



**MA (Advertising, Public Relations and Corporate Communication)**

**Batch: 2024-2026**

**Programme Code: SDM0110**

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

### Programme Structure

Name of School: School of Media, Film and Entertainment

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

Batch: 2024-2026

TERM: I

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>1</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY SUBJECTS</b>								
1	MMJ101	Communication Process, Models and Theories	4	0	0	4	Core	CC
2	MMJ206	Media Laws and Ethics	4	0	0	4	Core Elective	DSE
	MMJ120	Media Planning and Buying						
3	MMJ103	Introduction to Communication and Media Research	3	3	0	6	Core	CC
<b>Practical/Viva-Voce/Jury</b>								
4	MMJ105	Soft Skills and Personality Development	0	1	2	2	Core	CC
5	MMJ106	Photography and Visual Communication	0	1	2	2	Elective	DSE
	MMJ107	Television News and Programme Production						
6	OPE	Open Elective (To be Chosen by Student)	0	4	0	4	Minor Elective	AECC
7	RBL001	Research Based Learning I	0	0	4	0	Co-Requisite	AECC
8	VOF101	Content Writing	0	2	2	3	Co Requisite	SEC
<b>TOTAL CREDITS</b>							<b>25</b>	

<sup>1</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

**Programme Structure**

**Name of School: School of Media, Film and Entertainment**

**Programme: MA (Advertising, Public Relations and Corporate Communication)**

**Batch: 2024-2026**

**TERM: II**

S. No.	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co Requisite	Type of Course <sup>2</sup> : 1. CC 2. AECC 3. SEC 4. DSE
			L	T	P			
<b>THEORY SUBJECTS</b>								
1	MMP101	Advertising: Concept and Principles	4	0	0	4	Core	CC
2	MMP102	Agency Structure & Evolution	3	3	0	6	Core	CC
3	MMP103	Principles of Public Relations	4	0	0	4	Core	CC
<b>Practical/Viva-Voce/Jury</b>								
4	<b>MMC 496</b>	Designing & Graphics	0	1	2	2	Elective	DSE
	MMP104	Advertising Lab						
5	MMP105	<b>Principle of Event Management</b>	0	1	2	2	Core	CC
5	VOF104	Anchoring for Radio, TV, and Digital Media	0	2	2	3	Co-Requisite	SEC
6	<b>RBL002</b>	Community Connect	0	0	4	0	Co-requisite	AECC
7	<b>CCU108</b>	Research Based Learning II	0	0	4	0	Co-requisite	AECC
11	<b>VAF007</b>	Environmental Communication & Sustainable Development Practices	0	0	0	0	Co-Requisite	AECC
<b>TOTAL CREDITS</b>							<b>21</b>	

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

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

**Programme Structure**  
**Name of School: School of Media, Film and Entertainment**  
**Programme: MA (Advertising, Public Relations and Corporate Communication)**  
**Batch: 2024-2026**  
**TERM: III**

S. No	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/Co Requisite	Type of Course <sup>3</sup> : 5. CC 6. AECC 7. SEC DSE
			L	T	P			
<b>THEORY SUBJECTS</b>								
1	MMP201	Entrepreneurship & Business Communication	3	3	0	6	<b>Core</b>	CC
2	MCJ211	Public Relations and Corporate Communication	4	0	0	4	<b>Core</b>	CC
3	MMJ202	Media Management and Economics	3	3	0	6	<b>Elective</b>	DSE
	MMP211	Budgeting Process & Pitching						
<b>Practical/Viva-Voce/Jury</b>								
4	MMP203	Corporate Communication Lab	0	1	2	2	<b>Elective</b>	<b>DSE</b>
5	MMJ204	Integrated Marketing Communication						
6	VOF202	Smartphone Film Making I	0	1	4	3	<b>Co-Requisite</b>	<b>SEC</b>
7	INC001	Research Based Learning III Industry Connect	0	0	4	2	<b>Co-Requisite</b>	AECC
8	RBL003	Industry Connect	0	0	4	0	<b>Co-requisite</b>	AECC
9	OPE	Open Elective (To be Chosen by Student)	0	4	0	4	<b>Minor Elective</b>	AECC
10	VAF106	Social & Emotional Well Being	0	0	0	0	<b>Co-Requisite</b>	AECC
<b>TOTAL CREDITS</b>						<b>27</b>		

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

**Programme Structure Template**  
**Name of School: School of Media, Film and Entertainment**  
**Programme: MA (Advertising, Public Relations and Corporate Communication)**  
**Batch: 2024-2026**  
**TERM: IV**

S. No	Subject Code	Subjects	Teaching Load			Credits	Core/Elective Pre-Requisite/ Co Requisite	Type of Course <sup>4</sup> : 1. CC 2. AECC 3. SEC 4. DSE	
			L	T	P				
<b>Practical/Viva-Voce/Jury</b>									
1	MMP220	Research Dissertation	0	0	18	9	<b>Core</b>	CC	
2	MMP222	On Job Training	0	0	18	9	<b>Elective</b>	DSE	
	MMP221	Final Masters Project							
3	RBL004	Research Based Learning IV	0	0	4	2	<b>Co Requisite</b>	AECC	
4	<b>VOF204</b>	Smartphone Film Making II	0	2	2	3	<b>Co Requisite</b>	SEC	
<b>TOTAL CREDITS</b>							<b>23</b>		

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

## Semester 1

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>MMJ101</b>	
2	Course Title	<b>Communication: Process, Models and Theories</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Explain the meaning of communication and why human beings communicate.</li> <li>2. Explain different types of communication.</li> <li>3. To know the various channels of distributions of Mass Communication.</li> <li>4. Explain important theories of communication.</li> </ol>	
7	Course Outcomes	<p>The student will be able to:</p> <p>CO1: Knowledge of practical understanding of the various theories and models of Communication.</p> <p>CO2: Understand the effects of mass communication on society, audiences and people.</p> <p>CO3: Apply and Develop the sociological understanding of the society.</p> <p>CO4: Analyse and Develop a psychological understanding of society.</p> <p>CO5: Articulate the ethical issues that are relevant to media conduct.</p> <p>CO6: Understand the communication theories.</p>	
8	Course Description	This course will enhance the students' understanding of various theories and models of Communication and will develop a new sociological understanding of the students to critically analyse real world issues and employ practical, innovative solutions.	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to communication and Process</b>	
	A	Communication: Concept, Definition, Process, Scope, Elements and Functions	CO2
	B	Nature of Human Communication, Verbal and Non-Verbal Communication	CO1,CO2
	C	Types of Communication and Barriers of Communication	CO2,CO3
	<b>Unit 2</b>	<b>Models of Mass Communication</b>	
	A	Lass well Model of Communication, Shannon and Weaver Model	CO4,CO5
	B	Wilber-Schramm Model of Mass Communication	CO2,CO5
	C	Osgood and Schramm Model, De' Fleur Model	CO1,CO3, CO4
	<b>Unit 3</b>	<b>Communication Theory</b>	
	A	Bullet Theory	CO2, CO6
	B	Hypodermic Needle Theory	CO2,CO4,

					CO6
	C	Cognitive Consistency			CO3
	<b>Unit 4</b>	<b>Sociological Theory of Communication</b>			
	A	Agenda Setting			CO2,CO4, CO6
	B	Cultivation Theory			CO2, CO6
	C	Media System Dependency Theory			CO2,CO4
	<b>Unit 5</b>	<b>Normative Theory of Communication</b>			
	A	Authoritarian Theory and Libertarian Theory			CO3, CO4, CO6
	B	Soviet Communist Theory and Social responsibility Theory			CO3,CO4
	C	Democratic Participation Theory and Development Communication theory			CO2,CO4
10	Mode of examination	<b>Theory</b>			
	Weightage	CA	MTE	ETE	
11	Distribution	15	10	75	
12	Text book/s*	<ul style="list-style-type: none"> <li>o Mcquail, Denis. Mcquail`S Mass Communication Theory.-- New Delhi: Sage, 2010.</li> <li>Watson, James Media Communication: An Introduction to Theory and Process -- New York: Palgrave, 2004.</li> </ul>			
13	Other References	<ul style="list-style-type: none"> <li>o Key Readings in Media Today : Mass communication in contexts.-- New York: Routledge, 2009.</li> <li>Joseph R. Dominick (2007). The Dynamics of Mass Communications. 9th Edition. Boston: McGraw Hill</li> </ul>			

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	MMJ206	
2	Course Title	<b>Media Laws and Ethics</b>	
3	Credits	<b>4</b>	
4	Contact Hours (L-T-P)	(4-0-0)	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<p>1.A thorough understanding of media laws and ethical issues will convince the budding journalists to engage in their career assignments without compromising the professional and ethical standards</p> <p>2. This class will deal with press laws and ethical issues and professional practices in media.</p> <p>3. Rules and laws for media organizations and the Regulatory bodies of the Print and Electronic media will be discussed in the class.</p> <p>4. The course will introduce media laws and ethical frameworks for media practitioners in the Indian and the global contexts.</p>	
	Course Description	<p>1-knowledge about basic understanding of Indian polity,</p> <p>2-Informing about law, rights and restriction of Media.</p>	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>History of Media and the Indian Constitution</b>	
	1.1	History: Vernacular Act, Gagging Act, First Press Law	CO1
	1.2	Indian Constitution (Preamble, Parliament, Fundamental Rights and Duties) and Legal System	CO1
	1.3	Media Laws and Constitutional Framework: Freedom of Speech and Expression, Reasonable Restriction	CO2
	<b>Unit 2</b>	<b>Media Law for Practicing Journalism</b>	
	2.1	The principles of Defamation Law, Defences, Criminal Defamation	CO3
	2.2	Contempt of Court, Sub Judicematter, Defences	CO3
	2.3	The Rules of Court and Legislative Reporting	CO3
	<b>Unit 3</b>	<b>Liberty and Restriction</b>	
	3.1	Intellectual Property and Copyright Act, No Infringement and Cyber laws	CO5, CO6



	3.2	The Right to Information Act-2005			CO5, CO6
	3.3	Harmful publication act: Obscenity, Pornography and Sedition			CO5
	<b>Unit 4</b>	<b>National security and Media</b>			
	4.1	Official Secrets Act			CO2
	4.2	Parliamentary/ Legislative Privileges (Parliament proceedings Act)			CO2
	4.3	Protecting National Security and Public order			CO2
	<b>Unit 5</b>	<b>Ethics and self-Regulation</b>			
	5.1	Defining Ethics			CO4
	5.2	Press council of India(PCI)			CO4
	5.3	Code of conduct and self-regulation: NBA, Editor's Guild			CO4
10	Mode of examination	Theory/Jury/Practical/Viva			
11	Weightage Distribution	CA	MTE	ETE	
		15	10	75	
12	Text book/s*				
13	Other References				

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	MMJ120	
2	Course Title	<b>Media Planning &amp; Buying</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<p>The objective of this course is to:</p> <ol style="list-style-type: none"> <li>1. Explain the principles and functions of media planning</li> <li>2. Describe the structure and functions of media organizations</li> <li>3. Explain the importance of revenue generation for print, radio, TV web.</li> <li>4. To Analyze the techniques used for planning and buying in Media.</li> </ol>	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of media planning & buying, to know how the knowledge of branding and Indian market overview.	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Basics of Media Planning</b>	
	A	Introduction to Media Planning	CO1
	B	Definition, Objectives and Importance of Media Planning	CO1
	C.	The difference between “Media” and “Vehicles”, Difference between Old Media and New Media	CO1
	<b>Unit 2</b>	<b>Media Planning Process</b>	
	A	Key Terms: Reach, Frequency, Geographic Prioritization and Weighting, Continuity,	CO2, CO3
	B	Fighting, Pulsing GRP Media Mix and Media Strategies,	CO2, CO3, CO5
	C	Media Scheduling, Audience Fragmentation, Media Plan and Strategy Development	CO2, CO3, CO5
	<b>Unit 3</b>	<b>Model of Media Planning</b>	
	A	Models of Media Planning	CO1, CO2, CO5
	B	Bill Harvey’s Expansion Model	CO1, CO2, CO5
	C	Recency Model/Other Models	CO1, CO2, CO5
	<b>Unit 4</b>	<b>Media and Changing Trends</b>	
	A	Classes and Types of Media, Characteristics of Major Media Forms	CO2, CO4

	B	Internet – The Next Big Medium, Merits and Demerits of Electronic Print and Outdoor Media & Innovative media uses	CO2, CO4
	C	Problems in Media Planning	CO2, CO4, CO5
	<b>Unit 5</b>	<b>Media Costs and Buying Problems</b>	
	A	Media Costs	CO3, CO4
	B	Media Buying Problems	CO3, CO4
	C	Considerations in Planning and Buying	CO2, CO4, CO5, CO6
10	Mode of examination	Theory	
	Weightage	CA	MTE
11	Distribution	15	10
			ETE
12	Text book/s*	1. Hargie O, Dickson D, Communication Skills for Effective Tourist Management, Palgrave Macmillan, India 2. Dr. Sakthivel Murugan M Management Principles & Practices, New Age International Publishers, New Delhi 3. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 4. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.	
13	Other References		

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>MMJ103</b>	
2	Course Title	<b>Introduction to Communication and Media Research</b>	
3	Credits	<b>6</b>	
4	Contact Hours (L-T-P)	<b>3-3-0</b>	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Understand basic concepts of research</li> <li>2. Impart the knowledge of conducting various types of media and communication research.</li> <li>3. Design &amp; research studies and conduct sampling</li> <li>4. Employ scaling techniques</li> </ol>	
7	Course Description	The course aims to develop the aptitude, which is required to conduct valuable research work. On completion of this course the students will be able to: develop research design according to the need of research problem; develop sample design and collection of accurate data; and use the research methods as applied in media industry.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Media &amp; Communication Research</b>	
	1	Introduction to Research - Concept and Meaning of Research.	CO1
	2	Research and Scientific Method	CO1
	3	Objective and Significance of Research	CO1
	<b>Unit 2</b>	<b>Types of Research</b>	
	1	Applied and Basic Research & Conceptual and Empirical Research.	CO1
	2	Descriptive and Analytic Research.	CO1
	3	Qualitative and Quantitative Research.	CO1
	<b>Unit 3</b>	<b>Research Process</b>	
	1	Identifying Research Problem and Review of Literature	CO2, CO3
	2	Research questions, Hypothesis and Research Design	CO2, CO3
	3	Sampling, Types of Sampling.	CO2, CO3, CO6
	<b>Unit 4</b>	<b>Data in Research</b>	
	1	Types and Instruments of Data Collection – Primary Data and Secondary Data; Questionnaire and Schedule.	CO2
	2	Methods of collecting data – Field Observation, Focus Groups, Feed forward, Feedback studies and Intensive Interviews.	CO2, CO4
	3	Methods of collecting data - Content Analysis and Survey and Case Studies.	CO2, CO4,
	<b>Unit 5</b>	<b>Research Writing &amp; Ethics</b>	

	1	Analysis, Interpretation and Conclusion of the data.			CO2, CO3, CO4, CO5, CO6
	2	Preparation and writing a research report.			CO2, CO3, CO4, CO5, CO6
	3	Ethical perspectives of media & communication research, plagiarism.			CO2, CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		15	10	75	
	Text book/s*	Mass Media Research: An Introduction by Roger D. Wimmer			
	Other References	1. Media and communication research methods by Arthur Berger 2. Mass Communication Research Methods by Anders Hansen			

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>MMJ105</b>	
2	Course Title	<b>Soft-Skills and Personality Development</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Make students well versed in voice evaluation, to improve their vocabulary and vocal tools to make them ready for industry in terms of voice and speech.</li> <li>2. To understand the importance of body language and right posture in terms of giving speech</li> </ol>	
7	Course Description	The course is developed to inculcate the soft-skills and pleasing personality among the student which will help in developing the overall personality of the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Facial Expressions and Movements</b>	
	1	Sense of pace and timing	CO1
	2	Expressions and Dressing style in different scenarios	CO1, CO2
	3	Controlling emotions and techniques to use stage or delivery platform	CO1, CO2
	<b>Unit 2</b>	<b>Voice Analysis and Improvement</b>	
	1	Importance of voice improvement	CO3, CO6
	2	Analyzing student's speech and Voice: Pitch, Volume, Tempo, Vitality	CO3
	3	Voice quality: Resonance V/s thinness, Breathing, Nasality and Huskiness	CO3/CO1
	<b>Unit 3</b>	<b>Pronunciation and Articulation</b>	
	1	Understanding different causes of mispronunciation.	CO4, CO6
	2	Clarity in Hindi pronunciation, Hindi grammar and how to get rid of regional touch in language along with practice sessions	CO4
	3	Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions	CO4
	<b>Unit 4</b>	<b>Management</b>	
	1	Time and Stress management during presentation	CO5
	2	Tools and resources to upgrade skills	CO5
	3	Verbal/Non-verbal communication and how to incorporate	CO5

		Honesty, leadership, trust , courage and patience in speech and presentation.		
	<b>Unit 5</b>	<b>Exercise</b>		
	1	Exercise		
	2	Exercise		
	3	Exercise		
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	CE(Viva)	ETE
		25	25	50

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>MMJ106</b>	
2	Course Title	<b>Photography and Visual Communication</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. To familiarize the students with the scientific and technological development related to camera, viz., from pin hole to digital</li> <li>2. To understand basic methods of image (re)generation and photographic capture</li> <li>3. To make the student proficient in understanding the various components, accessories, mechanism and operation of camera</li> <li>4. Understanding the interface between science and art for achieving different photographic goals</li> </ol>	
8	Course Description	The course is designed to learn different types of composition in photography and their uses. The students also learn to use different types of DSLR cameras and editing tools used in photography.	
9	<b>Outline syllabus</b>		<b>CO Mapping</b>
	<b>Unit 1</b>	Introduction to Photography	
	A	What is photography? The role and importance of photography	CO1
	B	Brief History of photography	CO1
	C	How Camera works? a. Principles of Camera Obscura b. Types of Cameras and their uses.	CO1
	<b>Unit 2</b>	Principles of Photographic composition	
	A	Concepts of composition	CO2
	B	Digital Capture	CO2
	C	Various types of Digital Capture and Image	CO2
	<b>Unit 3</b>	Lighting	
	A	Sources of light : Natural and Artificial	CO3
	B	Correct exposure	CO3
	C	Nature and physical properties of light a. Direction and angle of light : Front, side, top and back b. Lighting contrast and its control by fill in lights c. One, two and three point lighting : Key, fill and back light	CO3



	<b>Unit 4</b>	Exposure Control		
	A	Basics of Aperture, Shutter, ISO, and EV		CO4
	B	White Balance and Picture Style		CO4
	C	Using Flash and Other Accessories		CO4
	<b>Unit 5</b>	Image Processing and Manipulation		
	A	Purpose and tools for image processing		CO5, CO6
	B	Image Processing using Adobe Photoshop / Lightroom		CO5, CO6
	C	Portfolio Presentation		CO5, CO6
10	Mode of examination	Jury		
	Weightage	CA	CA(Viva)	ETE
11	Distribution	25	25	50
12	Text book/s*	1. Michael Langford Basic Photography, Focal Press 2. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. DelmalThomsan learning 3. Lee Frost Photography, Hodder Headline		

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<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>MMJ107</b>	
2	Course Title	<b>Television News and Programme Production</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. Familiarize the students with different aspects of Anchoring</li> <li>2. Familiarize the students with different aspects of News Reading</li> <li>3. Understand how to handle different situation during Live News Reading</li> <li>4. To understand about ENG and in-door Programme production and understand the sense of script and nature of Programme me.</li> </ol>	
8	Course Description	The course focuses on making students skilled in making different types of news Programme mes and also training them to be a good anchor.	
9	Outline syllabus	CO Mapping	

	<b>Unit 1</b>	<b>Introduction to Anchoring and Presentation</b>	
	A	Technical and Practical techniques for News & TV Programme mePresentation	CO3 CO4
	B	Newsroom Production- Three point lighting, News Reading, Chroma production	CO3 CO4 CO5
	C	Working on pronunciation, Vocabulary Performance: Different aspects of understanding how to different situation during live News Programme mes.	CO3 CO4
	<b>Unit 2</b>	<b>Television News and Current Affairs Programme mes</b>	
	A	Television News Gathering and Interviews Techniques, Panel Discussion	CO 3 CO4
	B	Writing news script, Recording Voice Over, producing TV News Stories	CO2, CO3, CO4 CO5 CO6
	C	•Television Reporting Techniques, PTC, Walkthrough, Phonos	CO 3 CO4

		<ul style="list-style-type: none"> <li>• Making a News package</li> </ul>	
	<b>Unit 3</b>	<b>TV Programme formats</b>	
	A	<ul style="list-style-type: none"> <li>• Fiction and Non-fiction Programme me,</li> <li>• Different genres of TV Programme ming,</li> </ul>	CO1, CO2
	B	<ul style="list-style-type: none"> <li>• Documentaries and Talk Shows</li> <li>• The Art of Interviewing</li> </ul>	CO2, CO 3, CO4 CO5 CO6
	C	<ul style="list-style-type: none"> <li>• Producing short films</li> <li>• Producing Ads/ PSAs</li> </ul>	CO2 CO5 CO6
	<b>Unit 4</b>	<b>Television Production</b>	
	A	<ul style="list-style-type: none"> <li>• Video Camera:-Basics of Camera</li> <li>• Different types of shots, Camera angles &amp; movements</li> </ul>	CO2, CO3, CO4 CO5 CO6
	B	<ul style="list-style-type: none"> <li>• Introduction to Editing, Working on FCP. Importing files, editing &amp; exporting</li> </ul>	CO2, CO3, CO4 CO5 CO6
	C	<ul style="list-style-type: none"> <li>• Mojo(Concept of Mobile Journalism)</li> </ul>	CO2, CO3, CO4 CO5CO6
	<b>Unit 5</b>	<b>Understanding TV &amp; Visuals</b>	
	A	<ul style="list-style-type: none"> <li>• Television Broadcasting : Role &amp; Characteristics of TV as a Mass Communication medium</li> <li>• Broadcasting Standards</li> <li>• Stages of TV Programme meProduction- Pre-Production, Production &amp; Post Production</li> </ul>	CO1
	B	<ul style="list-style-type: none"> <li>• Importance of Research &amp; Recce in TV Programme ming</li> <li>• An Introduction to world of Visuals- fundamentals of frame, shot, scene &amp; sequence</li> <li>• Visual Grammar &amp; its principles</li> </ul>	CO1, CO2, CO 3
	C	<ul style="list-style-type: none"> <li>• Understanding TV Journalism</li> <li>• ENG (electronic newsgathering)</li> <li>• The outside broadcast</li> </ul>	CO1
10	Mode of examination	JURY	
	Weightage	CA	CE(Viva) ETE

11	Distribution	25	25	50
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<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>RBL001</b>	
2	Course Title	<b>Research Based Learning-1</b>	
3	Credits	<b>0</b>	
4	Contact Hours (L-T-P)	<b>0-0-4</b>	
	Course Type	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>	
5	Course Objective	<ol style="list-style-type: none"> <li>The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.</li> <li>The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality</li> <li>This will require the students to engage in depth with a topic and to carry out primary investigation thereof.</li> </ol>	
6	Course Outcomes	<p>The student will be able to</p> <p>CO1. Selecting the research topics related to media research</p> <p>CO2. Demonstrate understanding of research and apply it</p> <p>CO3. Enhance their problem solving skills through research on the topics related to media and communication which directly impacts the society.</p> <p>CO4. Analyzing and appraising research topic/ project</p> <p>CO5. Evaluating the research topic/ project</p> <p>CO6. Write and present their research topic/ project with proper ethics of research.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<ul style="list-style-type: none"> <li>Start of Project/ Dissertation</li> </ul>	<b>CO1</b>
	<b>Unit 2</b>	<ul style="list-style-type: none"> <li>List of Project/ Dissertation proposal area shall be floated to the students</li> </ul>	<b>CO1</b>
	<b>Unit 3</b>	<ul style="list-style-type: none"> <li>Mutual Agreement signed between Supervisor &amp; Student</li> </ul>	<b>CO1</b>
	<b>Unit 4</b>	<ul style="list-style-type: none"> <li>Submission of proposal form by student to the Dissertation/ Project coordinator of the Department after approval from the Supervisor</li> </ul>	<b>CO2, CO3</b>

	<b>Unit 5</b>	<ul style="list-style-type: none"> <li>● First Review of Topic</li> <li>● Second Review of Topic</li> <li>● Approval of Topic</li> <li>● Mapping of Dissertation/ Projects to PO-PSO</li> </ul>			<b>CO4, CO5,C06</b>
	Mode of examination	Only An Audit course			
	Weightage	CA	MTE	ETE	
	Distribution	100	00	00	

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: I</b>	
1	Course Code	<b>VOF101</b>	
2	Course Title	<b>Script Writing</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	To Describe the dramatic structure of a story, explain formats in script, the act structure, characterization and the scene creation.	
6	Course Outcomes	After completing the course, student will be able to CO1: Define the dramatic structure of a story CO2: List out different formats in script CO3: Explain a story with three act structure CO4: Outline the importance of characterization in script CO5: Create a scene with a sequence CO6: Elaborate visual storytelling	
7	Course Description	The course is designed to inculcate the basic understanding of script writing. Students will learn the workflow for Story Development, Elements of script writing, and 3-Acts Structure & Development of the Characters.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>The Principles of Dramatic Wring</b>	<b>CO1</b>
	1	Introduction to Screenwriting	
	2	The Basics: Character, Story, Structure	
	3	The Premise: Story Spine	
	<b>Unit 2</b>	<b>Finding the Story</b>	<b>CO2</b>
	1	How to Format a Script	
	2	How to Write a Short Outline	
	Unit 3	Three Act Structure: Putting It All Together	CO3
	1	“The Godfather”: Beginnings, Middles, and Ends	
	2	Treatment: 5 Key Moments	
	<b>Unit 4</b>	<b>Exploring Character</b>	<b>CO4</b>
	1	Dramatizing Character	
	2	Proper Script Formatting	
	<b>Unit 5</b>	<b>Scene</b>	
	1	Scene defined.	CO5
	2	Length of scene. Tenets of a good scenes—importance, desire/conflict, structure, compression	CO5
	3	Sequences, Making a step outline	CO5
	4	Visual Storytelling	CO6

Evaluations	CA- 25	CE(Viva) 25	ETE- 50
Text book/s*	• The Art and Science of Digital Compositing, Second Edition:		
Other References	• Techniques for Visual Effects, Animation and Motion Graphics (The Morgan Kaufmann Series in Computer Graphics) - Ron Brinkmann (Author)		



## Semester 2

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>MMP101</b>	
2	Course Title	<b>Advertising: Concepts &amp; Principles</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	1. Familiarize with psychological and cultural approach of advertisement for different media 2. Understanding of different segment and categories of advertisement 3. Understanding of means; methods to achieve desired creativity in an advertisement 4. Familiarize with various aspects of advertising	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of advertising and its basic principles and practices.	
9	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Advertising</b>	
	A	Meaning, definition and its role	CO1
	B	Growth and development of India and world	CO1
	C	Advertising as a communication tool	CO1
	<b>Unit 2</b>	<b>Unit II: Advertising process</b>	
	A	Models of advertising, AIDA, DAGMAR and Maslow Hierarchy model	CO2,CO3, CO5
	B	Types of advertising and its characteristics,	CO2,CO3
	C	Classification of advertising on basis of PA target audience, area,medium, purpose.	CO2, CO3
	<b>Unit 3</b>	<b>Classification of Advertising</b>	
	A	3.1Types and Classification of Advertising	CO1,CO2
	B	3.2Factors determining advertising opportunity of a product/service/idea.	CO1,CO2
	C	3.3Types of Appeals and Advertising Messages	CO1,CO2
	<b>Unit 4</b>	<b>Structure, Role and Function of Advertising Agency</b>	
	A	Advertising Agency: Evolution, Types, Structure	CO2, CO4 CO5
	B	Functions of Various Departments and their Roles	CO2,CO4 CO5
	C	Agency – Client Relations and Pitching Process	CO2,CO4 CO5
	<b>Unit 5</b>	<b>Advertising Objectives; Execution</b>	
	A	Segmentation, Positioning and Targeting Media selection, Planning, Scheduling	CO3,CO4 CO5
	B	Marketing Strategy	CO3,CO4 CO5
	C	Research and Branding Advertising department vs. Agency-Structure	CO2,CO4, CO5, CO6

10	Mode of examination	Theory		
1	Weightage Distribution	CA	MTE	ETE
		15	10	75
12	Text book/s*	<ol style="list-style-type: none"> <li>1. Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999.</li> <li>2. Advertising Management,-2010, JaishriJethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press.</li> <li>3. Bland, Michael Effective media relations : how to get results.-- London: Kogan Page,1996.</li> <li>4. BrandRisk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England,Gower, 2008.</li> <li>5. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993.</li> <li>6. Mohan MahenderAdvertisingManagement: Concepts &amp; Cases; Tata McGraw HillPublishers</li> </ol>		
13	Other References	Ogilvy David Ogilvy on Advertising; Prion Books Ltd.		

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>MMP102</b>	
2	Course Title	<b>Agency Structure &amp; Evolution</b>	
3	Credits	6	
4	Contact Hours (L-T-P)	3-3-0	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
5	Course Objective	The objective of pursuing this course is: <ul style="list-style-type: none"> <li>• Study and analysis of models of advertising agencies, public relations agencies</li> <li>• Study of the principles of efficacious communication in organisations' internal communication</li> </ul>	
7	Course Description	The course is designed to inculcate the knowledge of how advertising and public relation agencies work and functions.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Advertising Agency: Structure</b>	
	A	Advertising Agency: Concept and Types,	<b>CO1</b>
	B	Structure and Hierarchy of an Advertising Agency	CO2
	C	Planning and Pitching in Advertising	CO1
	<b>Unit 2</b>	<b>Advertising Agency: Functions</b>	
	A	Departments of an Advertising Agency, Creative department, Media department, Client servicing department, Marketing research department; Ancillary Services	CO2
	B	Marketing research department; Ancillary Services	CO3
	C	Interfacing with Client's Organisation; Integration of Services	CO3
	<b>Unit 3</b>	<b>PR Agency- Tools</b>	
	A	PR agency: Concept and Types	CO2
	B	Structure and Functions	CO4
	C	Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours	CO2
	<b>Unit 4</b>	<b>PR Agency- Techniques</b>	
	A	Tools & Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management,	CO1,CO4
	B	Open House and Annual Reports, Exhibitions	CO4
	C	Use of Digital Media and Emerging trends in PR	CO4
	<b>Unit 5</b>	<b>Agency &amp; Sales Promotion</b>	
	A	Introduction, Meaning and Importance of Sales Promotion; Strengths and Limitations of Sales Promotion	CO4
	B	Difference between Sales Promotion and Advertising;	CO5

	Tools and Techniques of Consumer Sales Promotion			
C	Trade Promotions; Organising Sales Promotion Campaigns			CO2,CO4, CO5, CO6
Mode of examination		Theory		
Weightage Distribution	CA	MTE	ETE	
	15	10	75	
Text book/s*	1. Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. 2. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.			
Other References	1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall. 2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.			

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>MMP103</b>	
2	Course Title	<b>Principles of Public Relation</b>	
3	Credits	4	
4	Contact Hours (L-T-P)	4-0-0	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open-Elective</b>	
5	Course Objective	The objective of pursuing this course is: 1. In depth understanding of various theories and principles of public relations 2. To familiarize with PR in different sectors such as government, public sector, NGOs and Corporate sector 3. To familiarize with different writing style and skills for public relation officer 4. Develop the understanding of various concepts such as Public opinion, pressure group and know how about the applied PR	
7	Course Description	The course tells us about the understanding of Public relation and the industry. It states how PR is an important and emerging field of Mass communication as per industry requirement and as a professional career.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Public Relations: An Introduction</b>	
	A	1.1PR: Concept and Principles	<b>CO1</b>
	B	1.2 PR as a marketing communication	CO2
	C	1.3 Propaganda/Publicity	CO1
	<b>Unit 2</b>	<b>PR Tools and Strategy</b>	
	A	2.1 Press Conference	CO2
	B	2.2 Press Releases	CO3
	C	2.3. Publics/ Stakeholders	CO3
	<b>Unit 3</b>	<b>Public Relations Process</b>	
	A	3.1 Space process	CO2
	B	3.2 Preparing a PR Campaign	CO4
	C	3.3 Media Tracking and Content Analysis	CO2
	<b>Unit 4</b>	<b>Strategic Public Relations</b>	
	A	Tools & Techniques for Public Relations:	CO1,CO4,CO6
	B	Political communication	CO4
	C	Use of Digital Media and Emerging trends in PR	CO4
	<b>Unit 5</b>	<b>Applied Public Relations</b>	
	A	Corporate Identity/Image building	CO4,CO6
	B	Lobbying and Advocacy	CO5,CO6
	C	Social Media Marketing	CO5
	Mode of examination	Theory	
	Weightage	CA	MTE ETE

	<b>Distribution</b>	15	10	75
	Text book/s*	Chunawalla, (2000). Advertising Theory and Practice. Mumbai: Himalaya Publishing House. Jethwaney, J., & Jain, S. (2012). Advertising Management. New Delhi, New York: Oxford University Press.		
	Other References	1. Aaker, D. A., & Myers, J. G. (1975). Advertising Management. Englewood Cliffs, New Jersey's: Prentice-Hall. 2. Butterick, K. (2011). Introducing Public Relations: Theory and Practice. London: Sage Publication.		

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>MMC496</b>	
2	Course Title	<b>Designing &amp; Graphics</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Introduce the basics of layout, design and production of newspaper/magazine.</li> <li>2. Impart knowledge on conducting various types of print productions.</li> <li>3. Familiarize with the types of software and tools used for newspaper layout, design and production.</li> <li>4. Study the applications of different tools and software in creating print productions.</li> <li>5. Understand the steps involve in layout design and publication of a newspaper/magazine</li> </ol>	
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the layout and designing in print media. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of print media. While as, the application will give the good use of new tools of print media and image editing software.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Print Layout Design- An Introduction</b>	
	1	Principles and Process Lay-out and Graphic Design	CO1, CO2, CO5
	2	Newspaper format: Full format, Tabloid and Magazine	CO2
	3	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;	CO2, CO3
	4	<b>Aesthetic Aspects of Print Layout Design</b>	
	5	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing	CO2, CO3
	<b>Unit 2</b>	Visual Aesthetics Balance, Contrast, Rhythm, Unity	
	1	Flags, Masthead and headlines, Rules: Column Rule, Cut off Rule, Window, Initial Letters, Ornaments and Border	CO2, CO3
	2	<b>Software and Tools for Layout Design</b>	
	3	PageMaker, Quark Express, Coral Draw	CO2, CO3
	4	Photoshop, In-design	CO2, CO3
	5	Practicing modular design, Makeup lines (Vertical, Diagonal, Circular, Horizontal), folio line and typography with layout software tools	CO2, CO3

	<b>Unit 3</b>	<b>Printing Technology</b>		
	1	Desk Top Publishing		CO2, CO3
	2	Offset Printing, Digital Printing		CO2, CO3
	3	Colour Printing: Techniques, Colour composition, Colour Separation and correction		CO2, CO3
	4	<b>Portfolio Preparation</b>		
	<b>Unit 4</b>	Front Page Design /Functional Design /Horizontal design/Advertisement Design		CO2, CO3
	1	Newspaper Design and Printing		CO2, CO3
	2	Magazine Design and Printing		CO2, CO3
	3	<b>Layout Design- An Introduction</b>		
	4	Principles and Process Lay-out and Graphic Design		CO3, CO4
	<b>Unit 5</b>	Newspaper format: Full format, Tabloid and Magazine		CO3, CO4
	1	Newspaper Layout, Makeup and Dummy; Elements of Visual Communication: Shape, Colour, Texture;		CO3, CO4, CO5
	2	Aesthetic Aspects of Print Layout Design		CO2, CO3, CO4, CO5
	3	Text and Sizes ,Typography, Colour and Visual representation, Form, spacing		CO2,CO4, CO5, CO6
	Mode of examination	Jury/Practical/Viva		
	Weightage Distribution	CA	CA(Viva)	ETE
		25	25	50
	Text book/s*	1. N. N Sarkar, Art and Print Production. Oxford University Press (2013) 2. Dawn Sokol, Graphic Design: Princeton Architectural Press (2015) 3. Premanand M E, Media Studies I Print Media Knowledge, POORNA PUBLICATIONS, KOZHIKODE		
	Other References	Online tutorials available on Google		



<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>MMP104</b>	
2	Course Title	<b>Advertising Lab</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>• Understanding of visualisation and ideation in advertisement</li> <li>• Understanding of means &amp; methods to achieve desired creativity in an advertisement</li> <li>• Concept of Advertising strategies and production planning</li> </ul>	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the advertising planning and production process.. The curriculum lays stress on both theoretical and applications. The theoretical portion indicates the students to know how the technological aspects of Advertising.	
9	Outline syllabus		
	<b>Unit 1</b>	<b>Understanding Creativity</b>	
	A	Concept and Definition	CO1
	B	Advertising and Creativity	CO1, CO3
	C	Creative Thinking	CO2
	<b>Unit 2</b>	<b>Creative Roles</b>	
	A	Words and Picture	CO1
	B	Art Direction	CO1
	C	Copywriting	CO2
	<b>Unit 3</b>	<b>Creative Process</b>	
	A	Creative Thinking and Ideation	CO1, CO3
	B	Brainstorming, Lateral Thinking and Various Creative Thinking	CO2, CO3, CO5
	C	Hats” and Others Steps and Stages	CO2
	<b>Unit 4</b>	<b>Creative Strategies</b>	
	A	Concept and Definition	CO1
	B	Various Steps and Stages	CO2
	C	Planning Cycle	CO2, CO4, CO5
	<b>Unit 5</b>	<b>Campaign Planning</b>	
	A	Creative Strategy Formulations and Execution	CO1, CO3
	B	Product Category Strategies	CO2, CO4
	C	The Creative Brief Message Execution	CO2,CO4, CO5, CO6

10	Mode of examination	Theory/Jury/Practical/Viva Jury / Practical		
11	Weightage Distribution	CA	CA(Viva)	ETE
		25	25	50
12	Text book/s*	<ul style="list-style-type: none"> <li>• Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999.</li> <li>• Advertising Management, -2010, JayshreeJethwaney and Jain, Shruti, New Delhi, Oxford Univ. Press.</li> <li>• Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996</li> <li>• BrandRisk:adding Risk Literacy to Brand Management-2008, Abrahams Dvid, England, Gower, 2008.</li> <li>• Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993.</li> <li>• Mohan MahenderAdvertising Management: Concepts &amp; Cases; Tata McGraw Hill Publishers</li> <li>• Lewis HerschellGordionThe Complete Advertising and MarketingHandbook: East West Books(Madras) Pvt.Ltd., Chennai</li> <li>• White RoderickAdvertising: What it is and How to do it:McGrawHill Book Company, London</li> <li>• BulmoreJeremyBehind the scenes in Advertising; NTCPublishers, Henley</li> </ul>		
13	Other References	Online tutorials available on Google		

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>MMP105</b>	
2	Course Title	<b>Principle of Event Management</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	0-1-2	
5	<b>Course Type</b>	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open-Elective</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>• Provide an understanding of the concept of Events and Event Management</li> <li>• Provide information about pre-event research</li> <li>• Give an understanding of Event planning, concept, and design</li> </ul>	
8	Course Description	This course aims to Provide an understanding of the concept of Events and Event Management	
9	Outline syllabus		CO Mapping
	Unit 1	<b>Introduction to Event Management</b>	
	A	What is an Event? 5 Cs of events	CO1
	B	Event as marketing communication tool,	CO1
	C	Structure of an Event company	CO4
	Unit 2	<b>Types of events-</b>	
	A	Artistic, Competitive, and Cultural Events	CO1
	B	Exhibition and Charitable Events	CO4
	C	Special Business Events	CO4
	Unit 3	<b>Pre-Event Research</b>	
	A	Event Generation- Objective, Theme Selection, research for theme, meeting client requirement	CO2
	B	SWOT Analysis	CO2
	C	Segmentations – Demographic, Geographic, Psychographic	CO2
	Unit 4	<b>Event Planning, Concept and Design</b>	
	A	Conceptualization of idea	CO4
	B	Research based planning	CO4, CO1
	C	Analyzing Designing the concept	CO4,
	Unit 5	<b>Preparing event proposal</b>	
	A	What is an Event proposal	CO5
	B	Role and Importance of Event proposal	CO5
	C	Writing Event Proposal	CO2,CO4, CO5, CO6
10	Mode of examination	JURY	
	Weightage	CA	CE(Viva) ETE
11	Distribution	25	25 50
12	Textbooks	• WakhluSavitaBhan, Managing Presentations	

		<ul style="list-style-type: none"><li>• Vanita&amp;Kohli, Indian Media Business</li><li>• KundraS, Media Management</li></ul>
13	Other References	<ul style="list-style-type: none"><li>• Gaur Sanjaya S &amp;Saggere,S.V, Event Marketing &amp; Management</li><li>• Hoyle Jr., Leonaed H, Event Marketing</li><li>• Lynn Van Der Wagem, Event Management</li><li>• Anton Shone &amp; Bryn Parry, Successful Event Management, Cengage Learning, New Delhi</li></ul>

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>VOF104</b>	
2	Course Title	<b>Writing and Anchoring for Radio, TV, and Digital Media</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Familiarize the students with different aspects of anchoring &amp; news presentation</li> <li>2. To develop an understanding how to handle different situation during Live News Presentation</li> <li>3. To make the students understand the roles and responsibility and do's and don't of news reader/presenter</li> </ol>	
7	Course Description	This course is designed to produce professional newsreaders and presenters. This course will help the student to face the camera and understand the responsibility, do's and don't for the newsreader/presenter.	
8	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Introduction to Anchoring &amp; News Presentation</b>	
		Practical Anchoring and writing techniques for electronic media and events.	CO1
	<b>Unit 2</b>	Technical and Practical techniques for News presentation- Script Writing- Researching- writing content	CO1,CO2
		Performance: Different aspects of understanding how to handle different situation during Live News Bulletin.	CO1
	<b>Unit 3</b>	<b>Voice Analysis and Improvement</b>	
		Importance of voice improvement-	CO2
	<b>Unit 4</b>	Clarity in Hindi pronunciation, grammar and how to get rid of regional touch in language along with practice sessions	CO1, CO3
		Clarity in English pronunciation, English grammar and how to get rid of regional touch in language along with practice sessions.	CO3
	<b>Unit 5</b>	<b>Facing Camera and Writing Anchor Links</b>	
		Understanding of camera etiquettes, camera microphone, peace to camera, Anchoring and writing skills required for digital media-	CO3, CO4
		Writing for Anchor Links & Headlines	CO4

	Mode of examination	Jury/Viva/Practical	
	<b>Evaluations</b>	<b>CA- 75 %</b>	<b>ETE- 25%</b>
	<b>Text book/s*</b>	<input type="checkbox"/> Radio Jockeying And News Anchoring Hardcover – 2009 by Aruna Zachariah <input type="checkbox"/> The ABC of News Anchoring: A Guide for Aspiring Anchors Kindle Edition by Richa Jain Kalra	

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2024-2025</b>	
<b>Branch: NA</b>		<b>Semester: II</b>	
1	Course Code	<b>RBL002</b>	
2	Course Title	<b>Research Based Learning II</b>	
3	Credits	<b>0</b>	
4	Contact Hours (L-T-P)	<b>0-0-4</b>	
	Course Type	<del>Compulsory /Co Requisite/Pre Prerequisite/Elective/Open Elective</del>	
5	Course Objective	<ol style="list-style-type: none"> <li>1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.</li> <li>2. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality</li> <li>3. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.</li> </ol>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<ul style="list-style-type: none"> <li>● Dissertation/ Project Monitoring Stage</li> </ul>	<b>CO1, CO2</b>
	<b>Unit 2</b>	<ul style="list-style-type: none"> <li>● Progress of Project/ Dissertation after topic approval</li> </ul>	<b>CO3, CO4</b>
	<b>Unit 3</b>	<ul style="list-style-type: none"> <li>● Evaluation of progress of Project/ Dissertation after topic approval</li> </ul>	<b>CO4, CO5, CO6</b>
	<b>Unit 4</b>	<ul style="list-style-type: none"> <li>● First Review of the project by internal committee (R1)</li> </ul>	<b>CO4, CO5, CO6</b>
	<b>Unit 5</b>	<ul style="list-style-type: none"> <li>● Second Review of the project by internal committee (R2)</li> </ul>	<b>CO4, CO5, CO6</b>
	Mode of examination	Only An Audit course	
	Weightage	CA	MTE
	Distribution	100	00
			ETE
			00

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2024-2025</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>CCU108</b>
2	Course Title	<b>Community Connect</b>
3	Credits	<b>0</b>
4	Contact Hours (L-T-P)	<b>0-0-4</b>
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>
5	Course Objective	To let the student, engage and connect directly with the community/society. In this survey-based course students will get hand-on experience of the real-world situation by directly accessing and analysing the information collected from the people in the community under study. The course aims to sensitize the student towards society and social issues. This course will also give a proper field exposure to the student, where student will not only interact with the community but will analyse the data and try to find solutions to the larger issues affecting the community and the country at large.
7	Course Description	This course is design especially for the students to connect with the community and understand the problems of the people in the community and get a sense of belonging to the community.
7	Theme	<b>Major Sub-themes for research:</b> <ul style="list-style-type: none"> <li>• Major developmental issue (Socio-Economic, gender, environmental etc.)</li> <li>• Media habits/ Media usage/Audience profiling</li> <li>• Media perceptions</li> </ul>
<b>8.1</b>	Guidelines for Faculty Members	<ul style="list-style-type: none"> <li>• It will be a group assignment (4 to 5 students), the student will work together as a team, they have to survey at least 250 respondent (per team), and the faculty guide will guide the students and approve the project title and help the student in preparing the questionnaire and final report (the faculty member will collect all the questionnaires of survey and final report and submit to CCC coordinator within stipulated time).</li> <li>• The questionnaire should be well design and it should carry at least 20 questions (Including demographic questions).</li> <li>• The topic of the research should be related to social, economical or environmental issues concerning the common man.</li> <li>• The report should contain 2,500 to 3,000 words and relevant charts, tables and photographs.</li> </ul>



		<ul style="list-style-type: none"> <li>• The student should submit the report to CCC-Coordinator signed by the faculty guide by 22 April 2021.</li> <li>• The students have to send the hard copy of the Report and PPT to CCC coordinator and then only they will be allowed for External Exam.</li> </ul>
<b>8.2</b>	Role of CCC-Coordinator	<p>The CCC Coordinator will supervise the whole process and assign students to faculty members.</p> <p>BA+MA(J&amp;MC-Integrated) – the students will be allocated to faculty member (mentors/faculty member) in even term.</p>
<b>8.3</b>	Layout of the Report	<p>Abstract (250 words)</p> <ol style="list-style-type: none"> <li>Front Page (sample design will be provided by Community Connect Coordinator/Mentor)</li> <li>Certificate of originality duly signed by the faculty supervisor</li> <li>Acknowledgement</li> <li>Content Page</li> <li>Abstract</li> <li>Introduction</li> <li>Objective of the report</li> <li>Methodology</li> <li>Results, finding, conclusion</li> <li>Recommendation/plan of action</li> <li>References</li> <li>Appendices</li> </ol> <p>Note: Research report should base on primary data.</p>
<b>8.4</b>	Guideline for Report Writing	<p><b>Title Page: The following elements must be included:</b></p> <p>Title of the article;          Name(s) and initial(s) of author(s), preferably with first names spelled out;          Affiliation(s) of author(s);          Name of the faculty guide and Co-guide</p> <p>Abstract: Each article is to be preceded by a succinct abstract, of up to 250 words, that highlights the objectives, methods, results, and conclusions of the paper.</p> <p><b>Text: Manuscripts should be submitted in Word.</b></p> <ul style="list-style-type: none"> <li>• Use a normal, plain font (e.g., 12-point Times Roman) for text.</li> <li>• Use italics for emphasis.</li> <li>• Use the automatic page numbering function to number the pages.</li> <li>• Save your file in docx format (Word 2007 or higher) or doc format</li> </ul>

		<p>(older Word versions)</p> <p><b>Reference list:</b></p> <ul style="list-style-type: none"> <li>• The list of references should only include works that are cited in the text and that have been published or accepted for publication.</li> <li>• The entries in the list should be in alphabetical order.</li> <li>• Journal article</li> <li>• Hamburger, C.: Quasimonotonicity, regularity and duality for nonlinear systems of partial differential equations. Ann. Mat. Pura Appl. 169, 321–354 (1995)</li> <li>• Article by DOI</li> <li>• Sajti, C.L., Georgio, S., Khodorkovsky, V., Marine, W.: New nanohybrid materials for biophotonics. Appl. Phys. A (2007). doi:10.1007/s00339-007-4137-z</li> <li>• Book</li> <li>• Geddes, K.O., Czapor, S.R., Labahn, G.: Algorithms for Computer Algebra. Kluwer, Boston (1992)</li> <li>• Book chapter</li> <li>• Broy, M.: Software engineering — from auxiliary to key technologies. In: Broy, M., Denert, E. (eds.) Software Pioneers, pp. 10–13. Springer, Heidelberg (2002)</li> <li>• Online document</li> <li>• Cartwright, J.: Big stars have weather too. IOP Publishing PhysicsWeb. <a href="http://physicsweb.org/articles/news/11/6/16/1">http://physicsweb.org/articles/news/11/6/16/1</a> (2007). Accessed 26 June 2007</li> <li>• Always use the standard abbreviation of a journal’s name according to the ISSN List of Title Word Abbreviations, see</li> <li>• <a href="http://www.issn.org/2-22661-LTWA-online.php">www.issn.org/2-22661-LTWA-online.php</a></li> <li>• For authors using End Note, Springer provides an output style that supports the formatting of in-text citations and reference list.</li> <li>• <a href="#">End Note style (zip, 2 kB)</a></li> </ul>
<b>8.5</b>	Format:	<p><b>The report should be Spiral/ hardbound</b></p> <ul style="list-style-type: none"> <li>• The Design of the Cover page to report will be given by the Coordinator- CCC</li> <li>• Cover page</li> <li>• Acknowledgement</li> <li>• Content</li> <li>• Project report</li> <li>• Appendices</li> <li>• Font Times New Roman, Headings 16, subhead 14, body text 12. Justified text. Line spacing 1.5. Margins should be 3 cm at binding side, 2 cm top, bottom and remaining side.</li> </ul>
<b>8.6</b>	<b><u>I</u>mportant</b>	<ol style="list-style-type: none"> <li>1. Students needs to submit the hard copy of the report, duly signed and</li> </ol>

	Dates:	<p>approved by the faculty supervisor by 20th April, 2021.</p> <p>2. A trip to village will be organized by the University for the students in the 1st week of May. It will be mandatory for all the students.</p> <p>3. The final jury examinations will be held as per the date sheet, announced by the Dy. COE of the school.</p>
<b>8.7</b>	ETE	<b>The students will be evaluated by panel of faculty members on the basis of their presentation on date announced by the Dy. COE of the School.</b>
<b>8.8</b>	Method of Evaluation	Interpretative evaluation by Internal / external expert(s)

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

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: II</b>
1	Course Code	<b>VAF007</b>
2	Course Title	<b>Environmental Communication &amp; Sustainable Development Practices</b>
3	Credits	<b>0</b>
4	Contact Hours	<b>30 Hrs</b>
Course Status		<b>Value Added Course Compulsory</b>
5	Course Objective	<ul style="list-style-type: none"> <li>To understand the basics of environmental communication</li> <li>Comprehend the skills in applying the concepts in different forms of communication.</li> <li>To enhance understanding of waste management, sustainable development and climate change.</li> </ul>
7	Course Description	This course is designed to introduce students to environmental communications, including environmental education and environmental interpretation
8	Outline syllabus	CO Achievement

	<b>Unit 1</b>	<b>Environmental Pollution</b>	
	<b>A</b>	Water Pollution	CO1
	<b>B</b>	Soil Pollution, Air Pollution	CO1
	<b>C</b>	Noise Pollution	CO1
	<b>Unit 2</b>	<b>Waste Management</b>	
	<b>A</b>	Waste Management introduction	CO2
	<b>B</b>	e-Waste Management	CO2
	<b>C</b>	Media Coverage on waste management	CO2
	<b>Unit 3</b>	<b>Sustainable Development</b>	
	<b>A</b>	Sustainable development and globalization	CO3
	<b>B</b>	Challenges and Environmental Issues in India	CO3
	<b>C</b>	Case Studies	CO6
	<b>Unit 4</b>	<b>Environment and Climate change</b>	
	<b>A</b>	Climate change and sustainable development	CO4
	<b>B</b>	International agreements and climate change	CO4
	<b>C</b>	Case Studies	CO6
	<b>Unit 5</b>	<b>Writing on Environment</b>	
	<b>A</b>	Environment Journalism and Activism	CO5
	<b>B</b>	Media Coverage and Environment	CO5
	<b>C</b>	Case Studies	CO5
Text book/s*	Environment Media And Communication by Anders Hansen, Taylor & Francis Ltd		
Other	Essential Concepts of Environmental Communication An A–Z Guide by Pat Brereton,		

References	Routledge
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## SEMESTER 3

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>MMJ201</b>	
2	Course Title	<b>Entrepreneurship &amp; Business Communication</b>	
3	Credits	<b>6</b>	
4	Contact Hours (L-T-P)	<b>3-3-0</b>	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	1.Explain the principles and functions of media planning 2. Describe the structure and functions of media organizations 3.Developing the skill for starting the new ventures. 4.To make them understand the market necessities. 5.To make them capable to handle all kinds of business requirements.	
8	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Media Industry and Concept of Management</b>	
	A	1.1 Media as an industry and a profession; Operations and structure of news media company	CO1, CO3
	B	1.2 Ownership patterns of mass media - Foreign equity in Indian electronic and print media and press commissions on Indian newspaper management structure	CO1
	C	1.3 Hierarchy functions and organizational theory: Delegation, decentralization, motivation, disintermediation, control and coordination	CO 2
	<b>Unit 2</b>	<b>Organization Communication</b>	
	A	Communication within the organization	CO1
	B	Downward/ upward communication	CO1
	C	Horizontal communication	CO2
	<b>Unit 3</b>	<b>Communication from the organization</b>	
	A	Ethics and values as they relate to communication	CO 1,

			CO4
	B	Contemporary and continuing concerns of organizational communication	CO 2, CO4
	C	Ethical and legal considerations	CO 2, CO4
	<b>Unit 4</b>	<b>Human resources development</b>	
	A	4.1 Motivation, leadership and management	CO 1
	B	4.2 Marketing strategies and branding: Employee/employer and customer relations services	CO 2, CO3
	C	4.3 Promotion (space/time, circulation), reach, and promotion	CO 2
	<b>Unit 5</b>	<b>Entrepreneurship and Marketing</b>	
	A	5.1 Global marketing strategies and Social media branding	CO 1, CO5
	B	5.2 PR for building and sustaining business and audience and Ad campaign on Facebook	CO 2, CO5
	C	5.3 Advertising and Marketing ; Digital Marketing, Media planning and buying , Media budgeting and finance management, budget control	CO2,CO 4, CO5, CO6
10		Theory	
	Weightage	CA	MTE
11	Distribution	15	75
12	Text book/s*	<ul style="list-style-type: none"> <li>Dickson D, Communication Skills for Effective Tourism Denis Management, PalgraveMacmillan, In Dr. SakthivelMurughan M Management Principles Practices, New Age International Publisher New Delhi</li> <li>USA, NTC Business Book, 1993.</li> <li>Concepts Case; Tata McGraw Hill Publishers</li> </ul>	
13	Other References	<i>Albarran Alan B: Media Economics , Surjeet Publication , New Delhi</i>	

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>MCJ211</b>	
2	Course Title	<b>Public Relations and Corporate Communication</b>	
3	Credits	<b>4</b>	
4	Contact Hours (L-T-P)	<b>4-0-0</b>	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<ul style="list-style-type: none"> <li>• Explain the principles and functions of media planning</li> <li>• Describe the structure and functions of media organizations</li> <li>• Explain the importance of revenue generation for print, radio, TV &amp; web.</li> </ul>	
8	Course Description	The course aims to equip students to honk communication and writing skills and capacity to meet the challenges and demands of the Corporate Communication. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of strategies and communication for corporates and its complete execution in the business scenario.	
9	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Overview of strategy in Corporate Communication</b>	
	A	Role and scope of strategy in corporate communication	CO1
	B	Stakeholder Management and Communication	CO1
	C	Corporate Social Responsibility	CO2
	<b>Unit 2</b>	<b>Media Relations</b>	
	A	Impact of news coverage on corporate reputation	CO1
	B	Tools and techniques in media relations	CO1
	C	Handling negative news effectively	CO2
	<b>Unit 3</b>	<b>Crisis Communication</b>	
	A	Introduction to Crisis Communication	CO1
	B	Crisis management: Search for control	CO2
	C	Case studies	CO2
	<b>Unit 4</b>	<b>Issue Management</b>	
	A	What is issue management	CO1
	B	Issue scanning	CO2
	C	Issue Communication	CO2
	<b>Unit 5</b>	<b>Campaign planning</b>	
	A	Setting campaign objective	CO1, CO4, CO5
	B	Communication Strategy	CO2, CO4, CO5
	C	Campaign Assessment	CO2,CO4, CO5, CO6
10	Mode of examination	Theory	



11	Weightage Distribution	CA	MTE	ETE
		15	10	75
12	Text book/s*	<ul style="list-style-type: none"> <li>• Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India</li> <li>• Advertisers Handbook 2001; D V Gandhi; New Delhi; IndraprasthaPrakashan; 1999.3. Advertising Management,-2010, Jaishri, Jethwaney and Jain, Shruti, New Delhi, OxfordUniv. Press.</li> </ul> <p>Bland, Michael Effective media relations: how to get results - London: Kogan Page,1996.</p>		
1 3	Other References	Online tutorials available on Google		

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>MMJ202</b>	
2	Course Title	<b>Media Management and Economics</b>	
3	Credits	<b>6</b>	
4	Contact Hours (L-T-P)	<b>3-3-0</b>	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
5	Course Objective	<ul style="list-style-type: none"> <li>• Familiarize with psychological and cultural approach of advertisement for different media</li> <li>• Understanding of different segment and categories of advertisement</li> <li>• Understanding of means &amp; methods to achieve desired creativity in an advertisement</li> </ul>	
7	Course Description	The course aims to equip students to honk skills and capacity to meet the challenges and demands of the Brand Management. The curriculum lays stress on both theoretical and practical applications. The theoretical portion indicates the students to know how the technological aspects of Branding and its complete execution in the market.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Understanding Brand and Branding Process</b>	
	1	Brand – Meaning, Concept and Definition	CO1
	2	Role of Brand-	CO1
	3	Branding and its Process	CO2
	<b>Unit 2</b>	<b>Strategic Planning and Brand Management</b>	
	1	Brand Management- Meaning. Definition	CO1
	2	Product / Brand Positioning	CO1
	3	Customer Analysis	CO2
	<b>Unit 3</b>	<b>Brand Management Concepts</b>	
	1	Brand / Product Research	CO1, CO3
	2	Product Development & Testing	CO2, CO3
	3	Brand Equity	CO2
	<b>Unit 4</b>	<b>Sustaining Branding Strategies</b>	
	1	Brand Leveraging & Brand Performance	CO1, CO4, CO5
	2	Brand Hierarchy	CO2, CO5

	3	Brand Extension and Brand Transfer- Managing Brand Over Time.			CO2, CO5
	<b>Unit 5</b>	<b>Making of Indian Global Brands</b>			
	1	Goods and Services, Retailers and Distributers, People and Organization			CO1, CO5
	2	Luxury Brands, B2B Brands, Brand Challenges and Opportunities			CO2, CO4,
	3	The making of Indian Global Brands – Case Studies			CO2,CO4, CO5, CO6
	Mode of examination		THEORY		
	Weightage Distribution	CIA	MTE	ETE	
		15	10	75	
	Text book/s*	Bland, Michael Effective media relations : how to get results.-- London: Kogan Page, 1996. Brand Risk: Adding Risk Literacy to Brand Management-2008, Abrahams David, England, Gower, 2008. Essential for Media Planning -1993 Arnold M Barbar USA, NTC Business Book, 1993.			
	Other References	Online tutorials available on Google			

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>MMP211</b>	
2	Course Title	<b>Budgeting Process &amp; Pitching</b>	
3	Credits	6	
4	Contact Hours (L-T-P)	3-3-0	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of budgeting process. 2. Describe the how pitching is done for advertising plan.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about the budgeting process and pitching.	
9	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Budgeting – I</b>	
	A	Setting and Allocating the Budget	CO1, CO2
	B	Different Methods of Setting Budget-Competitive Spending, Objective and Task	CO1, CO2
	C	Expenditure per Rate, Factors Affecting the Size of the Budget	CO1, CO2
	<b>Unit 2</b>	<b>Budgeting</b>	
	A	Presentation of Media Plan to a Client and Evaluation of Media Plan	CO1, CO2
	B	Media Matrix and Measurability and Global Challenges	CO1, CO2
	C	Differences between Brand Matrix and Media Matrix	CO1, CO2
	<b>Unit 3</b>	<b>Evaluation Plan</b>	
	A	Retrieval and Interpretation of Data, Audience Audit Techniques	CO2
	B	People Meter, Single Source Data, Geo Demographic Measurement	CO2
	C	Practical session on Media Information Retrieval IRS	CO2
	<b>Unit 4</b>	<b>The Pitch Process</b>	
	A	The Pitch	CO3
	B	Preparation required, team, strategy, brief and plan	CO3, CO5
	C	Building up clientele	CO3
	<b>Unit 5</b>	<b>Pitching process &amp; Agency evaluation techniques</b>	
	A	Making good pitches, Investor Pitch Exercises	CO2, CO3, CO4, CO5
	B	Plan Formulation and Redesign	CO2, CO3, CO4, CO5
	C	Financial Projections	CO2, CO3, CO2,CO4, CO5, CO6
10	Mode of examination	THEORY	

	Weightage Distribution	CA	MTE	ETE
11		15	10	75
12	Text book/s*	BARTON ET AL: Essentials of media planning (USA NTC Business Book, 1993)		
13	Other References	<ul style="list-style-type: none"> <li>● Dominick Joseph R: The Dynamics of Mass Communication: Media in Digital Age (US: McGraw Hill Companies, 2007</li> <li>● SISSORS AND MUMBA: Advertising Media Planning (USA NTC Business Book, 1966)</li> <li>● Key Account Management: The Definitive Guide by Malcolm Macdonald and Diana Woodburn</li> </ul>		

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>MMJ203</b>	
2	Course Title	<b>Corporate Communication Lab</b>	
3	Credits	2	
4	Contact Hours (L-T-P)	0-1-2	
5	Course Type	<b>Elective</b>	
6	Course Objective	The objective of this course is to: 1.Explain the principles and functions of media management 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.	
8	Course Description	The course is aimed to make students learn the skills and knowledge about. Basic of media management, to know how the knowledge of branding and Indian market overview.	
9	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Understanding Corporate Communications</b>	
	A	Definitions of corporate communication	CO1
	B	Corporate communication functions	CO1
	C	Corporate Communication strategies and tools	CO1
	<b>Unit 2</b>	<b>Corporate Communication in Private and Public Sector</b>	
	A	Corporate Social Responsibility	CO2, CO3
	B	Corporate identity	CO2, CO3
	C	An overview of corporate law and government corporate affairs	CO2, CO3
	<b>Unit 3</b>	<b>Financial markets and Communication</b>	
	A	Key publics for financial communication	CO3, CO2
	B	Capital market	CO3, CO2
	C	Financial advertising	CO3, CO2
	<b>Unit 4</b>	<b>Crisis Communication</b>	
	A	Managing Crisis	CO5, CO4
	B	The importance of crisis communication	CO5, CO4
	C	Corporate governance	CO5, CO4
	<b>Unit 5</b>	<b>Laws and ethics in Corporate Communication</b>	
	A	Introduction of Mass media laws	CO3, CO2
	B	Corporate laws	CO3, CO2
	C	Ethical Issues in Corporate Communication	CO2,CO4, CO5, CO6
10	Mode of examination	Jury	
11	Weightage	CA	CE(Viva)
	Distribution	25	25
			ETE
			50

12	Text book/s*	<ol style="list-style-type: none"> <li>1. Hargie O, Dickson D, Communication Skills for Effective Tourist Management, Palgrave Macmillan, India</li> <li>2. Dr. Sakthivel Murugan M, Management Principles &amp; Practices, New Age International Publishers, New Delhi</li> <li>3. Redmond, J, Trager R, Media Organisation Management, Biztantra, New Delhi</li> <li>4. Albarran, Alan B, Media Economics, Surjeet Publication new Delhi.</li> </ol>
13	Other References	A handbook on Corporate communication by Jaishree Jethwaney

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>MMJ204</b>	
2	Course Title	<b>Integrated Marketing Communication</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-1-2</b>	
	Course Type	<b>Elective</b>	
5	Course Objective	The objective of this course is to: 1.Explain the principles and functions of Integrated Marketing Communication. 2. Describe the structure of Indian market scenario 3. Explain the importance of revenue generation for print, radio, TV & web and know about marketing communication.	
7	Course Description	The course is aimed to make students learn the skills and knowledge about Basic of media management, to know how the knowledge of branding and Indian market overview.	
8	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Understanding Marketing</b>	
	1	Basic economics	CO1
	2	Market and Marketing: Concept, Definitions and Approaches	CO1
	3	An overview of Indian Market	CO1
	<b>Unit 2</b>	<b>Consumer Behaviour</b>	
	1	Concept, Definitions and Applications	CO2
	2	Consumer Behaviour Mapping	CO2
	3	Factors Influencing Consumer Behaviour , Segmentation	CO3
	<b>Unit 3</b>	<b>Market Research</b>	
	1	Introduction to Market Research, Role and Scope of Research	CO1, CO2
	2	Types of Research, Market Research Techniques	CO1, CO2
	3	Strategic Marketing	CO1, CO2
	<b>Unit 4</b>	<b>Understanding Marketing Communication and Strategy</b>	
	1	Integrated Marketing Communication- Concept and Process, Relationship between	CO2, CO4
	2	Below the Line Communication: Concept, Definitions,	CO2, CO4
	3	promotion, On Ground Activation, Events/ Celebrity	CO2, CO4



		Management and Other		
<b>Unit 5</b>	<b>Strategic Marketing</b>			
1	Rural Marketing – Features, Significance and Scope			CO3, CO4, CO5
2	Direct Marketing			CO3, CO4, CO5
3	Understanding Service and Retail Marketing			CO2,CO4, CO5, CO6
Mode of examination	JURY			
Weightage Distribution	CA	CA(Viva)	ETE	
	25	25	50	
Text book/s*	Dr.SakthivelMurughan M Management Principles & Practices, New Age International Publishers, New Delhi			
Other References	1. Hargie O, Dickson D, Communication Skills for Effective Tourish Denis Management, Palgrave Macmillan, India 2. Redmond, J, Trager R Media Organisation Management, Biztantra, New Delhi 3. Albarran, Alan B Media Economics, Surjeet Publication New Delhi.			

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>VOF202</b>	
2	Course Title	<b>Smartphone Film Making I</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-1-4</b>	
	Course Type	Vocational Minor Co-Requisite	
5	Course Objective	This course aims at enriching the minds of those students who have an interest in learning the techniques of filmmaking using a smartphone for a various platform (Cinema, Television, Advertisement, Film Festivals, etc.) in the broader context of the Media and Entertainment industry	
7	Course Description	This course provides an introduction to smartphone film making and the use of audio integrated with visuals	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Smartphone Film Making</b>	
	A	Introduction to the basic concepts of smartphone filmmaking	CO1
	B	Why smartphone filmmaking is an important and versatile option?	CO1
	C	Appreciation of films made on smartphones	CO1
	<b>Unit 2</b>	<b>Introduction to Smartphone Audio</b>	
	A	The Equipment	CO2
	B	Important Apps and Platform	CO2
	C	The Audio: <ul style="list-style-type: none"> <li>● Sound Perception and its use for different situation</li> <li>● Importance of sound in films and introduction to sound recording.</li> <li>● Microphones and their polar patterns</li> <li>● Microphone placement and usage</li> <li>● Sound perspective and practical application</li> </ul>	CO3, CO4
	<b>Unit 3</b>	<b>Smartphone Imaging Techniques</b>	
	A	Photos: ➤ Composition, leading lines and the rule of thirds, Depth of field and selective focus	CO3, CO4
	B	Video: <ul style="list-style-type: none"> <li>● Significance of different camera angles</li> <li>● Characteristics and impact of various dimensions of Shots</li> <li>● White balance</li> <li>● Colour wheel and colour temperatures</li> </ul>	CO3, CO4
	C	Selection of a viewpoint	CO3, CO4, CO5

	<b>Unit 4</b>	<b>Idea to Screen</b>		
	A	Story Idea and basics of screenwriting		CO2, CO6
	B	Characterization and shooting on location		CO2
	C	Lighting: • Continuity of lighting, How to use ambient light?		CO3, CO4
	<b>Unit 5</b>	<b>Editing Essentials</b>		
	A	Imaginary line: 30 & 180-degree rule and placement of the camera		CO4
	B	Introduction to Video Editing using mobile apps like Kine Master		CO4, CO6
	C	Visualisation: Capture a scene in 5 shot		CO5, CO6
	Mode of examination		Jury	
	Weightage	CA	Internal Viva Voce	ETE
	Distribution	25%	25%	50%
	Text book/s*	The Digital <b>Filmmaking</b> Handbook. Mark Brindle		
	Other References	Smartphone Movie Maker by Stoller Bryan		
		The Smartphone Filmmaking Handbook by Neil Philip Sheppard		

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<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
1	Course Code	<b>RBL003</b>	
2	Course Title	<b>Research Based Learning 3</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-0-4</b>	
	Course Type	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>	
5	Course Objective	<p>1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.</p> <p>4. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality</p> <p>5. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<ul style="list-style-type: none"> <li>Dissertation/ Project Implementation Stage</li> </ul>	<b>CO1, CO2</b>
	<b>Unit 2</b>	<ul style="list-style-type: none"> <li>First Review (R1)</li> </ul>	<b>CO3, CO4, CO5, CO6</b>
	<b>Unit 3</b>	<ul style="list-style-type: none"> <li>Second Review (R2)</li> </ul>	<b>CO3, CO4, CO5, CO6</b>
	<b>Unit 4</b>	<ul style="list-style-type: none"> <li>Review (R3) by internal committee</li> </ul>	<b>CO3, CO4, CO5, CO6</b>
	Mode of examination	Jury/Viva/Practical	
	Weightage	CA	CA (RBL1+ RBL 2)
	Distribution	70%	30%
			ETE
			00

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<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: III</b>	
<b>School: SSMFE</b>		<b>Batch: 2023-2025</b>	
1	Course Code	INC001	
2	Course Title	<b>Industry Connect 1</b>	
3	Credits	0	
4	Contact Hours (L-T-P)	0-0-4	
5	Course Type	Compulsory	
6	Course Objective	<p>The objective of this course is:</p> <p>To give real-time exposure of the industry environment to students</p> <p>To familiarize the faculty and students with the media and communication industry</p> <p>To acquaint Student and Faculties with the latest demands of Industry</p> <p>To create a platform to enhance the industry-academia interaction</p> <p>To give industry exposure to our faculty and students</p>	
8	Course Description	The course is aimed to provide the students and faculty a platform to get connected with the industry and get real-time exposure on the daily working environment of the media and communication industry	
9	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Understanding Target Industry</b>	
	A	Print Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Production	CO1
	B	Electronic Media, Origin, Organisational Structure, Basic/Advance level Technology used for Broadcast	CO1
	C	Digital Media, Evolution, Organisational Structure, Basic/Advance level Technology used for Publish content online	CO2
	<b>Unit 2</b>	<b>Recent Trends in Industry</b>	CO4
	A	Invited lecture from domain experts	
	B	Group / Panel discussion	
	C	Collaborative learning	
	<b>Unit 3</b>	<b>Hands on Training for Skill Development</b>	CO5

	A	Print Media: Quark Express, InDesign		
	B	Video Production any one software i.e Premier		
	C	Digital Media, PR tools training		
	<b>Unit 4</b>	<b>Industry Connect</b>		CO3
	A	Identify the input and output for different processes of target Industry		
	B	Understanding background of field visit industry		
	C	Industry etiquettes skills		
	<b>Unit 5</b>	<b>Industry Visit Reports</b>		CO6
	A	Pre Field Visit and Post Field Visit preparation		
	B	Field Visit Report preparation process		
	C	Field visit report presentation		
10	Mode of examination	Practical		
11	Weightage	CA	Industry Visit Report	ETE
	Distribution	NA	NA	NA

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<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: III</b>
1	Course Code	<b>VAF 106</b>
2	Course Title	<b>Social &amp; Emotional Well Being</b>
3	Credits	<b>0</b>
4	Contact Hours	<b>30 Hrs</b>
Course Status		<b>Value Added Course Compulsory</b>
5	Course Objective	<ul style="list-style-type: none"> <li>• To obtain a basic understanding of Positive emotions, strengths and virtues; the concepts and determinants of happiness and well-being, and</li> <li>• To become aware of contextual and cultural influences on health and happiness.</li> </ul>
7	Course Description	This course is designed to introduce students to the concept of social and emotional wellbeing. The students will be introduced the contextual and cultural influences on health and happiness.
8	Outline syllabus	CO Achievement

	<b>Unit 1</b>	<b>Introduction to Positive Psychology</b>	
	<b>A</b>	Importance of positive emotions in everyday life	CO1
	<b>B</b>	Society, Strength and Virtues	CO1
	<b>C</b>	Implications for human behavior and mental health	CO1
	<b>Unit 2</b>	<b>Health &amp; Well-Being</b>	
	<b>A</b>	Determinants of Happiness and well-being – biological, social, psychological and spiritual.	CO2
	<b>B</b>	The Science of Happiness and Life Satisfaction	CO2
	<b>C</b>	Research findings on effects of happiness and well-being on mental illness and stress	CO2
	<b>Unit 3</b>	<b>Facilitators of health &amp; well-being</b>	
	<b>A</b>	Creativity, Optimism, Hope and Self-Efficacy.	CO3
	<b>B</b>	Compassion and Forgiveness, Empathy and Altruism.	CO3
	<b>C</b>	Positive youth development, positive aging to cope up with stress.	CO6
	<b>Unit 4</b>	<b>Indigenous Indian Approaches of Health and Well-being</b>	
	<b>A</b>	History of healing system in India	CO4
	<b>B</b>	Concepts of Indian health: Holistic health Model of Ayurveda, Concept of Health in Āyurveda	CO4
	<b>C</b>	Coping with Stress: Happiness & Optimism.	CO6
	<b>Unit 5</b>	<b>Yoga, meditation and other cultural practices</b>	
	<b>A</b>	Yoga	CO5
	<b>B</b>	Meditation	CO5

	<b>C</b>	Naturopathy	CO5
Text book/s*	Dalal, A. K., & Misra, G. (2006). Psychology of health and well-being: Some emerging perspectives. <i>Psychological Studies</i> , 51(2-3), 91-104.		
Other References	Joshi, K. S. (2016). Speaking of yoga & nature-cure therapy: A practical guide that offers useful insights into yoga & nature-cure techniques. New Dawn Press: UK.		



**Semester IV**

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>MMP220</b>	
2	Course Title	<b>Research Dissertation</b>	
3	Credits	<b>9</b>	
4	Contact Hours (L-T-P)	<b>0-0-18</b>	
	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
5	Course Objective	The objective of this course is to: <ol style="list-style-type: none"> <li>1. Strengthen the academic research ability of the students.</li> <li>2. Evolve the inquisitiveness of the students towards society and various factors affecting media and society at a large.</li> <li>3. Enhance the problem solving skills of the students.</li> </ol>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1-5</b>	<b>Complete the master's thesis/dissertation under the supervision of the assigned faculty in given time</b>	<b>CO1, CO2, CO3 CO6</b>
	Mode of examination	Jury/Viva/Practical	
	Weightage	CA	Viva
	Distribution	25	50

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<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2025-2026</b>
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>MMP222</b>	
2	Course Title	<b>On Job Training</b>	
3	Credits	9	
4	Contact Hours (L-T-P)	(0-0-18)	
5	Course Type	<b>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</b>	
6	Course Objective	<ol style="list-style-type: none"> <li>1. The students will take an Internship of two months in a recognized media organization in the area of specialization/interest or may go for on job training.</li> <li>2. On completion of the internship, the student will have to produce an internship report as prescribed by the faculty and they may start their professional career in media organisation.</li> </ol>	
8	Course Description	<p>The syllabus is a combination of concepts and practices. Some of the modules are conceptual in nature and are aimed at to equip the students with political, economic, social and cultural contexts that are relevant at conceptual level of the profession of journalism.</p> <p>Some of the modules are focused on craft component of the profession to impart skills that are vital to practice the profession of journalism.</p>	

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>		
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>			<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>		
1	Course Code	<b>MMP221</b>		
2	Course Title	<b>Final Masters Project</b>		
3	Credits	<b>9</b>		
4	Contact Hours (L-T-P)	<b>(0-0-18)</b>		
5	Course Type	<del>Compulsory/Pre-Requisite/Co-Requisite/Elective/Open Elective</del>		
6	Course Objective	1. On Job training in the preferred media industry or final project as per the area of interest. 2. Hands on working experience in the media industry.		
8	Course Description	This course is designed specially to give an industry exposure to the students. During this course the students get an opportunity to work in their preferred Ad, PR & CC field with the experienced industry professionals so that they can analyze& apply their theoretical knowledge and develop an understanding about the current requirement of the particular industry. Students will be evaluated on the basis of final project report & presentation before the jury via Viva Voice .		
9	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Weekly Reports</b>		
	A	Fortnightly Reports		CO1, CO2, CO3
	B			
	C	Fortnightly Reports		
	<b>Unit 2</b>			CO1, CO2, CO3
	A			
	B	Fortnightly Reports		
	C			CO1
	<b>Unit 3</b>	Fortnightly Reports		
	A			
	B			CO1, CO2, CO3
	C	Fortnightly Reports		
	<b>Unit 4</b>			
	A			
	B	Fortnightly Reports		
	C			CO1, CO2, CO3, CO4
	<b>Unit 5</b>	Final Reports		
	A			
	B			CO2,CO4, CO5, CO6
	C			
10	Mode of examination	Jury		
11	Weightage	CA	Viva	ETE
	Distribution	25	25	50

12	Text book/s*	NA	
13	Other References	NA	

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>RBL004</b>	
2	Course Title	<b>Research Based Learning IV</b>	
3	Credits	<b>2</b>	
4	Contact Hours (L-T-P)	<b>0-0-4</b>	
	Course Type	<b>Compulsory /Co-Requisite/Pre-Prerequisite/Elective/Open Elective</b>	
5	Course Objective	<p>1. The students will be encouraged to select a topic on any dimension of journalism and communication and will be encourage selecting a topic related to their area of residence.</p> <p>6. The aim of the project/thesis is to bring together the knowledge and skills acquired by students in a final work that is of professional quality</p> <p>7. This will require the students to engage in depth with a topic and to carry out primary investigation thereof.</p>	
7	Course Description	The course is designed to inculcate the research value and skills among the students.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	Project/ Dissertation Verification and Validation Stage <ul style="list-style-type: none"> <li>• First Review (R1)</li> </ul>	<b>CO1, CO2, CO3, CO4, CO5</b>
	<b>Unit 2</b>	<ul style="list-style-type: none"> <li>• Second Review (R1)</li> </ul>	<b>CO2, CO3, CO4, CO5,</b>
	<b>Unit 3</b>	<ul style="list-style-type: none"> <li>• Third Review (R3)</li> </ul>	<b>CO2, CO3, CO4, CO5,</b>
	<b>Unit 4</b>	<ul style="list-style-type: none"> <li>• Review (R4) by External expert</li> </ul>	<b>CO2, CO3, CO4, CO5, CO6</b>
	<b>Unit 5</b>	<ul style="list-style-type: none"> <li>• Submission</li> </ul>	<b>CO6</b>
	Mode of examination	Jury/Viva/Practical	
	Weightage	CA	MTE
	Distribution	60%	00
			ETE
			40%

<b>School: SSMFE</b>		<b>Batch :2024-2026</b>	
<b>Programme: MA (Advertising, Public Relations and Corporate Communication)</b>		<b>Current Academic Year: 2025-2026</b>	
<b>Branch: NA</b>		<b>Semester: IV</b>	
1	Course Code	<b>VOF204</b>	
2	Course Title	<b>Smartphone Film Making II</b>	
3	Credits	<b>3</b>	
4	Contact Hours (L-T-P)	<b>0-2-2</b>	
	Course Type	<b>Co-Requisite</b>	
5	Course Objective	The objective of this course is to: 1. Give students advanced knowledge about filmmaking using smartphone. 2. Enhance their skill sets acquired at level I to level II	
7	Course Description	The course is designed to help students to make films using smartphones by adding more creative value to the content.	
8	Outline syllabus	CO Mapping	
	<b>Unit 1</b>	<b>Smartphone Film Making</b>	
	1	Film analysis and appreciation	CO1
	2	Smartphone filmmaking as compared to regular filmmaking	
	3	Analysis of award winning films shot with smartphones	CO1
	<b>Unit 2</b>	<b>Audio</b>	
	1	Recording of sound in noisy locations	CO2
	2	Sound perspective	CO2
	3	Using Apps- Creating, editing and pre-mixing audio files	CO2
	<b>Unit 3</b>	<b>Video</b>	
	1	Apps available for smart phone shooting	CO3, CO4
	2	Use of Gimbals to enhance the image capturing	
	3	Selection of viewpoint to heighten the drama	CO3, CO4
	<b>Unit 4</b>	<b>Level next for AV Capturing</b>	
	1	Time-lapse filmmaking	CO4
	2	Shooting indoor/outdoor (understanding the importance of light)	CO4
	3	Supplementary lighting for a lit location with ambient light & different colour temperatures	CO4
	<b>Unit 5</b>	<b>Exercises and Application</b>	
	1	Visualisation: Capture a scene in 5 shot	CO5
	2	Screening of Films shot on Mobile	CO5
	3	Create (including Discussions and Corrections) on the final project 3 – 5 minutes film	CO6

	Mode of examination	Jury
	Weightage Distribution	CA 75 %      ETE 25 %
	Text book/s*	1. Boyd, A. (1997). <i>Broadcast Journalism: Techniques of Radio and TV news</i> . Boston: Focal Press.
	Other References	2. Belavadi, V. (2013). <i>Video production</i> . New Delhi: Oxford University Press. 3. Hakemulder, J. R., Jonge, F. A., & Singh, P. P. (2005). <i>Broadcast Journalism</i> . New Delhi, India: Anmol Publications. 4. Millerson, G., & Millerson, G. (1999). <i>Television Production</i> . Oxford: Focal Press, 13 edition. 5. Trewin, J. (2003). <i>Presenting on TV and Radio: An Insider's Guide</i> . Amsterdam: Elsevier. 6. Utz, P. (2006). <i>Today's Video</i> . Jefferson, NC: McFarland. 7. Zettl, H. (2005). <i>Television Production Handbook</i> , Cengage Learning. 8. <a href="http://www.tv-handbook.com/index.html">www.tv-handbook.com/index.html</a>