. Shilpa Borkar, Placement Officer	
3	Mr. Parth Vyas Course Coordinator	
4	Ms. Nirmita Gupta Faculty	
5	Ms. Sunitha Chitrapu Faculty	
6	Ms. Smruti Koppikar Industry Expert	
7	Mr. Jaideep Giridhar Industry Expert	
8	Ms. Kashish Juneja Alumni	
9	Ms. Natasha Desai Alumni	
10	Dr. Anila Verghese Director, Sophia Polytechnic	



Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies

Justification for (P.G Diploma in Social Communication Media)

1.	Necessity for starting the course	The University of Mumbai's Garware Institute of Career Education & Development plans to introduce a one-year full time P.G Diploma in Social Communication Media. Social communication is a field of study concerned with imparting information effectively to a large number of people through print and digital media like television, radio, newspapers, magazines, websites, blogs and social media. With technological advancements and increasing demand for informative and entertaining content, this field has seen a massive increase in job opportunities.
2.	Whether the UGC has recommended the course:	Yes, UGC has recommended the course as per gazette no. DL(N)-04/0007/2003-05 dated 11th July 2014. UGC encourages the incorporation of skill oriented and value-added courses to develop skilled manpower.
3.	Whether all the courses have commenced from the academic year 2023-2024	Yes, it would be commencing from the Academic year 2023-24 as per NEP 2020. However, the course was launched in the year 2014.
4.	The courses started by the University are self-financed, whether adequate number of eligible permanent faculties are available?	Yes, this course is self-financed. The expert visiting faculty from industries come to teach this course.
5.	To give details regarding the duration of the Course and is it possible to compress the course?	The duration of the course is One year (Two Semester). It cannot be further compressed.
6.	The intake capacity of each course and no. of admissions given in the current academic year:	The intake capacity of this course is 60 students. The admission procedure is still ongoing.
7.	Opportunities of Employability/ Employment available after undertaking these courses:	Employment opportunity as Social media specialist, content writer, Public relations officer, customer engagement, Website analyst, Network manager, Blogger, Information specialist, Media planner in various Marketing and private firms in India.

Keyurkumar

Dr. Keyurkumar M. Nayak,
Director,
UM-GICED



Prof.(Dr.) Anil Kumar Singh
Dean,
Faculty of Interdisciplinary Studies