

NEP and Learning Outcome-based Curriculum Framework (LOCF)

For

MAMC

**Master in Mass Communication
Programme**

**(Specialization in Corporate Communication and Film Making)
(To be effective from the Academic Session 2022-23)**



**Department of Media Studies
Gurugram University, Gurugram**

(A State Govt. University Established Under Haryana Act 17 of 2017)

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1. Background

MISSION

- The core course include concept and process of communication including theories and models of communication, understanding of laws related to media and media ethics, understanding the synergistic relation between media and society and conducting Communication Research
- Core courses provide you with the fundamentals and necessary skills require to work in various media industries including print, electronic, web, public relations, advertising, and corporate communication and prepare you for more focused study later in the program.
- The curriculum helps students develop exceptional writing skills and practice thinking requires for news, advertising, and script formats so that they can apply their skills to digital, electronic as well as print platforms, including social media, blogs, and websites.
- Internships provide you with the opportunity to acquire professional experience through a real-world perspective and explore career options in a corporation, nonprofit organization, educational institution, governmental or non-governmental organization, or public relations agency.

ABOUT THE PROGRAM

- MAMC the Two-Year coursework will focus on planning, writing, scripting designing, and research courses, helping prepare student with work-ready skills in media organization. Second year will comprise of two different specialization including (Corporate Communication and Film Making). These ‘tracks’ allow students to gain specialized knowledge to succeed in professional practice of media and production houses. At completion, you will not only earn a practical, applicable education, but a network of actively working faculty who bring real-world problems and solutions into the classroom.

2. Programme Outcomes

On completing MAMC Programme (specialization in Corporate Communication and Film Making), the students shall be able realise the following programme outcomes:

PO	Description
PO-1	Apply the knowledge of Broadcast, Print, Digital, Advertising, Journalism, Communication Research, and other disciplines of Mass Communication. Display Team spirit and Inculcate Leadership Traits to contribute individually as well as in a team or group of media professionals.
PO-2	Exhibit high levels of verbal and non-verbal forms of communication skills within corporate and social working environments. Demonstrate skilled usage of modern tools and techniques to effectively communicate with the masses.
PO-3	Understand the importance of Values and Ethics in the field of Journalism and Mass Communication and the morals of serving society and the community for sustainable development. Identify, formulate, research, and analyze the literature and problems and reach logical solutions and conclusions to solve live problems and challenges.
PO-4	To nurture and polish the talent of budding media professionals with a strong knowledge of media ethics. To produce the research professionals who could contribute toward the societal growth in a positive way.
PO-5	To create dynamic media professionals with strong sense of responsibility towards the society. To inculcate the tenets of value-based journalism among the students. To introduce the students with to latest technology and skills in the professions related to the field of Journalism and Mass communication.

3. Programme Specific Outcomes

On completing MA(JMC) Programme, the students shall be able to realise following outcomes:

PSO	Description
PSO-1	To demonstrate course related specific understanding in the field of communication and the meaning and purpose of communication at the individual, group, and societal level.
PSO-2	To evaluate and apply the objectivity and critical thinking for communicating to masses through a variety of mediums such as Films, Documentary Film Making, Television, Digital, Advertising, PR, Corporate Communication and Event Management, Print and constraining oneself within legal limits.
PSO-3	To write compelling content that presents well-organising facts in professional language for News, Documentary, PSA and fictional story and writing dialogues and other sequences for Ads, serials and films.
PSO-4	Accumulating and sequencing thoughts from current event, surroundings, literature and history etc. to interpret and express the content for designated journalistic or film production.
PSO-5	Helping young thinker to write an engaging well-structured story and screenplay in proper format. The craft of writing visually and exhibiting the mastery of character build up and dialogue writing.
PSO-6	Apply computer and technical skills to handle production and research functions in journalism with capacity to change with volatile market.
PSO-7	Reporting on stories in an accurate, detailed, balanced, professional and timely manner.
PSO-8	Anchoring and analyzing news for Television, Digital and Radio Media
PSO-9	Apply production skills in preparation, creation and distribution of content for the designated news media/channels/platforms.

4. Postgraduate Attributes

- **Disciplinary Knowledge:** An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.
- **Creative, problem solving, and Critical Thinking:** Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication. Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development. An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.
- **Communication Skills:** Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication. Elicit views of others, mediate disagreements and help reach conclusions in group settings. Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.
- **Research Skills:** Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign. The last thing people want with a communications campaign is to find themselves screaming out into the void, because they've failed to engage or interest people. Research brings objectivity and accuracy in news reporting. A good story is always the outcome of research and investigation. Media Research is also used in conducting surveys, public opinion polls, advertising and public relation campaigns.
- **Moral and Ethical Values:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.
- **Life skills and Life-long Learning:** Engage in higher studies, research and professional work and be a life- long learner in context of media studies.
- **Global Competence:** Global Competence is a multi-dimensional construct that gave students combination of knowledge, skills, attitudes and values successfully applied to global issues. Global competency demands effective communication skills that will be provided to student through linguistic and intercultural knowledge in order to make them engage in open, appropriate, and effective interactions with people all around the world (from different backgrounds) and will help students to move from learning about the world to making a difference in it.

5. Qualification descriptors

The student will be awarded a Master degree of the M.A. Journalism and Mass Communication subject with specialisation in Public Relations and Film Making to the fulfillment of all course requirements and a successful industry interface. The course requirements are described under each course and in the learning outcomes thereof. The student would have to demonstrate a systematic and extensive and coherent knowledge of the domain of communication, language and para-language, the cultural and professional contexts which shape registers and idioms of language and thereafter, possess the skill to adapt these acquisitions and comprehensions within a prescribed technological platform. At the end of the second year the student is to have a six weeks internship, which is non-credit qualifier for the award of the degree.

The knowledge and skills acquired by every student in each one of the medium will be demonstrated through an independent/team production of a piece of communication using that medium. Students are required to familiarize themselves on the state of the art infrastructure available in the University, with linear and non-linear editing skills and learn the grammar and aesthetics of Journalism, in order to successfully produce a message in various communicative contexts. Above all, students must display in their presentations and discussions the ability for intertextuality and extrapolate knowledge and skills acquired on to comparable or even challenging problems.

Eligibility

The candidate should have Bachelors degree in any discipline with at least 45% marks in aggregate (42.75% in case of SC/ST/Divyang candidates of Haryana only).



Scheme of Programme

Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	Internal Assessment	ESE	TI	TE	PI	PE	Total
Core Course(s)													
CC101	Communication : Theories and Models	Paper-1	4	0	0	4	30	70	30	70			100
CC102	Introduction to Media	Paper-2	4	0	0	4	30	70	30	70			100
CC103	Writing for Media	Paper-3	4	0	0	4	30	70	30	70			100
General Elective Course(s)													
GEC104 (One from Pool of Courses)	Administrative Literacy/Disaster management	Paper-4	4	0	0	4	30	70	30	70			100
Ability Enhancement Course(s)													
AEC105 (One from Pool of Courses)	English language communication	Paper-5	2	0	0	2	15	35	15	35			50
Skill Enhancement Course(s)													
SEC106 (One from Pool of Courses)	Translation English to Hindi	Paper-6	2	0	0	2	15	35	15	35			50
Value Addition Course(s)													
VAC107 (One from Pool of Courses)	Indian Dialogue Tradition	Paper-7	2	0	0	2	15	35	15	35			50
Total Credits						22							

Details of courses

	After 2 years		
	No of courses	No of credits per course	Total no of credits
Core Courses	10	4	40
Discipline specific Elective Courses	2	4	8
General Elective Courses	4	4	16
Ability Enhancement Courses	2	2	4
Skill enhancement	2	2	4
Value Added Courses	2	2	4
Internship/Project/training	-	-	-
Dissertation	2	6	12
TOTAL			88

Sem ester	PSO 	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9
	Course No. 									
	101									
	102									
	103									
	104									
	105									
	106									
	107									

MAMC
SEMESTER - 1
COMMUNICATION: THEORIES AND MODELS

Course Code: CC 101	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: with this course students would gain knowledge about basic aspects of Communication. Students would learn about the Mass communication models and theories. Students would gain the understanding about different level of communication.

Outcomes: Students will able to speak confidentiality in group and interpersonal communication. They will able to apply ethics of communication in Psychological as well as social context. They will able to apply effects model and theories in quantitative research based on the role of media and communication systems in framing public policy.

Unit 1 Introduction to Communication

- 1.1 Definition and functions of Communication
- 1.2 Forms of Communication
- 1.3 Types of Communication
- 1.4 Seven C's of Communication

Unit 2 Theories of Communication

- 2.1 Normative/Press Theories
- 2.2 Direct Effects and Limited Effects Theory: Agenda Setting Theory, Hypodermic Needle Theory, Cultivation, Uses and Gratification
- 2.3 Spiral of Silence, Re-tribalisation and Global village, Hot and Cold Media
- 2.4 Psychology Theory: Cognitive Dissonance Theory, Selective Exposure, Perception and Retention theory

Unit 3 Models of Communication

- 3.1 Linear model
- 3.2 Interactional model
- 3.3 Transactional models
- 3.4 Barriers of communication

Unit 4 Psychology and Sociology of Media Audience

- 4.1 Mass media audience behaviour and opinions
- 4.2 Communication Effects
- 4.3 Type of Effects: reflex, technological, reciprocal and boomerang effect
- 4.4 Technological determinism

Suggested Readings:

1. The effects of Mass Communications by J T Klapper, New York Free Press
2. The Process of Communication by D.K. Berlo, New York: Halt Renhart and Winston.
3. M Theories of Mass Communication by De Fleur, 2nd Edition, New York; David Mc Kay
4. Mass Communication Theory by Denis. McQuail, New Delhi: Sage Publications
5. Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran, Dennis K. Davis, Wadsworth Publishing.
6. Introduction to Communication Studies by John Fiske, Routledge
7. Mass Communication in India by Keval J. Kumar, Jaico Publishing House
8. Understanding media culture: Social theory and mass communication by N. Stevenson.

MAMC
SEMESTER - 1
INTRODUCTION TO MEDIA

Course Code: CC 102	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: To increase students' knowledge and understanding of the mass communication process and the mass media industries. To increase students' awareness of how they interact with those industries and with media content to create meaning. To help students become more skilled and knowledgeable consumers of media content.

Outcomes: Students would be able to understand about the Evolution and Emergence of Media. Students would be able to learn about the History of Press. To introduce students to the Journalism basics and its elements. To acquaint them with important aspects of the process of Journalism. To enhance understanding of the origin of the traditional print, electronic and web media.

Unit 1 Origin and growth of Journalism in India

- 1.1 Role of Hindi and English News Paper
- 1.2 Regional Language News Paper
- 1.3 Development of Magazines
- 1.4 Brief Introduction of prominent Journalist

Unit 2 History of Journalism and Press

- 2.1 Growth of journalism in India
- 2.2 Role of press in freedom movement
- 2.3 Major trends in post independence
- 2.4 Modern trends in Journalism(post-globalization)

Unit 3 History of Audio-Visual media

- 3.1 Evolution of Broadcast media
- 3.2 Various Committees related to broadcast media
- 3.3 History of Cinema and Trend of Film
- 3.4 Growth and Development of Community radio in India
- 3.5 Documentary: History and Origin

Unit 4 News Agencies and Social Media

- 4.1 Need and Growth of news agencies
- 4.2 History of Internet and its convergent with media
- 4.3 Web journalism, e-paper, internet radio and OTT
- 4.4 Social media and its Impact on journalism

Suggested Readings:

1. Uma Joshi Text Book of Mass Communication & Media Anmol Publication, Delhi
2. R.Parthsarathy Journalism in India , Sterling Publishers
3. H.R.Luthra Indian Broadcasting
4. J Natrajan History of Indian Journalism, Publications Divisions, Ministry of Information of Broadcasting Government of India
5. S C Bhatt Indian Press since 1955, Publication Division, Ministry of Information of Broadcasting Government of India, New Delhi
6. Shuruati Partikarita krishn bihari mishra
7. TV in India Gopal Sexena
8. Add social media books

MAMC
SEMESTER-1
MEDIA WRITING

Course Code: CC 103	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: This module is also designed to teach students how to produce articles suitable for publication in the print media. Students will consider the role of editorials, analyse the role of language and examine two case studies of international print media practice.

Outcomes: Students would be able to understand the basics of print media. Students would be able to inculcate the knowledge of news writing. Students would be able to create an understanding of various aspects of print media. Students would be able to develop knowledge of the writing pattern for different print media platforms.

Unit 1 Writing for Print

- 1.1 News, News values and News stories
- 1.2 Structure and Principal of news
- 1.3 Writing Formats: Article, Editorial, Column, Op-ed, Review, interview and Caption writing
- 1.4 Various type of Feature: Travelogue and Memoir

Unit 2 Writing for Broadcast

- 2.1 Writing for the ear and radio news
- 2.2 Copy writing for radio advertisement (jingle and slogans)
- 2.3 Television language and Technique of News Writing
- 2.4 Television script format and Packaging: (PTC, V.O. Anchor links (STD shots, STD graphics, Head link)

Unit 3 Writing for Web

- 3.1 Types of online media writing (breaking news, developing news stories, multimedia: visual story telling)
- 3.2 Platforms based online media writing (news websites and blogs, social networking sites, interactive writing)
- 3.3 Search engine and optimization (SEO) based online writing
- 3.4 Fact checking while writing (visuals fact check and fake news fact check)

Unit 4 Film and Documentary writing

- 4.1 Basics of Screenplay and Dialogue writing
- 4.2 Beginning and ending a story and Scene
- 4.3 Script writing for documentary
- 4.4 Interviewing for documentary

Suggested Readings:

1. George.A.Hough News Writing , Kanishka
2. Neira Anjana Dev, Anuradha Marwah and Swati Pal Creative Writing A Beginner's Manual, Dorling Kindersely
3. Jan R. Hakemulder, Ray Ac De News Reporting and Editing, Anmol Publications Pvt. Ltd. New Delhi
4. M L Stein and Susan F. Petero The News Writers' Handbook, Surjeet Publication, New Delhi
5. M K Joseph Basic Source Material for News Writing, Anmol Publications Pvt. Ltd. New Delhi
6. O.P. Sharma Practical Photography, Hind Pocket Books
7. Michael Langford Basic Photography, Focal Press
8. James A. Folts Ronald P. Lovell Handbook of Photography, Fred C. Zwahlen, Jr. Delmal Thomsan learning
9. Lee Frost Photography, Hodder Headline

Semester-1
General Elective Course(s)

MAMC
SEMESTER - 1
ADMINISTRATIVE LITERACY

Course Code: GEC 104	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment and Practical: 30	

Objectives: Public administration provides students knowledge skills and aptitude needed to begin career in the public service sector and not for non profit sector. After the completion of the same student will develop a sound theoretical and practical understanding of the basic concept and theories of organized and function of public administration in diverse fields prepare and inculcate the requisite skills and aptitude imperative for to be a good public administrator.

Outcomes: The paper attempts to make the students understand the system of Indian administration and governance students understand and the basic structure, function and behaviour of Indian administration. This course intends the familiarization the student bureaucracy various aspects of personnel administration such as classification of services recruitment and training and promotion.

Unit 1

- 1.1 Administrative Structure at State Level- office of President, Prime Minister office, Cabinet secretariat & Central secretariat

Unit 2

- 2.1 Administrative Structure at State Level-Office of Governor, Chief Ministers Office State secretariat and Chief Secretary

Unit 3

- 3.1 Administrative Structure at division & district Level: Divisional Commissioner, deputy Commissioner, Superintendent of Police, District rural Development agency, Haryana Urban Development Authority, District Development & Panchayat officer

Unit 4

- 4.1 Flagship Programme of Central Government: Mahatma Gandhi National Rural Employment Guarantee scheme, Rashtriya Swasthya Beema Yojana, Pradhan Mantri Kaushal Vikas Yojana, Mid-day Meal, Integrated Community Development Scheme, Targeted Public Distribution System.

MAMC
SEMESTER - 1
DISASTER MANAGEMENT

Course Code: GEC 104	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 70		Marks of internal assessment: 30	

Objectives: To provide basic conceptual understanding of disasters and its relationships with development. To gain understand approaches of Disaster Risk Reduction (DRR) and the relationship between vulnerability, disasters, disaster prevention and risk reduction. The overall aim of this is to provide broad understanding about the basic concepts of Disaster Management

Outcomes: To understand Medical and Psycho-Social Response to Disasters. 4. To prevent and control Public Health consequences of Disasters 5. To enhance awareness of Disaster Risk Management institutional processes in India 6. To build skills to respond to disasters.

Unit 1

- 1.1 Classification of disasters: Conceptualizing the interface between environmental degradation and disaster
- 1.3 Natural disaster I: Earthquake & Tsunamis, Volcanic Eruptions, Landslides and Avalanches

Unit 2

- 2.1 Natural Disaster II: Cyclones, Forest-fires, Droughts and Desertification, Floods

Unit 3

- 3.1 Human Induced Disasters I: Nuclear Disasters, Chemical Disasters, Soil and Water Pollution

Unit 4

- 4.1 Human Induced Disasters I: Global Warming, Biological Disasters, Epidemic

Semester-1
Ability Enhancement Course(s)

MAMC
SEMESTER - 1
ENGLISH LANGUAGE COMMUNICATION

Course Code: AEC 105	L:	T/P: 1-1	Credits:2
Marks of end-term theory paper: 35		Marks of internal assessment and Practical: 15	

Objectives: Students will heighten their awareness of correct usage of English grammar in writing and speaking. Students will improve their speaking ability in English both in terms of fluency and comprehensibility. Students will give oral presentations and receive feedback on their performance.

Outcomes: Students will increase their reading speed and comprehension of academic articles. Students will improve their reading fluency skills through extensive reading. Students will enlarge their vocabulary by keeping a vocabulary journal. Students will strengthen their ability to write academic papers, essays and summaries using the process approach.

Unit 1 Reading and Oral Skills

- 1.1 Reading with fluency and speed (Skimming and Scanning)
- 1.2 Listening and Hearing
- 1.3 Presentation Skills
- 1.4 Group Discussion/speech/debates/Mock Interviews
- 1.5 Vocabulary and Language Games
- 1.6 Picture Composition and Tweets

Unit 2 Written Communication (practical)

- 2.1 Letter, presentation and speech writing
- 2.2 Essay: Expository, Persuasive, Analytical, Reflective/Descriptive
- 2.2 Journal Writing
- 2.3 Paraphrasing & Summarizing

Suggested Readings:

Language, Literature and Creativity (2013), Orient Black swan

Business English (2008), Pearson

Fluency in English- Part 11 (2006), Oxford University Press

Nirmala Bellare, Reading Strategies Vols.1 and 2 (1998) New Delhi Oxford University Press

W. W.S Bhasker & N.S Prabhu, (1975) English through Reading, Vols.1 and 2 Macmillan.

Semester-1
Skill Enhancement Course(s)

MAMC
SEMESTER - 1
TRANSLATION (ENGLISH TO HINDI)

Course Code: SEC 106	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 35		Marks of internal assessment and Practical: 15	

Objectives: To help the students to understand the norms and measures of a good and eligible or communicative translation to begin with, and further the ability to groom the skill of translation into expertise and accuracy levels as higher as possible. To explain the similarities and differences in good and communicative translation and to acquaint the learners with the better standards of translation as theory as well as practice.

Outcomes: Creatively and critically attempt to translate various forms of writing in literature. Make inventive use of their competence in languages they have known including English. To encourage the learners in practice to perform as translators in multiple areas of translation such as literary, academic and social media, legal and administrative systems, commerce and corporate world. To sharpen and cultivate the interest and ability in the learners to attempt translation in the literary as well as social media and gain success in their efforts.

Unit 1 Introduction to Translation

- 1.1 History and Significance of Translation
- 1.2 Types of Translation
- 1.3 Terminology in translations: Equivalence, source language, target language, source text, target text, language variety, dialect, idiolect, register, style, mode, code mixing and switching, transliteration, simultaneous and consecutive interpreting.
- 1.4 Tools of Translations: Monolingual and Bilingual Dictionaries, Encyclopedias, e-dictionaries, glossaries of technical and standard works.

Unit 2 Translation Practice

- 2.1 Idiom and Phrases (English to Hindi)
- 2.2 Sentence (English to Hindi)
- 2.3 Passages (English to Hindi)
- 2.4 Book (English to Hindi)

Suggested Readings:

Basnett, Susan, *Translation Studies*. London/ New York: 1980(Indian rpt 2005).

Newmark, Peter. *A Textbook of Translation*. New York: Prentice Hall, 1988.

Semester-1
Value Added Course(s)

MAMC
SEMESTER - 1
INDIAN DIALOGUE TRADITION

Course Code: VAC 107	L: 4	T/P:	Credits:4
Marks of end-term theory paper: 35		Marks of internal assessment and Practical: 15	

Objectives: with this course students would gain knowledge about basic aspects of Indian Communication. Students would learn about the Indian communication models.

Outcomes: Students would gain an understanding on the importance of. Students will learn Indian culture and its use as intercultural exchange the comprehensive understanding of the role cultural communication systems in framing people ideas on learning the importance of mediation, meditation and yoga as a positive form of communication.

Unit 1 Understanding of Dialogue

- 1.1 Indian Culture and Communication
- 1.2 Concept of Dialogue
- 1.3 Dialogic communication from ancient to modern era
- 1.4 Bharat Muni's Natyashastra

Unit 2 Dialogues in Indian Text

- 2.1 Acharya Shankar v/s Mandan Mishra
- 2.2 Nachiketa v/s Yam
- 2.3 Yagyavalkya v/s Maitreyi
- 2.4 Yagyavalkya v/s Gargi
- 2.5 Ashtavakra v/s Acharya Bandi

Scheme of Programme

Semester 2

Course Code	Course Title	Course ID	L	T	P	Credits	Internal Assessment	ESE	TI	TE	PI	PE	Total
Core Course(s)													
CC201	Media Laws and Ethics	Paper-1	4	0	0	4	30	70	30	70			100
CC202	Art of Editing for Media	Paper-2	4	0	0	4	30	70	15	35	15	35	100
CC203	Specialized Reporting	Paper-3	4	0	0	4	30	70	15	35	15	35	100
General Elective Course(s)													
GEC204 (One from Pool of Courses)	Fundamentals of Economics	Paper-4	4	0	0	4	30	70	30	70			100
Ability Enhancement Course(s)													
AEC205 (One from Pool of Courses)	Creative Writing (English and Hindi)	Paper-5	2	0	0	2	15	35	15	35			50
Skill Enhancement Course(s)													
SEC206 (One from Pool of Courses)	अनुवाद (हिंदी से अंग्रेजी)	Paper-6	2	0	0	2	15	35			15	35	50
Value Addition Course(s)													
VAC207 (One from Pool of Courses)	Professional Ethics and Indian Values	Paper-7	2	0	0	2	15	35	15	35			50
Total Credits						22							

MAMC

SEMESTER - 2

MEDIA LAWS AND ETHICS

Course Code: CC 201	L: 4	T/P: 0/0	Credits:4
TI: 30 TE: 70	Time: 3 hrs	PI: 0 PE: 0	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Course Objectives: Students examine the key ethical and legal principles related to mass communications, including day-to-day legal-ethical dilemmas, big-picture thematic legal-ethical issues, open meeting and records laws, freedom of speech and the press, and major legal constructs and court decisions affecting public relations, journalism, and advertising.

Course Outcomes: Students will gain knowledge of the laws and ethics related to media and ability to solve problems of competing values, both news values and social values, when making writing and publishing decisions. Students will develop an ability to collect and analyze news, information, and documents in a way that complies with the law but also maintains the boundaries of press freedom and responsibility. Students will be acquainted with various press committees, wage boards, and media acts. Students will understand the media trial and the fair trial.

Unit 1 Press Laws

- 1.1 Press Regulation in India: Historical Perspective
- 1.2 Freedom of Speech and Expression in the Constitution of India
- 1.3 Emergency Provisions and Media
- 1.4 Parliamentary Proceedings, Protection of Publication Act 1977
- 1.5 Press Commission I and II

Unit 2

- 2.1 Press and Registration of Books Act, 1867
- 2.2 Copyright Act, 1957
- 2.3 Contempt of Court, 1971
- 2.4 Civil and Criminal Law of Defamation in India

Unit 3

- 3.1 Right to Information Act, 2005
- 3.2 Right to Privacy and Official Secrets Act, 1923
- 3.3 Working Journalist Act, 1955
- 3.4 Wage Board

Unit 4

- 4.1 Cinematography Act, 1952
- 4.2 Cable Television Network Act 1995
- 4.3 Prasar Bharati Act 1990
- 4.4 Information Technology Act 2000 (Digital media guideline for intermediaries and digital media ethics code rules 2021)

Unit 5 Media Ethics

5.1 Idea of self Regulation & Important Institutions

5.2 Code of Ethics for Media Professional

5.3 Ombudsman- A Perspective

5.4 Young Person Harmful Publication Act 1956

Suggested Readings:

Media Ethics Thakurta, ParanjyGuha Oxford University Press

Media Ethics Barry McDonald and Michelle Petheran Mansell,

Where law meets popular culture Austin Sarat The University of Alabama Press

Communication law in India Vikram Raghvan Lexis Nexis Publication

Mass Media Laws And Regulations in India Iyer Venkat Published by AMIC,

Sensorium: Cinema and The Open Edge of Mass Publicity William Mazzarella

MAMC
SEMESTER - 2
ART OF EDITING FOR MEDIA

Course Code: CC 202	L: 4	T/P: 0/0	Credits:4
TI: 15 TE: 35	Time: 3 hrs	PI: 15 PE: 35	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Course Objectives: This course covers aspects of print, audio, video editing, and practical assignments. Covering open source and free software, it provides an in-depth understanding of various tools and their use for basic editing. To make students aware of the principles of newspaper design.

Course Outcomes: The students will understand the basic editing tools and techniques of sound and video recordings in preparation for the mastering of a television program, motion picture, or web application.conversant with the basics of page layout. Students will able to know about the elements of newspaper design in print.

Unit 1 Concept of Editing

- 1.1 Editing: Definition, Importance and Scope
- 1.2 Basic Principals of Editing for Print Media
- 1.3 Basic Principals of Editing for Electronic Media
- 1.4 Linear and Non-linear Editing

Unit 2 Basics of Adobe Audition

- 2.1 Understanding the Audio Editing Interface
- 2.2 Understanding Audio Files, Type of Sound System
- 2.3 Waveform Editing-Destructive Editing Model
- 2.4 Multi-Track Editor: Non-Destructive Editing Model

Unit 3 Introduction to Adobe Premiere

- 3.1 Uses and Feature of Premiere Pro
- 3.2 Working with Workspace
- 3.3 Working with Project Panel
- 3.4 Modifying Clips

Unit 4 Page-making and Designing in In-design

- 4.1 Working with Adobe In Design: Interface and Designing
- 4.2 Page Making
- 4.3 Designing for Newspaper
- 4.4 Book Designing

Unit 5 Editing in Photo-shop and Illustrators

- 5.1 Working with Adobe Photoshop: Interface and Designing
- 5.2 Photo Editing in Photoshop
- 5.3 Working with Illustrator: Interface and Designing
- 5.4 Editing in Illustrator

Suggested Readings:

Editing Digital Video: The Complete Creative and Technical Guide 1st Edition by Robert M. Goodman

Editing Digital Video: The Complete Creative and Technical Guide (Digital Video and Audio)
by Robert M. GoodmanUnit-1:Basics of Video Editing

MAMC
SEMESTER - 2
SPECIALIZED REPORTING

Course Code: CC203	L: 4	T/P: 0/0	Credits:4
TI: 15 TE: 35	Time: 3 hrs	PI: 15 PE: 35	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Course Objectives: To understand techniques of reporting in different media, news gathering techniques. Various types of reporting, including crime, court, environment, development, political, sports, education, culture, and entertainment, and understanding different types of interviews and preparation and techniques of interviewing

Course Outcomes: Students will familiarize with different styles of reporting so that they can gather information for reports. They will learn specific skills relating to reporting. They will understand the requirements of reporting skills for programming and news-making. Student will able to cover the story independently with all the past, present, and available data. Students will be able to understands how to develop sources and beats for news.

Unit 1 Basics of Reporting

- 1.1 Process and Types of Reporting (Straight and Investigative)
- 1.2 Qualities and Duties of a Reporter
- 1.3 Beat Reporting and Tools for Reporting
- 1.4 Interviewing Skills

Unit 2 City and Local Reporting

- 2.1 Concept of City and Local Reporting
- 2.2 Developing sources
- 2.3 Crime and Legal Reporting
- 2.4 Reporting of Conflicts

Unit 3 Parliamentary Reporting

- 3.1 Parliamentary Procedures and Proceedings
- 3.2 Parliamentary Reporter: Duties and Coverage
- 3.3 Live Broadcast of Parliamentary Proceedings
- 3.4 Political Reporting and Interviews

Unit 4 Health and Education Reporting

- 4.1 Health Reporting: Need and Sources
- 4.2 Coverage of Rural and Urban Health issues
- 4.3 Importance of Education Reporting
- 4.4 Primary, Secondary and Higher Education Reporting

Unit 5 Different Beats of Reporting

- 5.1 Sports

- 5.2 Defence
- 5.3 Science and Technology
- 5.4 Lifestyle and Entertainment

Suggested Readings:

Strategic Thinking and Practice Brahm Canzer Cengage Learning

Science Journalism An Introduction Angler Martin Routledge

A Field Guide for Science Writers Blum, Deborah, Mary Knudson, and Robin Marantz Henig The Official Guide of the National Association of Science Writers 2nd Edition.

Sports Journalism A Practical Introduction Andrews Phil Sage

MAMC
SEMESTER - 2
FUNDAMENTALS OF ECONOMICS

Course Code: GEC204	L: 4	T/P: 0/0	Credits:4
TI: 30 TE: 70	Time: 3 hrs	PI: 0 PE: 0	

Question paper will have two questions from each of the five units. Students will required to answer any one question from each unit. Each Unit will carry equal marks.

Course Objective: To understand the fundamentals of economics and the financial system. To explain various issues related to growth, development, and the international market. To explain various technical terms and concepts important for business journalism.

Course Outcomes: The student will be able to understand the basic concepts of economics and various financial institutions. The student will be able to analyse and write about economic data and issues related to the growth and development of the country.

Unit 1 Microeconomics and Macroeconomics

- 1.1 Nature and Scope of Economics
- 1.2 Basic Concepts of Economics (demand, scarcity, supply, cost production)
- 1.3 National Income (GDP, GNP, NNP, NDP, PI, PCI)
- 1.4 Inflation and Deflation

Unit 2 Banking and Financial Economics.

- 2.1 Nature and Scope of Financial System.
- 2.2 Introduction to Banks (Central Bank, Commercial, RRB & Bank)
- 2.3 Financial Institutions and their Functions (SEBI, RBI, NABARD, IRDA)
- 2.4 Monetary and Fiscal Policy (SLR, CRR, Repo & Reverse Repo Rate, Taxes)

Unit 3 Growth and Development

- 3.1 Growth, Development and Sustainable Development
- 3.2 Inclusive Human Development (SDGs, MDGs)
- 3.3 Poverty, Unemployment, Migration and Inequality
- 3.4 Indices- HDI, Gender Inequality, PQLI, Happiness Index, CPI, Hunger Index

Unit 4 Indian Economics

- 4.1 Basic Features and Characteristics of Indian Economics
- 4.2 Economic Reforms of 1991
- 4.3 Structural Growth
- 4.4 Niti Ayog, Budget (concept, types of budget)

Unit 5 International Economics

- 5.1 Developing and Developed Countries
- 5.2 International Institutions- WTO, WB, IMF, UNCTAD, UNDP
- 5.3 Balance of Payments

5.4 EXIM Policy

Suggested Readings

Indian Economy by Ramesh Singh McGraw Hill

Indian Economy by Uma Kapila, Academic Foundation

Indian Economy by Gaurav Dutta and Ashwani Mahajan, S Chand Publication

MAMC

SEMESTER - 2

CREATIVE WRITING (ENGLISH AND HINDI)

Course Code: AEC 205	L: 2	T/P: 0/0	Credits:2
TI: 15 TE: 35	Time: 3 hrs	PI: 0 PE: 0	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

Course Objectives: To acquaint the learners with ideas related to creative writing, including the art, the craft, and the basic skills required for a creative writer. To help learners understand the principles of creative writing and the distinction between the literary genres. To explain the differences in writing for various literary and social media. To hone the creative and critical faculties of learners. To enable learners to put into practice the various forms of creative writing that they have studied through the course.

Course Outcomes: The course will provide the basics of creative writing, such as fundamental principles and elements of writing, and introduce traditional and new modes and forms of creative writing to aspiring and budding writers. At the end of the course, learners will be able to distinguish between literary genres, write for a variety of literary and social media outlets. Students will be able to critically appreciate various forms of literature. Make innovative use of their creative and critical faculties.

Unit 1 Fundamentals of Creative Writing

- 1.1 Meaning and Significance of Creative Writing
- 1.2 Genres of Creative Writing
- 1.3 Elements of Creative Writing
- 1.4 New Trends in Creative Writing

Unit 2 Forms of Creative Writing

- 2.1 Fiction: Short Story, Novel and Fable
- 2.2 Poetry and Drama
- 2.3 Biography, Autobiography and Memoirs
- 2.4 Travelogue, Diaries and Self Narrative

Suggested Reading

On Writing: A Memoir of the Craft is a memoir Stephen King Hodder Paperbacks

The Creative Writing Handbook John Singleton and Mary Luckhurst Palgrave Macmillan

The Cambridge Companion To Creative Writing South Asian Edition David Morley
Cambridge University Press

एमएएमसी
सेमेस्टर - 2
अनुवाद (हिंदी से अंग्रेजी)

पाठ्यक्रम कोड: SEC 206	L: 2	T/P: 0/0	क्रेडिट:2
TI: 0 TE: 0	PI: 15 PE: 35		

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

पाठ्यक्रम के उद्देश्य: विद्यार्थियों को उचित और पठनीय अनुवाद के नियम और मापदंडों का ज्ञान हो, और अनुवाद के कौशल में यथासंभव निपुणता व सटीकता का विकास हो। विद्यार्थियों में उपयुक्त और संप्रेषणपरक अनुवाद की समझ विकसित हो और अनुवाद के सैद्धांतिक और व्यावहारिक पक्ष के उच्च मानकों को वे समझ सकें।

पाठ्यक्रम के परिणाम: साहित्य के विभिन्न प्रकारों का सर्जनात्मक और समालोचनात्मक अनुवाद। विद्यार्थी अनुवाद के विभिन्न आयामों, यथा साहित्यिक, अकादमिक, पत्रकारिता, प्रशासकीय आदि में निपुणता प्राप्त कर सकेंगे।

इकाई 1 अनुवाद परिचय

- 1.1 अनुवाद की परिभाषा
- 1.2 अनुवाद के प्रकार
- 1.3 अनुवाद की उपयोगिता एवं महत्व
- 1.4 अच्छे अनुवाद के गुण

इकाई 2 अनुवाद प्रयोग

- 2.1 मुहावरा और वाक्यांश (हिंदी से अंग्रेजी)
- 2.2 वाक्य (हिंदी से अंग्रेजी)
- 2.3 अनुच्छेद (हिंदी से अंग्रेजी)
- 2.4 पुस्तक (हिंदी से अंग्रेजी)

MAMC

SEMESTER - 2

PROFFESIONAL ETHICS & INDIAN VALUES

Course Code: VAC 207	L: 2	T/P: 0/0	Credits:2
TI: 15 TE: 35	Time: 3 hrs	PI: 0 PE: 0	

The question paper will contain a total of nine questions, each with an equal weightage. The question paper will be divided into two parts (A and B), where Part A is compulsory and you may attempt any four questions from Part B.

Course Objectives: To create awareness about professional ethics and Indian values. To instill moral and social values and loyalty. To appreciate the rights of others. To create awareness about the assessment of safety and risk.

Course Outcomes: Students will Learn about morals, values, and work ethics. They will learn to respect others and develop a civic virtue. Students will develop commitment and learn how to live peacefully.

Unit 1 Modern Ethics and Their Indian Equivalentents

- 1.1 Concept and Significance of Professional Ethics
- 1.2 Professional Ethics- Honesty, Trustworthiness, Transparency and Indian Concept of Satya.
- 1.3 Professional Ethics- Accountability, confidentiality, Objectivity in Indian Scriptures and Epics
- 1.4 Respect, Obedience to the Law, and Loyalty in Indian Shastras

Unit 2 Indian Concept of Dharma and Morality

- 2.1 Indian Concept of Dharma
- 2.2 Indian Values of Governance
- 2.3 Kautilya's Arthashastra and Governance
- 2.4 Relevance of Hitopdesha and Panchatantra.

Semester 3

Course Code	Course Title	Course ID	L	T	P	Credits	Theory Marks		Practical Marks		Total Marks
							TI	TE	PI	PE	
CC301	Concept of Corporate Communication and Public Relations		48	0	12	4	15	35	15	35	100
CC302	Communication Strategies for Marketing & Branding		48	0	12	4	15	35	15	35	100
CC303	Advertising and Campaign Management		48	0	12	4	15	35	15	35	100
General Elective Course(s)											
GE304 (One from Pool of Courses)	Crises Communication and Media Planning		48	0	12	4	15	35	15	35	100
Skill Enhancement Course(s)/ Internship/Apprenticeship/project/Community Outreach											
SEC306 OR PTI306 Project/Training/Internship (One from Pool of Courses)	Event Management/Internship		70	0	20	6	15	35	30	70	150
Total Credits						22					

Semester 4

Course Code		Course Title	Cour se ID	L	T	P	Credits	Theory Marks		Practical Marks		Total Mark s
								TI	TE	PI	PE	
CC401		Research Methods for Consumer Behaviour and Corporate Communication		48	0	12	4	15	35	15	35	100
Discipline Specific Elective Course(s)												
DSE 402	Choose any two from the pool	Development Communication		48	0	12	4	15	35	15	35	100
DSE 403		Digital Communication Strategies		48	0	12	4	15	35	15	35	100
General Elective Course(s)												
GE404 (One from Pool of Courses)		Business Ethics and Communication		48	0	0	4	15	35	15	35	100
Dissertation/Internship/Academic Project/Entrepreneurship												
DIE 405		Capstone Project		10	0	0	6	-	-	-	-	100
Total Credits							22					

MAMC
SEMESTER-3

CONCEPT OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS

Course Code: CC 301	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To provide a basic understanding of the concept and aspects of Corporate Communication and the application of its various tools. To acquaint the students with the concept of PR and its tools. To teach students the required skills and techniques to practice corporate communications and public relations.

Outcomes: After the completion of this course student will be able to discuss the structure of corporate communication and its functions. They will be able to understand the functions of Public Relations and its various tools. They will develop an understanding of the overall role corporate communication and PR plays in the business world.

Unit 1 Corporate Communication

- 1.1 Definition and Concept of Corporate Communication
- 1.2 Importance and Scope of Corporate Communication
- 1.3 Role of Corporate Managers
- 1.4 Corporate Communication and Public/Corporate Affairs

Unit 2 Tools of Corporate Communication

- 2.1 Sponsorship, Financial Communication
- 2.2 Lobbying, Corporate Reputation
- 2.3 Corporate Identity
- 2.4 Media Mileage

Unit 3 Public Relations

- 3.1 Meaning, Functions and Scope of PR
- 3.2 Code of Ethics in PR; Roles and Responsibilities of PRO
- 3.3 Organisational Structure of PR Department: Government and Private
- 3.4 PR Agencies and Organisation: PRSI, IPRA, PRSI, PRCI, IPRA

Unit 4 Public Relation Tools and Events

- 4.1 House Journal, Annual Reports, Newsletter, Speaking Engagements
- 4.2 Media Events: Press Conference; Meet the Press, Press Briefing, Open House
- 4.3 Press Conference: Organisation and Management
- 4.4 Writing Press Release

MAMC
SEMESTER-3
COMMUNICATION STRATEGIES FOR MARKETING & BRANDING

Course Code: CC 302	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To provide an outline of basic concepts of marketing. To teach various communication strategies used for the effective marketing. To acquaint the students with branding and its various aspects. To give the knowledge of effective brand communication.

Outcomes: Students will develop an understanding of marketing and its importance for any business. They will be able to use communication tools for the purpose marketing and customer communication. It will develop an understanding of branding and usage of various communication strategies for brand making.

Unit 1 Basics of Marketing

- 1.1 Core Concepts of Marketing
- 1.2 Types of Orientation in Marketing
- 1.3 Marketing: Process and Planning
- 1.4 Marketing Mix: 5Ps

Unit 2 Communication Tools for Marketing

- 2.1 Newsletters, Logos, Banners, Ad. Campaigns
- 2.2 Sponsorship, Exhibitions & Fairs, Event Marketing
- 2.3 Customer Communication
- 2.4 WOM, Interactive, and Direct Marketing

Unit 3 Fundamentals of Branding

- 3.1 Brand: Concept and Meaning
- 3.2 Characteristics of a Brand
- 3.3 Brand Awareness, Brand Experience, Brand Equity and Brand Extension
- 3.4 Brand Promotion: Plan and Strategies

Unit 4 Brand Communication

- 4.1 Understanding Brand Communication
- 4.2 Building a Strong Brand Image Through Communication
- 4.2 Brand Communication Strategy
- 4.3 Measuring Brand Positioning; Brand Engagement Strategy

MAMC
SEMESTER-3
ADVERTISING AND CAMPAIGN MANAGEMENT

Course Code: CC 303	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To provide an insight to the student about Advertising and its various aspects. To develop an understanding about the need and scope of advertising as a medium of product promotion. To teach students how to select an appropriate advertising medium to reach the target audience. To give basic knowledge of brand ad. campaign.

Outcomes: The students will able to write scripts and copies for advertisements. They will able to design ad plan. They will be able to creatively write punch lines for advertisements. They will be able to design plans for ad. campaigns.

Unit 1 Introduction to Advertising

- 1.1 Definition, Importance, Need and Role of Advertising
- 1.2 Theories of Advertising
- 1.3 Model of Advertising: Maslow's Hierarchy of Needs, AIDA, DAGMAR, and DRIP
- 1.4 Major Ad Agencies in India

Unit 2 Planning and Creativity

- 2.1 Ad plan: Understanding Consumers and Strategies
- 2.2 Creativity: Unique Selling Proposition, Selling Point, Punch Line,
- 2.3 Copywriting: Role of Copywriter, How to Develop Effective Copy
- 2.4 Layout: Principal of Good Ad Layout

Unit 3 Designing and Impact

- 3.1 Concept of Advertisement Designing
- 3.2 Types of Advertising Design
- 3.3 Importance of Animation and Sound Effects for Advertising
- 3.4 Emerging Trends in the Indian Advertising Industry

Unit 4 Advertising Campaign

- 4.1 Process of Planning the Advertising Campaign
- 4.2 Steps in Advertising Campaign Planning
- 4.3 Ad Campaigning Design: Marketing Mix and Appeals Brand Image and Positioning
- 4.4 Market Segmentation

MAMC
SEMESTER-3
CRISIS COMMUNICATION AND MEDIA PLANNING

Course Code: GEC 304	L: 48	T/P: 0/12	Credits:4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To provide an understanding of the role of strategic communication in managing situations of risk and crisis. To teach the process of planning and communication during the time of crisis. To Analyze strategic failures leading to a crisis. To understand the strengths and weaknesses of a crisis response. To analyze an organization's public communications regarding a crisis.

Outcomes: Students will able to critically evaluate contemporary issues and trends in risk and crisis communication. They will able to apply risk and crisis management strategies for the evaluation of issues, risks, and crises.

Unit 1 Introduction to Crisis Communication

- 1.1 Crisis Communication: Meaning, Process and Elements
- 1.2 Types of Crises
- 1.3 Actors of Crisis Communication
- 1.4 Stages of Crisis Communication

Unit 2 Crisis Management Theory and Model

- 2.1 Apologia Theory and Image Restoration Theory
- 2.2 Situational Crisis Communication Theory (SCCT) and Excellence Theory
- 2.3 The Rhetorical Arena and Chaos Theory
- 2.4 Social Mediated Crisis Communication Model

Unit 3 Media Planning

- 3.1 Need of Communication Strategies for Crisis
- 3.2 Types of Media Planning
- 3.2 Media Crises Response Plan
- 3.3 Phases of Planning: Formative Research, Strategy, Tactics, Evaluation

Unit-4 Role of Media in Crisis

- 4.1 The Legal Perspective
- 4.2 Gaining Media Support in Crisis
- 4.3 Media Monitoring During Crisis
- 4.4 Case Study

MAMC
SEMESTER-3
EVENT MANAGEMENT

Course Code: SEC 306	L: 70	T/P: 0/20	Credits: 6
TI: 15 TE: 35		PI: 30 PE: 70	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To give an understanding of the importance of event management. To teach various aspects of event management from planning to execution. To analyse the role of events in image building. They will learn to develop budgets, work breakdown structures, and gain an insight into risk mitigation and contingency planning.

Outcomes: Students will be able to plan and organize events. They will learn to develop an understanding of various aspects of event management like budgeting and arrangement of resources.

Unit 1 Event Management and Coordination

- 1.1 Definition and Types of Events
- 1.2 Finding a Client
- 1.3 Making Proposal
- 1.4 Vendor Management: Registration and Administration Procedure

Unit 2 Event Planning

- 2.1 Selection of Event and Planning
- 2.2 Budgeting and Designing
- 2.3 Arrangement of Resources
- 2.4 Scheduling and Execution

Unit 3 Event Promotion

- 3.1 Audience and Participant Management
- 3.2 Sponsorship Strategy and Proposal
- 3.3 Event Selling and Sponsorship Agreement
- 3.4 Event Invitations

Suggested Practical:

Planning on themes and proposal writing for event
Designing various types of invitations for event.
Designing customers service feedback survey form and conducting a survey.
Planning, organising and participating in an event at institution.
Designing posters for event promotion.

MAMC
SEMESTER-4
RESEARCH METHODS FOR CONSUMER BEHAVIOUR AND CORPORATE
COMMUNICATION

Course Code: CC 401	L: 48	T/P: 0/12	Credits: 4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To cover all essential areas of research such as characteristics of research. To give the knowledge of types of research, review of literature, formulation of research questions and hypotheses, data collection methods, sampling procedures, data collection tools, collection and analysis of data, and presentation of findings.

Outcomes: Students will be able to apply research methods and approaches in different areas for field work and will be able to explain constructs, and concepts in research. They will be able to write research based reports in a systematic format.

Unit 1 Introduction

- 1.1 Meaning and Importance of Corporate Research
- 1.2 Types of Research
- 1.3 Research Proposal
- 1.4 Research Design

Unit 2 Research Methods

- 2.1 Quantitative and Qualitative Approaches
- 2.2 Research Methods (Survey, Case Study and Audience Analyses)
- 2.3 Sampling Techniques Consumer Behaviour and Corporate Research
- 2.4 Specialized Techniques of Consumer Behaviour (Panel, Barometer and SWOT Analyses)

Unit 3 Data Analyses

- 3.1 Data and its Types
- 3.2 Variables, Frequency and Scaling
- 3.3 Technique for Data Collections
- 3.4 Tools for Data Collection

Unit 4 Report Writing & Presentation

- 4.1 Structure of Research Report
- 4.2 Writing and Presentation of Quantitative and Qualitative Outcomes
- 4.3 References and Citation Styles
- 4.4 Ethics of Research Writing

MAMC
SEMESTER-3
DEVELOPMENT COMMUNICATION

Course Code: DSE 402	L: 48	T/P: 0/12	Credits: 4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To give an understanding of the role and scope of development communication. To acquaint the students with various paradigms and approaches of development. To explain the role of various forms of media in the process of development.

Outcomes: Student will be able to use communication strategies for the purpose of development. Students will know and analyse the process of evolution of development paradigms. Students will learn the about aspects of rural reporting.

Unit 1 Development Communication

- 1.1 Development Communication: Meaning and Importance
- 1.2 Goals for Development
- 1.3 Role of Communication for Development
- 1.4 Development Communication Policy

Unit 2 Development Paradigms and Approaches

- 2.1 Dominant Paradigms: Diffusion of Innovation, Magic Multipliers, and Modernisation
- 2.2 Dependency and Structuralist Models
- 2.3 Alternative Approaches: Basic Need, Another Development, and Participatory
- 2.4 The Revival of Modernisation

Unit 3 Media and Development

- 3.1 Traditional Folk Media: Various Forms and Uses in Development
- 3.2 Folk Media as an Instrument of Change in Rural India
- 3.3 Media and Social Changes in India: Community Radio and SITE
- 3.4 Public Service Broadcasting as a Tool of Change

Unit 4 Coverage of Developmental Issues

- 4.1 Reporting for Development Issues and Report Writing
- 4.2 Scope of Rural Reporting in India: Problems and Issues
- 4.3 Strategies for Designing Development Messages
- 4.4 Government Schemes and Role of Media

MAMC
SEMESTER-4
DIGITAL COMMUNICATION STRATEGIES

Course Code: DSE 403	L: 48	T/P: 0/12	Credits: 4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To explain the concept of digital communications and its importance in contemporary times. To teach the new forms of digital media writing like Search Engine Optimization.

Outcomes: Students will able to write content for various digital platforms. Students will able to incorporate the strategies of SEO writing.

Unit 1 Introduction to Digital Communication Strategies

- 1.1 Understanding Digital Communication in Corporate Context
- 1.2 Role and Need of Communication Strategies
- 1.3 Digital vs Traditional Strategies
- 1.4 Personas in Digital Marketing Strategy: Developing, Using and Refining Personas

Unit 2 Search Engine Optimization Strategy

- 2.1 Basics of SEO: On Page and Off Page
- 2.2 Methods and Best Practices for Traffic Building
- 2.3 Paid and Organic Search
- 2.4 Set Up, Manage and Optimise a Google Ad Campaign

Unit 3 Content Strategy

- 3.1 Content Strategy - Message Architecture and Thought Leadership
- 3.2 Producing, Optimising, Distributing and Integrating Content
- 3.3 Integrated Content Marketing
- 3.4 Copywriting for Social Media

Unit 4 Social, Mobile and Influencer Communication

- 4.1 Social Media Strategy and Selecting the Right Channels
- 4.2 Interacting with Customers on Social Media: Facebook, Instagram and Snapchat Marketing, Twitter, LinkedIn and Youtube Marketing
- 4.3 Mobile Advertising
- 4.4 Influencer Marketing

MAMC
SEMESTER-4
BUSINESS ETHICS AND COMMUNICATION

Course Code: GEC 404	L: 48	T/P: 0/0	Credits: 4
TI: 15 TE: 35		PI: 15 PE: 35	

Instructions for paper setter: Examiner is requested to set one compulsory and eight other questions, two from each unit. The compulsory question should be of 7 marks and should cover entire syllabus. Student should attempt four other questions i.e. one from each unit.

Objectives: To impart the knowledge of the importance of ethics and moral values for a business. To teach about workplace ethics. To teach business etiquettes and their importance.

Outcomes: The course will inculcate an ethical and moral attitude towards business and corporate communication. The students will be able to understand and follow workplace ethics in their professional lives. Students will understand business etiquettes and their importance.

Unit 1 Introduction to Business Ethics

- 1.1 Meaning, Needs, and Importance of Ethics in Business
- 1.2 Moral vs. Ethical
- 1.3 Issues Involved in Business Ethics
- 1.4 Handling Ethical Dilemmas in Business

Unit 2 Ethics in the Workplace

- 2.1 Role of Individual Morals and Standards in Defining Workplace ethics
- 2.2 Factors Influencing Behaviour at the Workplace
- 2.3 Working with the Opposite Gender
- 2.4 Ethical Issues for Individuals at the Workplace

Unit 3 Ethics and Threats

- 3.1 Reasons for Unethical Behaviour
- 3.2 Threats Faced by Employees while Working
- 3.3 Safeguards to Counter and Overcome Threats
- 3.4 Ethical Conflict Resolutions

Unit 4 Business Etiquettes

- 4.1 Meaning and Importance of Etiquettes
- 4.2 Etiquettes for Business Cards, Board Meetings, Press Conferences, and Foreign Delegates
- 4.3 Dining Manners and Aesthetics
- 4.4 Behaviours in Corporate Culture Functions

**MAMC
SEMESTER-4
CAPSTONE PROJECT**

Course Code: DIE 405	L: 10	T/P: 0/0	Credits: 6
TI: 0 TE: 0		PI: PE:	

Objectives: To put the knowledge of students into practice. To develop an understanding of the correlation between the theoretical knowledge and practical work.

Outcomes: Students will work on a practical project. Students will be able to understand the nuances of theory and practice.

Capstone project: This assignment allows you to produce a new project according to your major option and interests. After a completion of all courses/subjects of specialization students have to submit a project based on a specific topic.