

**Guardian degree college of arts commerce
& science**

Affiliated to University of Mumbai Accredited

**Bachelor of Mass Media
(BMM/BAMMC)**

PROGRAM OUTCOME

- 1) The programme considers media industry and their relationship to culture and society, and the understanding how communication works. The program emphasizes the development of critical thinking professional writing skills and effective oral communication.
- 2) Prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism or advanced study.
- 3) Equip the learners with professional, skills essential for making career in Entertainment Industry, Cinema, Television, OTT Platforms, social media platforms etc.
- 4) Students demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
- 5) Knowledge, skills and values that prepare them for the future careers in our interconnected society, whether in mass media or advanced study.
- 6) Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- 7) Learners would understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints and ethical concerns.
- 8) Give learners an improved sense of self confidence and selfefficacy and an awareness of their responsibilities as professionals in their field.
- 9) Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography and multimedia.
- 10) Learners will be better equipped to grasp the complex relationship between communication / media theories and a diverse set of individual, social and professional practices.
- 11) Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices and relevant social issues.
- 12) Learners will comprehend the foundations, process and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.

- 13) Learners will be able to conceptualize, design and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
- 14) Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

COURSE OUTCOMES

FYBAMMC SEMESTER I AND II	
Effective Communication I & II	<ul style="list-style-type: none"> • Understand the functional and operational use of language in media. • Make use of language in media and organization. • Equip students with structural and analytical reading, writing and thinking skills. • Understand key concepts of communication.
Foundation Course I & II	<ul style="list-style-type: none"> • Gain an overview of Indian Society. • Understand the constitution of India, its socio-political problems etc
Visual Communication	<ul style="list-style-type: none"> • Equip students with tools that would help them to visualize and communicate. • Understand Visual Communication as part of Mass Communication. • Acquire basic knowledge to be able to carry out a project in the field of Visual Communication. • Gain knowledge of theories and languages of Visual Communication. • Understand and analyze Visual Communication from a critical perspective.
Fundamentals of Mass Communication	<ul style="list-style-type: none"> • Understand the history, evolution and the development to Mass Communication in the world with special reference to India. • Understand the evolution of Mass Media as an important social institution. • Understand the development of Mass Communication models. • Develop a critical understanding of Mass Media. • Understand the concept of New Media and Media Convergence and its implications.
Current Affairs	<ul style="list-style-type: none"> • Acquire an overview on current developments in various fields.

	<ul style="list-style-type: none"> • Generate interest among the learners about burning issues covered in the media. • Equip learners with basic understanding politics, economics, environment and technology so that students can grasp the relevance of related news.
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History of Media	<ul style="list-style-type: none"> • Learners will be able to understand Media history through key events in the cultural history. • Enable learners to understand the major development in media history. • Understand the history and role of professionals in shaping communication. • Understand the values that shaped and continues to influence Indian mass media. • Learner will develop the ability to think and analyze about media. • Sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media.
Content Writing	<ul style="list-style-type: none"> • Equip with tools that would help them communicate effectively. • Understand crisp writing as part of Mass Communication. • Able to draw the essence of situations and develop clarity of thought.
Introduction to Advertising	<ul style="list-style-type: none"> • Understand advertising, growth, importance and types, effective advertisement campaign, tools, models , • Comprehend the role of advertising campaigns, tools, models, various advertising trends and future.
Introduction to Journalism	<ul style="list-style-type: none"> • Acquaint with an influential medium of journalism that holds the key to opinion formation and to create awareness.
Media Gender and Culture	<ul style="list-style-type: none"> • Understand the significance of culture and the media industry, association between the media, gender and culture in the society. • Apprehend the changing perspective of media, gender and culture in the globalized era.
SYBAMMC	SEMESTER III & IV
Electronic Media I and II	<ul style="list-style-type: none"> • To make the students acquainted with working of the two powerful media; i.e. radio and television. • The content is useful for both advertising and journalism students in order to further their careers in

	<p>their respective fields.</p> <p>.</p>
Theatre and Mass Communication I and II	<ul style="list-style-type: none"> • Direction and the works, developing an eye for details • Deeper understanding of theatre and how it has evolved to create human connections • Understanding the role theatre plays as a medium of mass communication in development of society
Corporate Communication and Public Relations	<ul style="list-style-type: none"> • To provide the students with basic understanding of the concepts of corporate communication and public relations. • To introduce the various elements of corporate communication and consider their roles in managing media organizations. • To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. • To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
Media Studies	<ul style="list-style-type: none"> • To provide an understanding of media theories • To understand the relationship of media with culture and society • To understand Media Studies in the context of trends in Global Media
Introduction to Photography	<ul style="list-style-type: none"> • To introduce to media learner the ability of image into effective communication. • To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. • To practice how picture speaks thousand words by enlightening the learner on how. • To develop the base of visualisation among learners in using pictures in practical projects. • To help learner work on given theme or the subject into making a relevant picture or photo feature.
Film Communication I and II	<ul style="list-style-type: none"> • To inculcate liking and understanding of good cinema. • To make students aware with a brief history of movies; the major cinema movements. • Understanding the power of visuals and sound and the ability to make use of them in effective communication. • Insight into film techniques and aesthetics

	<ul style="list-style-type: none"> • Awareness of cinema of different regions. • Understand the contribution of cinema in society.
	<ul style="list-style-type: none"> • How to make technically and grammatically good films. • From making to marketing of films. • Economic aspects of film. • Careers in films
Computers and Multimedia I and II	<ul style="list-style-type: none"> • To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. • To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. • To prepare learners skilled enough for independency during project papers in TY sem VI. • To help learners work on small scale projects during the academic period
Writing and Editing for Media	<ul style="list-style-type: none"> • Provide the ability to understand writing styles that fit various media platforms. • It would help the learner acquire information gathering skills and techniques. • On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. • The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. • The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences • Provide acquire basic proficiency in proof-reading and editing.
Media Laws and Ethics	<ul style="list-style-type: none"> • To provide the learners with an understanding of laws those impact the media. • To sensitize them towards social and ethical responsibility of media.
Mass Media Research	<ul style="list-style-type: none"> • To introduce students to debates in Research approaches and equip them with tools to carry on research • To understand the scope and techniques of media research, their utility and limitations
TYBMM (OLD SYLLABUS)	ADVERTISING SEMESTER V AND VI

Advertising in Contemporary Society	<ul style="list-style-type: none"> To recognize the roles of advertising in modern society To understand the current developments and problems concerning advertising as an economic and social force. Appreciate the increasingly international nature of advertising. <p>To analyze the interdependent nature of advertising</p>
	and popular culture.
Copywriting	<ul style="list-style-type: none"> To familiarize the students with the concept of copywriting as selling through writing To develop their inherent writing skills To train students to generate, develop and express ideas effectively To familiarize students with contemporary advertising techniques and Practices
Advertising Design (Project)	<ul style="list-style-type: none"> To expose students to the creative and technical aspects of art direction
Consumer Behaviour	<ul style="list-style-type: none"> To introduce the students to the complexities of consumer behaviour
Media Planning and Buying	<ul style="list-style-type: none"> To develop knowledge of major media characteristics and buying advertising space in them to develop an understanding of procedures, requirements, and techniques of media planning
Brand Building	<ul style="list-style-type: none"> To provide an introduction to the concepts and practices of contemporary brand management. To understand the appropriate strategies and tactics to build, measure and manage Brand Equity. To learn to plan an effective advertising campaign
Advertising and Marketing Research	<ul style="list-style-type: none"> To discuss the foundations of research and audience analysis that is imperative to successful advertising.
Legal Environment and Advertising Ethics	<ul style="list-style-type: none"> To provide a perspective on the Legal Environment in India. To guide students of media through the various ethics connected to Advertising. Maharashtra state centric cases to be discussed in class as the situation demands
Financial Management for Marketing and Advertising	<ul style="list-style-type: none"> To expose students to the financial and business aspects of advertising
Agency Management	<ul style="list-style-type: none"> To expose students to the business of advertising To familiarize students with the different aspects of running an ad agency

Principles and Practice of Direct Marketing	<ul style="list-style-type: none"> • What Direct marketing is, including direct marketing terminology • How direct marketing differs from “traditional marketing” • Direct marketing techniques
Contemporary Issues	<ul style="list-style-type: none"> • To sensitise students to the environment around them • Developing a perspective towards issues related to the marginalized sections of the society
Entertainment and Media Marketing	<ul style="list-style-type: none"> • To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector 2.

	<ul style="list-style-type: none"> • Introducing the students to television industry and film industry. • Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc. • Will help to know the impact of media industry on the viewers, understanding its characteristics
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TYBAMMC (NEW SYLLABUS)	ADVERTISING SEMESTER V AND VI
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Copywriting	<ul style="list-style-type: none"> • To familiarize the students with the concept of copywriting as selling through writing • To learn the process of creating original, strategic, compelling copy for various mediums • To train students to generate, develop and express ideas effectively • To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. • In an ad agency, as a copywriter, one cannot “Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity. <p>There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.</p>
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Advertising and Marketing Research	<ul style="list-style-type: none"> • The course is designed to inculcate the analytical abilities and research skills among the students. • To understand research methodologies – Qualitative Vs Quantitative • To discuss the foundations of Research and audience analysis that is imperative to successful advertising. • To understand the scope and techniques of Advertising and Marketing research, and their utility
Globalization and International Advertising	<ul style="list-style-type: none"> • To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising. • To help the student understand and practice Global Communication. • To develop media student's understanding on Global Brands.
	<ul style="list-style-type: none"> • To introduce to media students about concept and process of International advertising. • To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising. • Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market
Brand Building	<ul style="list-style-type: none"> • To understand the awareness and growing importance of Brand Building • To know how to build, sustain and grow brands. • To know the various new way of building brands. • To know about the global perspective of brand building
Agency Management	<ul style="list-style-type: none"> • To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. • How an ad agency works and what opportunities exist • To familiarize students with the different aspects of running an ad agency • To inculcate competencies thereby enabling to undertake professional work with advertising industry

Social Media Marketing	<ul style="list-style-type: none"> • Students learn real-world skills from leading designers, artists, and entrepreneurs. • The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork. • With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling. • Identify and apply strategies to improve and succeed no matter what their initial skills • Solve problems and learn from creative risks by using people skills, design principles, and processes. • Build a strong foundation in all aspects of design and production for storytelling in motion. • Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more. • Develop a professional commitment to their field, their work, and themselves; preparing them to be
	members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole
Digital Media	<ul style="list-style-type: none"> • Understand digital marketing platform • Understand the key goals and stages of digital campaigns • Understand the of use key digital marketing tools • Learn to develop digital marketing plans
Advertising Design (Project)	<ul style="list-style-type: none"> • Learner shall understand the process of planning & production of the advertisement. • To highlight the importance of visual language as effective way of communication. <p>To provide practical training in the field of advertising & make learner industry ready</p>
Media Planning and Buying	<ul style="list-style-type: none"> • To develop knowledge of major media characteristics • To understand procedures, requirements, and techniques of media planning and buying. • To learn the various media mix and its implementation • To understand budget allocation for a Media plan and fundamental

Advertising and Sales Promotion	<ul style="list-style-type: none"> • Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, • Use a framework to make effective sales promotion decisions, • Adopt the necessary skills and point of view of an effective sales promotion campaign
Retailing and Merchandising	<ul style="list-style-type: none"> • To introduce the students the concept of Retailing. • To make them understand the strategies of Retail Marketing. • To make the students aware about the need of retail consumers and their behavior. • To introduce the concept of merchandising. • Introducing social behavior and attitude of consumers over merchandising and Retailing. • Introduces students to different skills of merchandising. • Skills of retail communication and trends of information technology tools.
Entertainment and Media Marketing	<ul style="list-style-type: none"> • To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector 2. • Introducing the students to television industry and film industry. • Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.
	<ul style="list-style-type: none"> • Will help to know the impact of media industry on the viewers, understanding its characteristics
TYBAMMC	JOURNALISM SEM V AND VI

Reporting	<ul style="list-style-type: none"> • To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. • To make them understand basic ethos of the news and news-gathering. • To prepare them to write or present the copy in the format of news. • To develop nose for news. • To train them to acquire the skills of newsgathering with traditional as well as modern tools • To inculcate the skills for investigative journalism. • To make them understand the basic structure/ essential knowledge for various beats. <p>To make them responsible reporters and the face of media.</p>
Investigative Journalism	<ul style="list-style-type: none"> • Understand the role of investigative reporting in modern journalism • To learn to conduct investigative research in an ethical manner. • To create and write excellent investigative stories for media. • To acquire advanced investigative journalistic skills <p>Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resource</p>
Global Media And Conflict Resolution	<ul style="list-style-type: none"> • To help students understand the difference in the role and structure of the media across the globe. • To develop an understanding of the hold of media conglomerates and the issues of cultural differences <p>To help students appreciate the potential of media in resolving conflicts</p>
Business and Financial Journalism	<ul style="list-style-type: none"> • The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists. • To create awareness about the importance of business and financial news and its role in coverage, reporting and editing • Acquire the skills to write different kinds of Business and Financial leads. • Acquire the skill to convert Business news

	<p>releases into Business and financial reports</p> <ul style="list-style-type: none"> • To improve skills in reporting and writing basic and complex business and financial stories in different beats • Provide a basic understanding of the world of business and finance by localising financial and economic data effectively
<p>Mobile Journalism and New Media</p>	<ul style="list-style-type: none"> • This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage. Towards the end of the course, you will leave away with information about: • Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world. • Step by step instructions to report and connect with crowds utilizing cell phones. • Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism. • The most effective method to settle on educated choice <p>is about structure portable news items crosswise over stages.</p> <ul style="list-style-type: none"> • The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting
<p>News Media Management</p>	<ul style="list-style-type: none"> • To make students aware about the responsibilities, structure and functioning of responsibilities of an organization. • Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. • Students will have developed hands-on experience as content marketers using journalistic and digital techniques. <p>Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends</p>

Digital Media	<ul style="list-style-type: none"> • Understand digital marketing platform • Understand the key goals and stages of digital campaigns • Understand the of use key digital marketing tools • • Learn to develop digital marketing plans
Newspaper and Magazine Design (Project)	<ul style="list-style-type: none"> • The learner is required to understand the process of print media production since the content collection to the final print ready layout. • This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout • Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry • Learners shall develop the aesthetic vision and understand the discipline behind a layout.
Contemporary Issues	<ul style="list-style-type: none"> • To stress the importance of social economic political aspects of the society as a media professional. • To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress
Lifestyle Journalism	<ul style="list-style-type: none"> • Acquire a conceptual overview of lifestyle journalism and its function in the media industry. • Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way. • It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information. • It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests

<p>Crime Reporting</p>	<ul style="list-style-type: none"> Indian Journalism has progressed significantly. Despite the fact that print media is still at the bleeding edge of remarkable work in Indian news coverage there are sure faces in the advanced media that motivate you to take up news-casting. Their trustworthiness, coarseness, and determination are characteristics that make them few of the best Indian writers over the most recent few decades. Composing or covering news isn't as simple an accomplishment as we might suspect it might be. There is a great deal of elements included while covering a news piece, either in print or advanced. In any case,
	<p>there are sure identities in the Indian news coverage world that cross all deterrents and hindrances and think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness. Students will learn the art of covering news as well as have a thorough learning of criminal journalism in this subject,</p>
<p>Television Journalism</p>	<ul style="list-style-type: none"> To provide students with technique of narration and story telling To share the art of developing a story idea To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice

Sobha



Dr. Sobhana Nair
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