

B.Sc. Media Communication

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

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Chapter 1

General Course Structure

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Credit Distribution

Definition of Credit

1 Hr. Lecture (L) per week	1 credit
1 Hr. Tutorial (T) per week	1 credit
1 Hr. Practical (P) per week	0.5 credit
2 Hr. Practical (P) per week	1 credit

A. Range of Credits:

In the light of the fact that a typical Model Four-year AEDP in Media and Entertainment Skills has about 160 credits, the total number of credits proposed for the three-year program in Media and Entertainment Skills is 120.

B. Structure of AEDP (3 Year) in Media and Entertainment Skills:

The structure of the program in Media and Entertainment Skills shall have essentially the following categories of courses with the breakup of credits as given:

Sr. No.	Category	Suggested Breakup of Credits
1	Program Core courses (Branch specific)	84*
2	Open Elective courses (from other technical and /or emerging subjects)	8*
3	Vocational (Minor), Project work, seminar, and internship in industry or elsewhere	12*
4	CO-Curricular Courses [Environmental Sciences, Induction training, Indian Constitution, Essence of Indian Traditional Knowledge etc.]	10*

5	Apprenticeship with Industry	26*
	Total	140*

*Minor variation is allowed as per need of the respective disciplines.

C. Course code and definition:

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical
PC	Program Core Courses
OE	Open Elective Courses
PR	Project

D. Course level coding scheme:

Three-digit number (odd numbers are for the odd semester courses and even numbers are for even semester courses) used as suffix with the Course Code for identifying the level of the course e.g.

101, 102 ... etc. for first semester 201, 202 Etc. for second semester 301, 302 ... for third semester.

E. Category-wise Courses

PROGRAM CORE COURSES [PC]

Note:

(i) Number of Program Core Courses: 27 (including lab courses)

(ii) Credits: 84

Sl. No	Code No.	Course Title	Hours per week	Semester	Credits
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			L	T	P		
1	DMC101	Communicative English-I	1	0	2	1	2
2	DMC102	Writing for Media	1	1	0	1	2
3	DMC103	Socio-Economic & Political Scenario	0	2	0	1	2
4	DMC104	Introduction to Communication	1	1	2	1	3
5	DMC105	Basics of Design & Graphics	1	2	2	1	4
6	DMC106	History of Print & Broadcasting in India	1	2	0	1	3
7	DMC201	Communicative English-II	1	0	2	2	2
8	DMC202	Print Journalism	2	2	2	2	5
9	DMC203	Media Laws & Ethics	1	1	0	2	2
10	DMC204	Still Photography	1	2	0	2	3
11	DMC205	Development & Communication	1	0	2	2	2
12	DMC206	Radio Journalism & Production	2	0	0	2	2
13	DMC301	Basics of Camera, Lights & Sound	1	1	2	3	3
14	DMC302	Television Journalism & Production	1	2	0	3	3
15	DMC303	Public Relations	1	1	2	3	3
16	DMC304	New Media	1	1	2	3	3
17	DMC305	Advertising Practices	1	2	2	3	4
18	DMC401	Media Research	1	1	2	4	3
19	DMC402	Media Organisation & Management	1	2	0	4	3
20	DMC403	Global Media Scenario	1	2	2	4	4
21	DMC404	Advertising, PR and Event Management	1	0	2	4	2
22	DMC405	Principles of Integrated Marketing Communication	1	0	2	4	2
23	DMC406	Community Connect	0	2	0	4	2
24	DMC501	Sales Promotion and Brand Management	2	2	2	5	5
25	DMC502	Marketing Communication for Special Events	2	2	2	5	5
26	DMC503	Sales Promotion and Brand Management	2	2	2	5	5

27	DMC504	Business Communication and Negotiation	2	2	2	5	5
Total Credits							84

** The branch code, e.g. ADMC for Content and Creative Writing

Three-digit number for identifying the level of the course

OPEN ELECTIVE COURSES [OE]

Note:

- (i) Number of Open Elective Courses: 13
- (ii) Credits: 30
- (iii) The Open Elective Courses to be offered in all semesters.
- (iv) The students can opt for any open elective courses that are offered by any of the respective departments.

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1	OE	Open Elective (To be Chosen by Student)	0	2	0	1	2
2		Vocational (Minor)	0	2	2	1	3
3		Co-Curricular	0	2	0	1	2
4		Open Elective (To be Chosen by Student)	0	2	0	2	2
5		Vocational (Minor)	0	2	2	2	3
6		Co-Curricular	0	2	0	2	2
7		Open Elective (To be Chosen by Student)	0	2	0	3	2
8		Vocational (Minor)	0	2	2	3	3
9		Co-Curricular	0	2	0	3	2
10		Open Elective (To be Chosen by Student)	0	2	0	4	2
11		Vocational (Minor)	0	2	2	4	3

12		Co-Curricular	0	2	0	4	2
13		Co-Curricular	0	2	0	5	2
Total Credits							30

** The branch code, e.g. ADMC for Media Communication

Three-digit number for identifying the level of the course

PROJECT WORK AND INTERNSHIP IN INDUSTRY OR ELSEWHERE

Sl. No	Code No.	Course Title	Hours per week			Semester	Credits
			L	T	P		
1		Live Project I (Industry Tie-up)	0	0	0	2	0
2		Live Project II (Industry Tie-up)	0	0	0	4	0
3		Project I	0	1	4	5	3
Total Credits							3

Note:

- Projects can be taken at an industry or also at the institution premises.
- Live projects can also be taken into account when considering internship

INDUCTION PROGRAM

Induction program (suggested)	Two-week duration
Induction program for students to be offered right at the start of the first YEAR.	• Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

F. Visits/Workshop/Expert Lectures:

- a. It is advised to arrange one industrial visit every semester for the students of each branch.
- b. It is advised to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

G. Evaluation Scheme (Suggestive only):

a. For Theory Courses:

(The weightage of Internal assessment is 40% and for End Semester Exam is 60%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

b. For Practical Courses:

(The weightage of Internal assessment is 60% and for End Semester Exam is 40%) The student has to obtain at least 40% marks individually both in internal assessment and end semester exams to pass.

c. For Internship / Projects / Seminar etc.

Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, attendance, viva-voce in practical, lab record etc.

H. Mapping of Marks to Grades

Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+
61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)

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-	FR (Fail due to shortage of attendance and therefore, to repeat the course)
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CHAPTER 2

FIRST YEAR CURRICULUM

STRUCTURE

Semester 1								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC101	Communicative English-I	1	0	2	3	2
2	PC	DMC102	Writing for Media	1	1	0	2	2
3	PC	DMC103	Socio-Economic & Political Scenario	0	2	0	2	2
4	PC	DMC104	Introduction to Communication	1	1	2	4	3
5	PC	DMC105	Basics of Design & Graphics	1	2	2	5	4
6	PC	DMC106	History of Print & Broadcasting in India	1	2	0	3	3
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 2								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC201	Communicative English-II	1	0	2	3	2
2	PC	DMC202	Print Journalism	2	2	2	6	5
3	PC	DMC203	Media Laws & Ethics	1	1	0	2	2
4	PC	DMC204	Still Photography	1	2	0	3	3
5	PC	DMC205	Development & Communication	1	0	2	3	2
6	PC	DMC206	Radio Journalism & Production	2	0	0	2	2
7	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2

8	OE		Vocational (Minor)	0	2	2	4	3
9	OE		Co-Curricular	0	2	0	2	2
10	PR		Live Project I (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DMC101
Course Title	:	Communicative English-I
Number of Credits	:	2 (L:1,T:0,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop effective verbal and written communication skills.
2. Enhance comprehension and interpretation abilities.
3. Foster critical thinking through engaging with diverse texts.
4. Cultivate interpersonal and group communication skills.
5. Apply language skills relevant to media and entertainment contexts.

Course Content:

1. Foundations of English Language
2. Reading Comprehension Strategies
3. Writing Techniques for Media
4. Verbal and Non-verbal Communication
5. Media Literacy and Critical Analysis
6. Presentation Skills for Media Professionals
7. Group Communication Dynamics
8. Cultural Sensitivity in Communication

Course Outcome:

1. Proficient written and verbal communication in media settings.
2. Critical analysis and interpretation of media-related content.
3. Effective presentation and public speaking abilities.
4. Collaborative communication skills suitable for team environments.

5. Application of language skills in media and entertainment contexts.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DMC102
Course Title	:	Writing for Media
Number of Credits	:	2 (L:1,T:1,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop proficiency in various writing styles used in media.
2. Understand the principles of effective storytelling and narrative construction.
3. Acquire skills for adapting writing to different media platforms.
4. Enhance research and investigative writing capabilities.
5. Develop editing and proofreading skills specific to media content.

Course Content:

1. Introduction to Writing Styles in Media
2. Principles of Storytelling and Narrative Techniques
3. Writing for Print Media: Newspapers and Magazines
4. Writing for Broadcast Media: Radio and Television
5. Writing for Online and Digital Platforms
6. Research and Investigative Writing
7. Editing and Proofreading for Media
8. Ethical Considerations in Media Writing

Course Outcome:

1. Proficient writing in diverse media formats.
2. Mastery of storytelling and narrative techniques.
3. Adaptability in writing for various media platforms.
4. Strong research and investigative writing skills.
5. Effective editing and proofreading of media content.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DMC103
Course Title	:	Socio-Economic & Political Scenario
Number of Credits	:	2 (L:0,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop an understanding of the socio-economic landscape and its impact on media.
2. Analyze the political structures and their influence on media communication.
3. Explore the economic factors shaping the media industry.
4. Understand the social issues and their representation in media.
5. Gain insights into the role of media in shaping socio-economic and political narratives.

Course Content:

1. Overview of Socio-Economic Factors Influencing Media
2. Political Structures and Media Policies
3. Economic Models in the Media Industry
4. Media Representation of Social Issues
5. Media's Role in Shaping Political Narratives
6. Case Studies on Socio-Economic and Political Events
7. Global Perspectives on Socio-Economic and Political Dynamics

Course Outcome:

1. In-depth knowledge of the socio-economic factors affecting media.
2. Critical analysis of political structures and media policies.
3. Understanding economic models within the media industry.
4. Insight into media representation of social issues.
5. Ability to analyze the role of media in shaping political narratives.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DMC104
Course Title	:	Introduction to Communication

Number of Credits	:	3 (L:1,T:1,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop a foundational understanding of communication theories.
2. Explore various models of communication and their application.
3. Understand the role of communication in media and entertainment.
4. Analyze the impact of digital communication on media.
5. Enhance practical communication skills for media professionals.

Course Content:

1. Theories of Communication
2. Models of Communication
3. Communication in Media and Entertainment
4. Digital Communication in the Media Landscape
5. Practical Communication Skills for Media Professionals
6. Case Studies on Effective Communication in Media
7. Communication Ethics in Media

Course Outcome:

1. Proficiency in fundamental communication theories.
2. Application of communication models to real-world scenarios.
3. Insight into the critical role of communication in media and entertainment.
4. Understanding the influence of digital communication on media practices.
5. Improved practical communication skills for media professionals.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DMC105
Course Title	:	Basics of Design & Graphics
Number of Credits	:	4 (L:1,T:2,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Develop a foundational understanding of design principles.
2. Gain proficiency in using graphic design tools.
3. Explore the application of design in various media formats.
4. Understand the role of graphics in effective communication.
5. Enhance practical skills in designing for different media platforms.

Course Content:

1. Introduction to Design Principles
2. Graphic Design Tools and Software
3. Application of Design in Print Media
4. Designing for Digital Media
5. Basics of Typography
6. Color Theory in Design
7. Case Studies on Effective Graphic Design

Course Outcome:

1. Mastery of fundamental design principles.
2. Proficiency in using graphic design software.
3. Application of design in diverse media formats.
4. Recognition of the importance of graphics in communication.
5. Improved practical skills in designing for various media platforms.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DMC106
Course Title	:	History of Print & Broadcasting in India
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Explore the historical evolution of print media in India.
2. Understand the development of broadcasting in the Indian context.
3. Analyze the impact of historical events on media communication.

4. Examine the role of print and broadcasting in shaping public opinion.
5. Gain insights into the cultural and social dynamics influencing media history.

Course Content:

1. Early Forms of Print Communication in India
2. Evolution of Print Journalism
3. Emergence and Growth of Broadcasting
4. Landmark Events in Indian Media History
5. Role of Print and Broadcasting in Social Movements
6. Influence of Political Changes on Media Landscape
7. Cultural and Regional Dimensions of Indian Media History

Course Outcome:

1. In-depth knowledge of the historical evolution of print media.
2. Understanding the growth and development of broadcasting in India.
3. Critical analysis of the impact of historical events on media.
4. Recognition of the role of media in shaping public opinion.
5. Appreciation of the cultural and social dimensions of media history.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DMC201
Course Title	:	Communicative English-II
Number of Credits	:	2 (L:1,T:0,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Enhance proficiency in English language skills for effective communication.
2. Develop advanced writing skills suitable for various media platforms.
3. Understand the principles of effective verbal and non-verbal communication.
4. Explore advanced concepts in media-related language usage.
5. Apply communication strategies in diverse media contexts.

Course Content:

1. Advanced Writing Techniques for Media
2. Verbal and Non-Verbal Communication Strategies
3. Professional Communication in Media Industry
4. Media-related Language Usage and Style
5. Language Proficiency in Different Media Genres
6. Effective Communication in Visual and Digital Media
7. Multimodal Communication Skills

Course Outcome:

1. Improved proficiency in written and spoken English.
2. Advanced writing skills suitable for various media genres.
3. Enhanced understanding of effective communication principles.
4. Application of advanced language usage in media contexts.
5. Proficient communication in diverse media platforms.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DMC202
Course Title	:	Print Journalism
Number of Credits	:	5 (L:2,T:2,P:1)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a comprehensive understanding of print journalism principles and practices.
2. Acquire skills in news gathering, writing, and editing for print media.
3. Explore the ethical and legal aspects of journalism in the print domain.
4. Understand the role of print journalism in shaping public opinion.
5. Develop proficiency in layout and design for print publications.

Course Content:

1. Foundations of Print Journalism
2. News Gathering and Reporting Techniques
3. Editing and Proofreading for Print
4. Ethics and Legal Issues in Print Journalism

5. Feature Writing and Specialized Reporting
6. Layout and Design for Print Publications
7. Contemporary Trends in Print Journalism

Course Outcome:

1. Proficient in the principles and practices of print journalism.
2. Enhanced skills in news gathering, writing, and editing for print.
3. Understanding of ethical and legal considerations in print journalism.
4. Ability to analyze and contribute to shaping public opinion through print.
5. Proficiency in layout and design for effective print publications.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DMC203
Course Title	:	Media Laws & Ethics
Number of Credits	:	2 (L:1,T:1,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a deep understanding of media laws and ethical considerations in the media industry.
2. Explore the legal frameworks governing various forms of media.
3. Analyze ethical challenges and dilemmas faced by media professionals.
4. Understand the importance of freedom of speech and expression in media.
5. Develop skills to navigate legal and ethical issues in media practice.

Course Content:

1. Introduction to Media Laws
2. Legal Frameworks for Print, Broadcast, and Digital Media
3. Ethical Principles in Media Communication
4. Privacy, Defamation, and Intellectual Property Laws
5. Case Studies on Media Ethics
6. Media Regulation and Self-Regulatory Mechanisms

Course Outcome:

1. In-depth knowledge of media laws and regulations.
2. Ability to analyze and navigate legal frameworks for different media forms.
3. Enhanced ethical decision-making skills in media practice.
4. Understanding of privacy, defamation, and intellectual property laws.
5. Proficiency in applying ethical principles in various media scenarios.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DMC204
Course Title	:	Still Photography
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a comprehensive understanding of still photography techniques and concepts.
2. Explore the role of still photography in visual storytelling and communication.
3. Master the technical aspects of camera operation, composition, and lighting.
4. Acquire advanced skills in image editing and post-production.
5. Cultivate a critical eye for visual aesthetics and storytelling through still images.

Course Content:

1. Fundamentals of Still Photography
2. Camera Operation and Exposure
3. Composition and Framing Techniques
4. Lighting for Still Photography
5. Advanced Editing and Post-Production
6. Visual Storytelling through Still Images
7. Specialized Genres in Still Photography

Course Outcome:

1. Proficiency in operating cameras and understanding exposure.
2. Mastery of composition and framing techniques.
3. Advanced skills in lighting for still photography.
4. Expertise in editing and post-production for impactful images.

5. Ability to tell compelling stories through still images in various genres.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - II</u>		
Course Code	:	DMC205
Course Title	:	Development & Communication
Number of Credits	:	2 (L:1,T:0,P:1)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the principles and processes of media development and communication.
2. Explore the role of communication in various stages of media production.
3. Develop effective communication strategies for different media platforms.
4. Gain insights into the impact of media on societal development.
5. Cultivate skills in conveying messages through diverse media channels.

Course Content:

1. Introduction to Media Development and Communication
2. Theories of Communication and Development
3. Media and Social Change
4. Communication Strategies in Media Production
5. Case Studies in Successful Media Development Projects
6. Ethics and Social Responsibility in Media Communication
7. Media Literacy and Awareness Programs

Course Outcome:

1. Proficient understanding of media development and communication principles.
2. Application of communication theories in media production.
3. Effective communication strategies tailored for different media.
4. Insight into the role of media in societal development.
5. Skill development in conveying impactful messages through various media channels.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DMC206
Course Title	:	Radio Journalism & Production
Number of Credits	:	2 (L:2,T:0,P:0)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the fundamentals of radio journalism and production.
2. Develop skills in crafting compelling radio news stories.
3. Explore techniques for effective scriptwriting and editing for radio.
4. Gain hands-on experience in radio production, including voice modulation and sound editing.
5. Understand the ethical considerations in radio journalism.

Course Content:

1. Introduction to Radio Journalism
2. News Gathering and Reporting for Radio
3. Scriptwriting and Editing Techniques for Radio
4. Voice Modulation and Presentation Skills
5. Sound Editing and Production for Radio
6. Radio Program Formats and Genres
7. Ethics and Legal Aspects in Radio Journalism

Course Outcome:

1. Comprehensive knowledge of radio journalism principles and techniques.
2. Proficiency in crafting engaging radio news stories.
3. Skill development in scriptwriting and editing for radio broadcasts.
4. Hands-on experience in radio production, including voice modulation and sound editing.
5. Understanding of the ethical considerations and legal aspects in radio journalism.

CHAPTER 3

SECOND YEAR CURRICULUM STRUCTURE

Semester 3								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC301	Basics of Camera, Lights & Sound	1	1	2	4	3
2	PC	DMC302	Television Journalism & Production	1	2	0	3	3
3	PC	DMC303	Public Relations	1	1	2	4	3
4	PC	DMC304	New Media	1	1	2	4	3
5	PC	DMC305	Advertising Practices	1	2	2	5	4
6	OE		Open Elective (To be Chosen by Student)	0	2	0	2	2
7	OE		Vocational (Minor)	0	2	2	4	3
8	OE		Co-Curricular	0	2	0	2	2
Total Credits								23

Semester 4								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1		DMC401	Media Research	1	1	2	4	3
2		DMC402	Media Organisation & Management	1	2	0	3	3
3		DMC403	Global Media Scenario	1	2	2	5	4
4		DMC404	Advertising, PR and Event Management	1	0	2	3	2
5		DMC405	Principles of Integrated Marketing Communication	1	0	2	3	2
6		DMC406	Community Connect	0	2	0	2	2
7			Open Elective (To be Chosen by Student)	0	2	0	2	2

8			Vocational (Minor)	0	2	2	4	3
9			Co-Curricular	0	2	0	2	2
10			Live Project II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DMC301
Course Title	:	Basics of Camera, Lights & Sound
Number of Credits	:	3 (L:1,T:1,P:1)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the fundamental concepts of camera operation and technology.
2. Gain proficiency in handling different types of cameras and accessories.
3. Comprehend the principles of lighting and its application in visual storytelling.
4. Learn the basics of sound recording and manipulation in media production.
5. Develop skills in planning and executing effective audio-visual shoots.
6. Explore the creative aspects of cinematography, lighting, and sound design.
7. Understand the importance of technical aspects in media communication.

Course Content:

1. Introduction to Camera Technology and Operation
2. Types of Cameras and Accessories
3. Principles of Lighting in Visual Storytelling
4. Basics of Sound Recording and Manipulation
5. Planning and Executing Audio-Visual Shoots
6. Creative Aspects of Cinematography
7. Lighting Techniques for Different Settings
8. Sound Design in Media Production
9. Technical Aspects in Media Communication

Course Outcome:

1. Proficiency in operating various types of cameras and related equipment.
2. Competence in planning and executing audio-visual shoots.
3. Understanding the principles of lighting and its creative application.
4. Skills in sound recording, manipulation, and design for media production.
5. Ability to apply technical aspects effectively in media communication.
6. Knowledge of the creative elements of cinematography and lighting.
7. Preparedness for handling diverse roles in media production processes.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DMC302
Course Title	:	Television Journalism & Production
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Comprehend the principles and practices of television journalism.
2. Develop skills in researching, scripting, and producing television news stories.
3. Understand the technical aspects of television production, including camera operation and editing.
4. Explore the ethical considerations and legal aspects related to television journalism.
5. Gain knowledge of different television formats and program production.
6. Learn about the role of television in shaping public opinion and discourse.
7. Develop critical thinking and analytical skills for evaluating television content.

Course Content:

1. Principles and Practices of Television Journalism
2. Researching and Scripting for Television News
3. Television Production Techniques
4. Camera Operation in Television Production
5. Editing in Television Journalism
6. Ethical and Legal Considerations in Television
7. Television Formats and Program Production
8. Role of Television in Shaping Public Opinion
9. Critical Analysis of Television Content

Course Outcome:

1. Proficiency in television journalism principles and practices.
2. Skills in researching, scripting, and producing television news stories.
3. Competence in using cameras and editing tools for television production.
4. Understanding of ethical and legal considerations in television journalism.
5. Knowledge of various television formats and program production.
6. Awareness of the role of television in influencing public discourse.
7. Critical thinking skills for analyzing and evaluating television content.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DMC303
Course Title	:	Public Relations
Number of Credits	:	3 (L:1,T:1,P:1)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the fundamental concepts and theories of public relations.
2. Develop skills in planning and executing effective public relations campaigns.
3. Learn about media relations and effective communication with the press.
4. Explore crisis management strategies and techniques.
5. Understand the ethical considerations in public relations practices.
6. Gain knowledge of corporate communication and internal communication strategies.
7. Develop practical skills in writing press releases, speeches, and other PR materials.
8. Learn about the role of digital media in modern public relations.

Course Content:

1. Fundamentals of Public Relations
2. Planning and Executing PR Campaigns
3. Media Relations and Press Communication
4. Crisis Management in Public Relations
5. Ethical Considerations in PR Practices
6. Corporate Communication and Internal Communication
7. Writing Skills for PR: Press Releases, Speeches, etc.
8. Digital Media in Public Relations

Course Outcome:

1. Proficiency in fundamental concepts and theories of public relations.
2. Competence in planning and executing effective PR campaigns.
3. Skills in media relations and communication with the press.
4. Ability to handle crisis management in public relations.
5. Understanding of ethical considerations in PR practices.
6. Knowledge of corporate and internal communication strategies.
7. Proficient in writing various PR materials.
8. Awareness of the role of digital media in contemporary public relations.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DMC304
Course Title	:	New Media
Number of Credits	:	3 (L:1,T:1,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the concept of new media and its impact on communication.
2. Explore the evolution of digital technologies and their role in media.
3. Analyze the characteristics and features of various new media platforms.
4. Develop skills in creating and managing content for new media channels.
5. Examine the influence of new media on society, culture, and information dissemination.
6. Understand the principles of user-generated content and participatory culture.
7. Explore the challenges and opportunities of new media in the digital age.
8. Develop critical thinking and ethical considerations related to new media.

Course Content:

1. Introduction to New Media
2. Evolution of Digital Technologies
3. Characteristics of New Media Platforms
4. Content Creation and Management for New Media
5. Impact of New Media on Society and Culture
6. User-Generated Content and Participatory Culture
7. Challenges and Opportunities in New Media

8. Critical Thinking and Ethics in New Media

Course Outcome:

1. Proficient understanding of new media and its communication impact.
2. Knowledge of the evolution and role of digital technologies in media.
3. Ability to analyze and work with various new media platforms.
4. Skills in creating and managing content for new media channels.
5. Awareness of the societal and cultural impact of new media.
6. Understanding of user-generated content and participatory culture.
7. Recognition of challenges and opportunities in the new media landscape.
8. Development of critical thinking and ethical considerations in new media.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DMC305
Course Title	:	Advertising Practices
Number of Credits	:	4 (L:1,T:2,P:1)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the fundamental concepts and principles of advertising.
2. Explore the role of advertising in the media and communication industry.
3. Analyze the various forms and channels of advertising.
4. Develop skills in creating effective advertising campaigns.
5. Understand the ethical considerations in advertising.
6. Explore the impact of advertising on consumer behavior.
7. Understand the process of planning and executing advertising strategies.
8. Gain insights into the business side of advertising agencies.

Course Content:

1. Introduction to Advertising
2. Role of Advertising in Media and Communication
3. Forms and Channels of Advertising
4. Creating Effective Advertising Campaigns
5. Ethical Considerations in Advertising

6. Impact of Advertising on Consumer Behavior
7. Planning and Executing Advertising Strategies
8. Business Aspects of Advertising Agencies

Course Outcome:

1. Comprehensive understanding of advertising concepts and principles.
2. Knowledge of the role of advertising in the media and communication industry.
3. Proficiency in analyzing various forms and channels of advertising.
4. Skills in creating impactful and effective advertising campaigns.
5. Awareness of ethical considerations in advertising practices.
6. Understanding the influence of advertising on consumer behavior.
7. Competence in planning and executing advertising strategies.
8. Insight into the business aspects of advertising agencies.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DMC401
Course Title	:	Media Research
Number of Credits	:	3 (L:1,T:1,P:1)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop a solid understanding of the principles and methodologies of media research.
2. Learn to critically analyze and interpret media-related data.
3. Explore different research methods applicable to media studies.
4. Understand the role of media research in decision-making processes.
5. Gain hands-on experience in designing and conducting media research projects.
6. Analyze the impact of media on society and culture through research.
7. Develop skills in presenting and communicating research findings effectively.
8. Explore ethical considerations in media research.

Course Content:

1. Introduction to Media Research Principles
2. Data Analysis and Interpretation in Media Studies
3. Research Methods in Media Studies
4. The Role of Media Research in Decision-Making

5. Design and Execution of Media Research Projects
6. Societal and Cultural Impact of Media Research
7. Presentation and Communication of Research Findings
8. Ethical Considerations in Media Research

Course Outcome:

1. In-depth knowledge of media research principles and methodologies.
2. Critical analysis and interpretation skills for media-related data.
3. Proficiency in utilizing various research methods in media studies.
4. Understanding the significant role of media research in decision-making.
5. Practical experience in designing and conducting media research projects.
6. Ability to analyze the impact of media on society and culture through research.
7. Effective presentation and communication skills for research findings.
8. Awareness and application of ethical considerations in media research.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DMC402
Course Title	:	Media Organization & Management
Number of Credits	:	3 (L:1,T:2,P:0)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the organizational structures within the media industry.
2. Explore management principles and their application in media organizations.
3. Learn effective leadership and decision-making in a media context.
4. Gain insights into the challenges and dynamics of media management.
5. Understand the role of media managers in fostering creativity and innovation.
6. Develop skills in strategic planning and implementation in media organizations.
7. Explore the ethical considerations in media management.
8. Gain knowledge of emerging trends and technologies shaping media organizations.

Course Content:

1. Overview of Media Organizational Structures
2. Principles of Management in the Media Industry
3. Leadership and Decision-Making in Media Context
4. Dynamics and Challenges in Media Management
5. Fostering Creativity and Innovation in Media Organizations
6. Strategic Planning and Implementation in Media
7. Ethical Considerations in Media Management
8. Emerging Trends and Technologies in Media Organizations

Course Outcome:

1. Comprehensive understanding of media organizational structures.
2. Application of management principles in the context of media organizations.
3. Proficiency in leadership and decision-making within a media setting.
4. Insight into the challenges and dynamics specific to media management.
5. Ability to foster creativity and innovation in media organizations.
6. Skills in strategic planning and implementation in the media industry.
7. Awareness and application of ethical considerations in media management.
8. Knowledge of emerging trends and technologies shaping media organizations.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DMC403
Course Title	:	Global Media Scenario
Number of Credits	:	4 (L:1,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the global landscape of media and its impact on societies.
2. Explore the cultural, economic, and political aspects influencing global media.
3. Analyze the role of international media organizations and their influence.
4. Examine the challenges and opportunities in global media communication.
5. Gain insights into cross-cultural communication in the global media context.
6. Understand the implications of media globalization on local cultures.
7. Explore the role of media in shaping global narratives and perceptions.
8. Analyze the impact of technology on global media trends.

Course Content:

1. Overview of the Global Media Landscape
2. Cultural, Economic, and Political Influences on Global Media
3. International Media Organizations and Influence
4. Challenges and Opportunities in Global Media Communication
5. Cross-Cultural Communication in the Global Media Context
6. Media Globalization and its Impact on Local Cultures
7. Shaping Global Narratives: Role of Media
8. Technology and Global Media Trends

Course Outcome:

1. In-depth understanding of the global media landscape.
2. Critical analysis of cultural, economic, and political influences on global media.
3. Insight into the role and influence of international media organizations.
4. Examination of challenges and opportunities in global media communication.
5. Competence in cross-cultural communication within the global media context.
6. Awareness of the impact of media globalization on local cultures.
7. Understanding the role of media in shaping global narratives and perceptions.
8. Analysis of the impact of technology on global media trends.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DMC404
Course Title	:	Advertising, PR and Event Management
Number of Credits	:	2 (L:1,T:0,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the principles and strategies of advertising, public relations (PR), and event management.
2. Analyze the interplay between advertising, PR, and event management in media communication.
3. Explore effective communication and branding techniques for advertising and PR campaigns.

4. Develop skills in planning, organizing, and executing successful events.
5. Gain insights into crisis communication and reputation management in PR.
6. Understand the ethical considerations in advertising and PR practices.
7. Explore the role of advertising, PR, and events in building a brand's image.
8. Develop a comprehensive understanding of the integrated approach in media communication.

Course Content:

1. Introduction to Advertising, PR, and Event Management
2. Interconnected Strategies in Media Communication
3. Effective Communication and Branding Techniques
4. Planning and Execution of Events
5. Crisis Communication and Reputation Management in PR
6. Ethical Considerations in Advertising and PR
7. Building Brand Image through Advertising, PR, and Events
8. Integrated Approach in Media Communication

Course Outcome:

1. Proficiency in the principles and strategies of advertising, PR, and event management.
2. Analytical skills to understand the synergy between advertising, PR, and event management.
3. Competence in developing effective communication and branding strategies.
4. Practical skills in planning, organizing, and executing successful events.
5. Profound knowledge of crisis communication and reputation management in PR.
6. Ethical understanding of advertising and PR practices.
7. Ability to contribute to building a brand's image through media communication.
8. Mastery of the integrated approach in media communication.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - IV</u>		
Course Code	:	DMC405
Course Title	:	Principles of Integrated Marketing Communication
Number of Credits	:	2 (L:1,T:0,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the foundational principles of Integrated Marketing Communication (IMC).
2. Explore the role and significance of IMC in contemporary media communication.
3. Analyze the integration of various communication tools and channels in IMC.
4. Develop skills in planning and implementing effective IMC campaigns.
5. Understand consumer behavior and its role in designing IMC strategies.
6. Explore the measurement and evaluation of IMC effectiveness.
7. Understand the ethical considerations in IMC practices.
8. Gain insights into global perspectives and trends in IMC.

Course Content:

1. Introduction to Integrated Marketing Communication
2. Role and Significance of IMC in Media Communication
3. Integration of Communication Tools and Channels
4. Planning and Implementation of IMC Campaigns
5. Consumer Behavior in IMC Strategies
6. Measurement and Evaluation of IMC Effectiveness
7. Ethical Considerations in IMC Practices
8. Global Perspectives and Trends in IMC

Course Outcome:

1. Proficiency in the foundational principles of Integrated Marketing Communication.
2. Analytical skills to comprehend the role and significance of IMC in media communication.
3. Competence in integrating various communication tools and channels in IMC.
4. Practical skills in planning and implementing effective IMC campaigns.
5. Understanding of consumer behavior and its role in designing IMC strategies.
6. Profound knowledge of measurement and evaluation of IMC effectiveness.
7. Ethical understanding of IMC practices.
8. Awareness of global perspectives and trends in Integrated Marketing Communication.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - IV</u>		
Course Code	:	DMC406
Course Title	:	Community Connect
Number of Credits	:	2 (L:0,T:2,P:0)

Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the concept and importance of community engagement in media communication.
2. Explore various strategies for fostering community connections.
3. Develop skills in creating and maintaining positive relationships with diverse communities.
4. Understand the role of media in building and sustaining community partnerships.
5. Gain insights into the ethical considerations of community engagement in media.
6. Learn effective communication methods for community outreach.
7. Explore case studies and best practices in successful community connect initiatives.
8. Develop practical skills in designing and implementing community-oriented media projects.

Course Content:

1. Introduction to Community Connect in Media Communication
2. Strategies for Fostering Community Connections
3. Building Positive Relationships with Diverse Communities
4. Media's Role in Building and Sustaining Community Partnerships
5. Ethical Considerations in Community Engagement
6. Effective Communication Methods for Community Outreach
7. Case Studies and Best Practices in Community Connect Initiatives
8. Designing and Implementing Community-Oriented Media Projects

Course Outcome:

1. Comprehensive understanding of community engagement in media communication.
2. Proficiency in devising strategies for effective community connections.
3. Skills in building positive relationships with diverse communities.
4. Understanding the role of media in fostering community partnerships.
5. Ethical awareness in community engagement practices.
6. Effective communication methods for successful community outreach.
7. Knowledge of case studies and best practices in community connect initiatives.
8. Practical skills in designing and implementing community-oriented media projects.

CHAPTER 4

THIRD YEAR CURRICULUM STRUCTURE

Semester 5								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	PC	DMC501	Sales Promotion	2	2	2	6	5
2	PC	DMC502	Marketing Communication for Special Events	2	2	2	6	5
3	PC	DMC503	Brand Management	2	2	2	6	5
4	PC	DMC504	Business Communication and Negotiation	2	2	2	6	5
5	OE		Co-Curricular	0	2	0	2	2
6	PR		Project I	0	1	4	5	3
Total Credits								25

Semester 6								
Sl. No.	Category of Course	Code No.	Course Title	Hours per week			Total Contact hrs/week	Credits
				L	T	P		
1	DSE		Apprenticeship with Industry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - V</u>		
Course Code	:	DMC501
Course Title	:	Sales Promotion
Number of Credits	:	5 (L:2,T:2,P:2)
Prerequisites	:	NIL
Course Category	:	PC

Objective:

1. Understand the concept and significance of sales promotion in marketing strategies.
2. Learn various sales promotion techniques and tools.
3. Develop skills in designing effective sales promotion campaigns.
4. Explore the integration of sales promotion with other marketing elements.
5. Understand the impact of sales promotion on consumer behavior and buying decisions.
6. Analyze case studies to learn from successful sales promotion campaigns.
7. Gain practical knowledge of planning and implementing sales promotion activities.
8. Evaluate the ethical considerations in sales promotion.

Course Content:

1. Concept and Significance of Sales Promotion in Marketing
2. Various Sales Promotion Techniques and Tools
3. Designing Effective Sales Promotion Campaigns
4. Integration of Sales Promotion with Other Marketing Elements
5. Impact of Sales Promotion on Consumer Behavior and Buying Decisions
6. Case Studies of Successful Sales Promotion Campaigns
7. Planning and Implementing Sales Promotion Activities
8. Ethical Considerations in Sales Promotion

Course Outcome:

1. Comprehensive understanding of the concept and significance of sales promotion in marketing.
2. Proficiency in various sales promotion techniques and tools.
3. Skills in designing effective sales promotion campaigns.
4. Understanding the integration of sales promotion with other marketing elements.
5. Insight into the impact of sales promotion on consumer behavior and buying decisions.
6. Analytical skills through case studies of successful sales promotion campaigns.
7. Practical knowledge of planning and implementing sales promotion activities.
8. Evaluation of ethical considerations in the context of sales promotion.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - V</u>		
Course Code	:	DMC502
Course Title	:	Marketing Communication for Special Events
Number of Credits	:	5 (L:2,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the role of marketing communication in the context of special events.
2. Develop skills in creating targeted and impactful marketing communication strategies.
3. Explore the integration of traditional and digital marketing channels for special events.
4. Gain insights into the planning and execution of successful marketing communication campaigns for events.
5. Understand the unique challenges and opportunities in marketing communication for special events.
6. Analyze case studies to learn from successful marketing communication efforts in event management.
7. Develop practical skills in designing and implementing marketing communication plans for special events.
8. Explore the ethical considerations in marketing communication for special events.

Course Content:

1. Role of Marketing Communication in Special Events
2. Creating Targeted and Impactful Marketing Communication Strategies
3. Integration of Traditional and Digital Marketing Channels for Special Events
4. Planning and Execution of Successful Marketing Communication Campaigns for Events
5. Challenges and Opportunities in Marketing Communication for Special Events
6. Case Studies in Successful Marketing Communication for Event Management
7. Designing and Implementing Marketing Communication Plans for Special Events
8. Ethical Considerations in Marketing Communication for Special Events

Course Outcome:

1. Comprehensive understanding of the role of marketing communication in special events.
2. Proficiency in creating targeted and impactful marketing communication strategies.
3. Skills in integrating traditional and digital marketing channels for special events.
4. Practical knowledge of planning and executing successful marketing communication campaigns for events.
5. Insight into the unique challenges and opportunities in marketing communication for special events.
6. Analytical skills through case studies of successful marketing communication in event management.
7. Practical skills in designing and implementing marketing communication plans for special events.
8. Ethical awareness in the context of marketing communication for special events.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DMC503
Course Title	:	Brand Management
Number of Credits	:	5 (L:2,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Understand the fundamentals and principles of brand management.
2. Analyze the role of branding in shaping consumer perceptions and preferences.
3. Develop skills in creating and maintaining a brand identity.
4. Explore strategies for brand positioning and differentiation in the market.
5. Understand the importance of brand equity and its impact on business success.
6. Learn about brand extension and expansion strategies.
7. Analyze case studies to understand successful brand management practices.
8. Develop a comprehensive brand management plan for a given scenario.

Course Content:

1. Fundamentals and Principles of Brand Management
2. Role of Branding in Shaping Consumer Perceptions and Preferences
3. Creating and Maintaining Brand Identity
4. Strategies for Brand Positioning and Differentiation

5. Importance of Brand Equity in Business Success
6. Brand Extension and Expansion Strategies
7. Case Studies of Successful Brand Management Practices
8. Developing a Comprehensive Brand Management Plan

Course Outcome:

1. A solid understanding of the fundamentals and principles of brand management.
2. Analytical skills to assess the role of branding in influencing consumer perceptions.
3. Proficiency in creating and maintaining a strong brand identity.
4. Strategic knowledge of brand positioning and differentiation.
5. Insight into the importance of brand equity for overall business success.
6. Skills in planning and implementing brand extension and expansion strategies.
7. Analytical ability through the study of successful brand management case studies.
8. The capability to develop a comprehensive brand management plan for a given scenario.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - VI</u>		
Course Code	:	DMC504
Course Title	:	Business Communication and Negotiation
Number of Credits	:	5 (L:2,T:2,P:2)
Prerequisites	;	NIL
Course Category	:	PC

Objective:

1. Develop effective business communication skills for various contexts.
2. Understand the principles and techniques of successful negotiation.
3. Enhance interpersonal communication in professional settings.
4. Learn to craft persuasive and informative business messages.
5. Gain proficiency in verbal and non-verbal communication strategies.
6. Understand the cultural aspects of business communication and negotiation.
7. Develop negotiation skills for achieving mutually beneficial outcomes.
8. Practice ethical communication and negotiation practices in business.

Course Content:

Media & Entertainment Skills Council

1. Effective Business Communication Skills
2. Principles and Techniques of Successful Negotiation
3. Interpersonal Communication in Professional Settings
4. Crafting Persuasive and Informative Business Messages
5. Verbal and Non-Verbal Communication Strategies
6. Cultural Aspects of Business Communication and Negotiation
7. Negotiation Skills for Mutually Beneficial Outcomes
8. Ethical Communication and Negotiation Practices in Business

Course Outcome:

1. Proficiency in effective business communication for diverse contexts.
2. Understanding and application of successful negotiation principles and techniques.
3. Enhanced interpersonal communication skills in a professional environment.
4. Ability to craft persuasive and informative business messages.
5. Proficiency in employing verbal and non-verbal communication strategies.
6. Awareness and appreciation of cultural aspects in business communication.
7. Development of negotiation skills for achieving mutually beneficial outcomes.
8. Practice of ethical communication and negotiation practices in a business setting.
