

B.A. Content and Creative Writing

Apprenticeship Embedded Degree Programme
(3 Years)

By:
Media and Entertainment Skills Council

Table of Content

S.No.	Chapter	Title	Page No.
1	1	General Course Structure & Credit Distribution	3-9
2	2	First-year Curriculum Structure	10-21
3	3	Second Year Curriculum Structure	22-32
4	4	Third Year Curriculum Structure	33-38

Chapter 1

General Course Structure

&

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
			L	T	P		
1	DCW101	Communicative English-I	1	0	2	1	2
2	DCW102	Writing for Media	1	1	0	1	2
3	DCW103	Socio-Economic & Political Scenario	0	2	0	1	2
4	DCW104	Introduction to Communication	1	1	2	1	3

Media & Entertainment Skills Council

5	DCW105	Basics of Design & Graphics	1	2	2	1	4
6	DCW106	History of Print & Broadcasting in India	1	2	0	1	3
7	DCW201	Communicative English-II	1	0	2	2	2
8	DCW202	Print Journalism	2	2	2	2	5
9	DCW203	Media Laws & Ethics	1	1	0	2	2
10	DCW204	Still Photography	1	2	0	2	3
11	DCW205	Development & Communication	1	0	2	2	2
12	DCW206	Radio Journalism & Production	2	0	0	2	2
13	DCW301	Basics of Camera, Lights & Sound	1	1	2	3	3
14	DCW302	Television Journalism & Production	1	2	0	3	3
15	DCW303	Public Relations	1	1	2	3	3
16	DCW304	New Media	1	1	2	3	3
17	DCW305	Advertising Practices	1	2	2	3	4
18	DCW401	Media Research	1	1	2	4	3
19	DCW402	Media Organization & Management	1	2	0	4	3
20	DCW403	Global Media Scenario	1	2	2	4	4
21	DCW404	Advertising, PR and Event Management	1	0	2	4	2
22	DCW405	Principles of Integrated Marketing Communication	1	0	2	4	2
23	DCW406	Community Connect	0	2	0	4	2
24	DCW501	Sales Promotion and Brand Management	2	2	2	5	5
25	DCW502	Marketing Communication for Special Events	2	2	2	5	5
26	DCW503	Sales Promotion and Brand Management	2	2	2	5	5
27	DCW504	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 z(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:

- It is advised to arrange one industrial visit every semester for the students of each branch.
- 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)
-	FR (Fail due to shortage of attendance and therefore, to repeat the course)

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	DCW101	Communicative English-I	1	0	2	3	2
2	PC	DCW102	Writing for Media	1	1	0	2	2
3	PC	DCW103	Socio-Economic & Political Scenario	0	2	0	2	2
4	PC	DCW104	Introduction to Communication	1	1	2	4	3
5	PC	DCW105	Basics of Design & Graphics	1	2	2	5	4
6	PC	DCW106	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	DCW201	Communicative English-II	1	0	2	3	2
2	PC	DCW202	Print Journalism	2	2	2	6	5
3	PC	DCW203	Media Laws & Ethics	1	1	0	2	2
4	PC	DCW204	Still Photography	1	2	0	3	3
5	PC	DCW205	Development & Communication	1	0	2	3	2
6	PC	DCW206	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	:	DCW101
Course Title	:	Communicative English-I
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning 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	:	DCW102
Course Title	:	Writing for Media
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of writing for various media platforms.
2. Develop skills in crafting engaging and informative content tailored for different media formats.
3. Explore the role of language, style, and tone in effective media writing.
4. Learn techniques for researching, interviewing, and gathering information for media content.
5. Develop proficiency in editing and revising media texts for clarity and impact.

Course Content:

1. Introduction to media writing: Understanding different media platforms and their writing styles.
2. Writing for digital media: Content creation for websites, blogs, and social media platforms.
3. Writing for journalism: News reporting, feature writing, and investigative journalism.
4. Scriptwriting for audiovisual media: Techniques for writing scripts for television, radio, and online videos.
5. Editing and revision: Strategies for editing and revising media texts for accuracy, clarity, and conciseness.

Course Outcomes:

1. Proficiency in writing for diverse media platforms.
2. Ability to produce engaging and effective media content.
3. Understanding of language, style, and tone in media writing.
4. Proficiency in research and interviewing techniques for media writing.
5. Ability to edit and revise media texts for clarity and impact.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - I</u>		
Course Code	:	DCW103
Course Title	:	Socio-Economic & Political Scenario
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the interplay between socio-economic and political factors shaping contemporary society.
2. Analyze the impact of socio-economic policies on various sectors and demographics.
3. Explore the historical and current political landscape at local, national, and global levels.
4. Develop critical thinking skills to evaluate socio-economic and political issues.
5. Engage in informed discussions and debates on socio-economic and political topics.

Course Content:

1. Overview of socio-economic theories: Introduction to key concepts and frameworks.
2. Analysis of socio-economic policies: Examination of policies related to education, healthcare, employment, etc.
3. Political systems and ideologies: Study of different political systems and ideologies.
4. Case studies: Analysis of real-world socio-economic and political scenarios.
5. Current events and debates: Discussion of recent socio-economic and political developments.

Course Outcomes:

1. Understanding of the complex interplay between socio-economic and political factors.
2. Ability to critically assess socio-economic policies and their implications.
3. Knowledge of various political systems and ideologies.
4. Enhanced critical thinking skills in evaluating socio-economic and political issues.
5. Improved ability to engage in informed discussions and debates on socio-economic and political topics.

Detailed First Year Curriculum Contents		
<u>SEMESTER - I</u>		
Course Code	:	DCW104
Course Title	:	Introduction to Communication
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the foundational theories and models of communication.
2. Develop effective verbal and nonverbal communication skills.
3. Explore the role of communication in personal, professional, and societal contexts.
4. Gain proficiency in listening and interpersonal communication techniques.
5. Learn to critically analyze and evaluate communication messages and media.

Course Content:

1. Introduction to communication theories: Overview of major theories including Shannon-Weaver model, social exchange theory, etc.
2. Verbal communication skills: Techniques for clear and persuasive oral communication.
3. Nonverbal communication: Understanding body language, gestures, and facial expressions.
4. Interpersonal communication: Strategies for building rapport, active listening, and conflict resolution.
5. Media literacy: Analysis of mass media messages, advertising, and digital communication platforms.

Course Outcomes:

1. Understanding of foundational theories and models of communication.
2. Enhanced verbal and nonverbal communication skills.
3. Appreciation of the role of communication in personal, professional, and societal contexts.
4. Proficiency in interpersonal communication techniques.
5. Improved ability to critically analyze and evaluate communication messages and media.

Detailed First Year Curriculum Contents		
<u>SEMESTER - I</u>		
Course Code	:	DCW105
Course Title	:	Basics of Design & Graphics
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the fundamental principles of design, including composition, balance, and contrast.
2. Explore various graphic design elements such as typography, color theory, and imagery.
3. Develop proficiency in using design software tools for creating digital graphics.
4. Learn basic graphic design techniques for creating layouts, logos, and illustrations.
5. Gain an understanding of the role of design in branding, marketing, and communication.

Course Content:

1. Introduction to design principles: Study of elements like line, shape, form, texture, and space.
2. Typography and layout design: Understanding typefaces, fonts, and layout composition.
3. Color theory and application: Exploration of color schemes, color psychology, and color usage in design.
4. Image editing and manipulation: Techniques for editing and enhancing digital images using software tools.
5. Introduction to design software: Hands-on experience with popular graphic design software such as Adobe Photoshop, Illustrator, or Canva.

Course Outcomes:

1. Understanding of fundamental design principles and elements.
2. Proficiency in using design software tools for creating digital graphics.
3. Ability to apply design principles to create visually appealing layouts and compositions.

4. Basic graphic design skills for creating logos, illustrations, and marketing materials.
5. Awareness of the role of design in effective branding, marketing, and communication strategies.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - I</u>		
Course Code	:	DCW106
Course Title	:	History of Print & Broadcasting in India
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the historical evolution of print and broadcasting media in India.
2. Explore the socio-political and cultural impact of print and broadcasting media on Indian society.
3. Examine the role of key individuals, institutions, and movements in shaping the history of print and broadcasting in India.
4. Analyze the development of technologies and infrastructures that facilitated the growth of print and broadcasting industries in India.
5. Evaluate the challenges and opportunities faced by print and broadcasting media in adapting to changing socio-economic and technological landscapes.

Course Content:

1. Early forms of communication in India: Manuscripts, oral traditions, and early printing presses.
2. Emergence of print media: Development of newspapers, journals, and publishing houses during colonial and post-colonial periods.
3. Evolution of broadcasting: Growth of radio and television broadcasting in India, including the role of All India Radio (AIR) and Doordarshan.
4. Impact of print and broadcasting on society: Influence on politics, culture, education, and entertainment.
5. Contemporary challenges and trends: Digital media, convergence, regulatory frameworks, and media ownership issues.

Course Outcomes:

1. Comprehensive understanding of the historical development of print and broadcasting media in India.
2. Insight into the socio-political and cultural significance of print and broadcasting media.
3. Familiarity with key figures, movements, and milestones in the history of Indian media.
4. Ability to analyze the technological advancements and infrastructural changes that shaped the print and broadcasting industries in India.

5. Proficiency in critically evaluating the contemporary challenges and opportunities facing print and broadcasting media in India.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DCW201
Course Title	:	Communicative English-II
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning 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	:	DCW202
Course Title	:	Print Journalism
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of print journalism.
2. Develop skills in news gathering, writing, and editing for print media.
3. Explore ethical and legal considerations in print journalism.
4. Learn about the different formats and styles of print journalism.
5. Gain hands-on experience in producing print news content.

Course Content:

1. Introduction to print journalism: History, evolution, and role in society.
2. News writing and reporting techniques: Structure, style, and sourcing.
3. Investigative journalism: Research methods, interviewing, and fact-checking.
4. Editorial and opinion writing: Crafting persuasive arguments and editorials.
5. Multimedia journalism: Integration of text, images, and infographics in print media.

Course Outcomes:

1. Proficiency in print journalism principles and practices.
2. Ability to gather, write, and edit news stories for print media.
3. Understanding of ethical and legal standards in print journalism.
4. Familiarity with various formats and styles of print journalism.
5. Hands-on experience in producing print news content for publication.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DCW203
Course Title	:	Media Laws & Ethics
Number of Credits	:	2(L:1, T:1, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the legal framework governing media operations.

2. Explore ethical principles and standards in media practice.
3. Analyze the relationship between media, law, and society.
4. Learn about key legal cases and precedents relevant to media.
5. Develop critical thinking skills in evaluating media ethics issues.

Course Content:

1. Introduction to media laws: Constitutional provisions, defamation, copyright, and privacy laws.
2. Ethical principles in media: Truthfulness, accuracy, fairness, and accountability.
3. Regulation of media content: Censorship, obscenity, and hate speech laws.
4. Media ownership and regulation: Antitrust laws, FCC regulations, and media concentration.
5. Case studies: Analysis of legal and ethical dilemmas faced by media professionals.

Course Outcomes:

1. Understanding of the legal framework governing media operations.
2. Ability to apply ethical principles in media practice.
3. Knowledge of key legal cases and precedents relevant to media.
4. Awareness of media ownership and regulatory issues.
5. Enhanced critical thinking skills in evaluating media ethics issues.

Detailed First Year Curriculum Contents		
SEMESTER - II		
Course Code	:	DCW204
Course Title	:	Still Photography
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the fundamental principles and techniques of still photography.
2. Develop proficiency in using camera settings and equipment to capture high-quality images.
3. Explore composition techniques and visual storytelling in still photography.
4. Learn to analyze and critique photographs to enhance own photographic skills.

Course Content:

1. Introduction to Still Photography
2. Camera Settings and Equipment
3. Composition and Framing Techniques
4. Lighting Fundamentals in Photography
5. Visual Storytelling and Image Editing

Course Outcomes:

1. Ability to demonstrate technical proficiency in capturing and processing still photographs.
2. Capacity to apply composition principles effectively to create visually compelling images.
3. Understanding of lighting techniques and their impact on photographic outcomes.
4. Development of a personal photographic style and portfolio showcasing acquired skills.
5. Ability to critically evaluate photographs and provide constructive feedback.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DCW205
Course Title	:	Development & Communication
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles of effective communication in various developmental contexts.
2. Develop skills in articulating ideas and information clearly and persuasively.
3. Explore the role of communication in fostering sustainable development and social change.
4. Learn to utilize communication tools and technologies for effective development work.

Course Content:

1. Introduction to Development and Communication
2. Communication Strategies for Development Projects
3. Cross-Cultural Communication in Development Work
4. Media and Information Literacy for Development Practitioners
5. Communication Ethics and Advocacy in Development

Course Outcomes:

1. Ability to apply communication theories and techniques to development initiatives.
2. Proficiency in designing and implementing communication strategies for diverse development contexts.
3. Understanding of the role of communication in promoting social inclusion and empowerment.
4. Capacity to utilize media and information resources ethically and effectively for development purposes.
5. Development of a comprehensive communication plan addressing real-world development challenges

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - II</u>		
Course Code	:	DCW206
Course Title	:	Radio Journalism & Production
Number of Credits	:	2(L:2, T:0, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of radio journalism.
2. Develop skills in researching, writing, and producing radio news and features.
3. Explore techniques for effective storytelling and presentation in radio broadcasting.
4. Learn the technical aspects of radio production and operation of equipment.

Course Content:

1. Introduction to Radio Journalism
2. News Gathering and Reporting for Radio
3. Feature Writing and Production
4. Radio Interviewing Techniques
5. Audio Editing and Production Skills

Course Outcomes:

1. Ability to produce high-quality radio news and feature stories adhering to journalistic standards.
2. Proficiency in conducting interviews and gathering audio content for radio broadcasts.
3. Understanding of radio production techniques and audio editing software.
4. Development of a portfolio showcasing skills in radio journalism and production.
5. Capacity to conceptualize, script, and produce radio programs addressing diverse audiences and topics.

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		

Media & Entertainment Skills Council

1	PC	DCW301	Basics of Camera, Lights & Sound	1	1	2	4	3
2	PC	DCW302	Television Journalism & Production	1	2	0	3	3
3	PC	DCW303	Public Relations	1	1	2	4	3
4	PC	DCW304	New Media	1	1	2	4	3
5	PC	DCW305	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	PC	DCW401	Media Research	1	1	2	4	3
2	PC	DCW402	Media Organisation & Management	1	2	0	3	3
3	PC	DCW403	Global Media Scenario	1	2	2	5	4
4	PC	DCW404	Advertising, PR and Event Management	1	0	2	3	2
5	PC	DCW405	Principles of Integrated Marketing Communication	1	0	2	3	2
6	PC	DCW406	Community Connect	0	2	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 II (Industry TieUp)	0	0	0	0	0
Total Credits								23

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DCW301
Course Title	:	Basics of Camera, Lights & Sound

Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the fundamental principles of camera operation and photography.
2. Develop skills in lighting techniques for various visual media productions.
3. Explore the basics of sound recording and audio equipment operation.
4. Learn to integrate camera, lighting, and sound elements effectively for media projects.

Course Content:

1. Introduction to Cameras and Photography Basics
2. Lighting Fundamentals for Visual Media
3. Sound Recording Techniques and Equipment
4. Integrating Camera, Lights, and Sound in Media Production

Course Outcomes:

1. Ability to operate cameras proficiently and capture high-quality images.
2. Proficiency in using lighting equipment to create desired visual effects in media productions.
3. Understanding of sound recording principles and proficiency in capturing clear and high-quality audio.
4. Capacity to plan and execute media projects by effectively integrating camera, lights, and sound elements.
5. Development of a foundational skill set in camera, lights, and sound operation for further study or professional practice.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - III</u>		
Course Code	:	DCW302
Course Title	:	Television Journalism & Production
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of television journalism.
2. Develop skills in researching, writing, and producing television news and features.
3. Explore techniques for effective storytelling and presentation in television broadcasting.
4. Learn the technical aspects of television production and operation of equipment.

Course Content:

1. Introduction to Television Journalism
2. News Gathering and Reporting for Television
3. Feature Story Development and Production
4. Television Interviewing Techniques
5. Television Production Techniques and Equipment

Course Outcomes:

1. Ability to produce high-quality television news and feature stories adhering to journalistic standards.
2. Proficiency in conducting interviews and gathering video content for television broadcasts.
3. Understanding of television production techniques and operation of equipment.
4. Development of a portfolio showcasing skills in television journalism and production.
5. Capacity to conceptualize, script, and produce television programs addressing diverse audiences and topics.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DCW303
Course Title	:	Public Relations
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and functions of public relations.
2. Develop skills in strategic communication and relationship management.
3. Explore various tools and techniques used in public relations campaigns.
4. Learn to analyze and evaluate public relations strategies and their impact.

Course Content:

1. Introduction to Public Relations
2. Theories and Models of Public Relations
3. Strategic Communication Planning
4. Media Relations and Crisis Communication
5. Social Media and Digital PR

Course Outcomes:

1. Ability to apply principles of public relations to organizational communication challenges.

2. Proficiency in developing and implementing strategic communication plans.
3. Understanding of media relations practices and crisis communication strategies.
4. Capacity to utilize social media and digital platforms effectively for PR purposes.
5. Development of critical thinking skills to evaluate and improve public relations efforts.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>		
Course Code	:	DCW304
Course Title	:	New Media
Number of Credits	:	3(L:1, T:1, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the concept and evolution of new media.
2. Develop skills in creating and distributing content for digital platforms.
3. Explore the impact of new media on society, culture, and communication.
4. Learn to critically evaluate new media technologies and trends.

Course Content:

1. Introduction to New Media
2. Digital Content Creation and Distribution
3. Social Media Management
4. Online Communities and Digital Engagement
5. Emerging Trends in New Media

Course Outcomes:

- 1.
2. Ability to navigate and utilize various new media platforms for communication purposes.
3. Proficiency in creating engaging digital content tailored to target audiences.
4. Understanding of the role of social media in modern communication and branding strategies.
5. Capacity to analyze and adapt to evolving new media trends and technologies.
6. Development of a critical perspective on the social and ethical implications of new media usage.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - III</u>

Course Code	:	DCW305
Course Title	:	Advertising Practices
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and theories of advertising.
2. Develop skills in creating effective advertising campaigns.
3. Explore different advertising mediums and platforms.
4. Learn to analyze consumer behavior and market trends in advertising.

Course Content:

1. Introduction to Advertising Principles
2. Advertising Campaign Planning and Execution
3. Media Planning and Buying
4. Creative Strategy and Execution in Advertising
5. Advertising Ethics and Regulations

Course Outcomes:

1. Ability to apply advertising principles to develop persuasive campaigns.
2. Proficiency in creating compelling advertising content for various media channels.
3. Understanding of media planning strategies and budget allocation in advertising campaigns.
4. Capacity to assess the effectiveness of advertising campaigns through analysis of consumer response and market data.
5. Development of ethical and socially responsible advertising practices.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DCW401
Course Title	:	Media Research
Number of Credits	:	3(L:1, T:2, P:2)
Prerequisites	;	NIL

Course Category	:	PC
-----------------	---	----

Learning Objectives:

1. Understand the fundamentals of media research methodologies.
2. Develop skills in designing and conducting media research studies.
3. Explore data collection and analysis techniques in media research.
4. Learn to interpret and communicate research findings effectively.

Course Content:

1. Introduction to Media Research
2. Research Design and Methodologies
3. Data Collection Techniques in Media Research
4. Data Analysis and Interpretation in Media Research
5. Reporting and Presenting Research Findings

Course Outcomes:

1. Ability to critically evaluate existing media research literature and methodologies.
2. Proficiency in designing and implementing media research studies.
3. Understanding of data collection methods and tools used in media research.
4. Capacity to analyze and interpret research data to draw meaningful conclusions.
5. Development of communication skills to effectively present research findings to different stakeholders.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DCW402
Course Title	:	Media Organisation & Management
Number of Credits	:	3(L:1, T:2, P:0)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the structure and functions of media organizations.
2. Develop skills in media planning, budgeting, and resource management.
3. Explore leadership and managerial practices specific to media environments.
4. Learn to analyze challenges and opportunities facing media organizations.

Course Content:

1. Introduction to Media Organizations
2. Media Planning and Budgeting

3. Leadership and Management in Media
4. Human Resource Management in Media Organizations
5. Strategic Management in Media

Course Outcomes:

1. Ability to analyze the organizational structures and functions of media companies.
2. Proficiency in developing and implementing media plans and budgets.
3. Understanding of leadership and management principles relevant to media environments.
4. Capacity to manage human resources effectively within media organizations.
5. Development of strategic management skills to address challenges and drive innovation in media organizations.

Detailed First Year Curriculum Contents		
<u>SEMESTER - IV</u>		
Course Code	:	DCW403
Course Title	:	Global Media Scenario
Number of Credits	:	4(L:1, T:2, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the global media landscape and its evolution.
2. Develop awareness of media systems and practices in different regions of the world.
3. Explore the impact of globalization on media production, distribution, and consumption.
4. Learn to analyze global media trends and their implications for society and culture.

Course Content:

1. Introduction to Global Media Landscape
2. Comparative Media Systems Analysis
3. Globalization and Media Industries
4. Media Consumption Patterns in Different Regions
5. Emerging Trends in Global Media

Course Outcomes:

1. Ability to critically evaluate the role of media in shaping global culture and communication.
2. Proficiency in analyzing and comparing media systems and practices across different countries.

3. Understanding of the economic, political, and cultural factors influencing global media dynamics.
4. Capacity to identify and interpret emerging trends in global media and their impact on society.
5. Development of a global perspective on media issues and challenges, fostering cross-cultural understanding and communication.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - IV</u>		
Course Code	:	DCW404
Course Title	:	Advertising, PR and Event Management
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and practices of advertising, public relations, and event management.
2. Develop skills in creating integrated marketing communication strategies.
3. Explore the role of advertising, PR, and events in building brand identity and reputation.
4. Learn to plan, execute, and evaluate advertising campaigns, PR initiatives, and events.

Course Content:

1. Introduction to Advertising, PR, and Event Management
2. Integrated Marketing Communication Strategies
3. Advertising Campaign Planning and Execution
4. Public Relations Techniques and Strategies
5. Event Planning and Management

Course Outcomes:

1. Ability to develop comprehensive integrated marketing communication plans.
2. Proficiency in creating and implementing advertising campaigns that effectively reach target audiences.
3. Understanding of PR techniques and strategies to build and maintain positive brand image and reputation.
4. Capacity to plan, organize, and manage successful events that meet objectives and exceed expectations.
5. Development of critical thinking and problem-solving skills to address challenges in advertising, PR, and event management.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DCW405
Course Title	:	Principles of Integrated Marketing Communication
Number of Credits	:	2(L:1, T:0, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the concept and importance of integrated marketing communication (IMC).
2. Develop skills in planning and implementing IMC strategies.
3. Explore various elements of IMC, including advertising, public relations, direct marketing, and digital marketing.
4. Learn to integrate different communication channels to deliver consistent and cohesive brand messages.

Course Content:

1. Introduction to Integrated Marketing Communication
2. Consumer Behavior and Market Analysis
3. Brand Management and Positioning
4. IMC Strategy Development
5. Measurement and Evaluation of IMC Campaigns

Course Outcomes:

1. Ability to develop comprehensive IMC plans that align with organizational goals and target audience preferences.
2. Proficiency in leveraging various communication channels to create synergistic marketing campaigns.
3. Understanding of consumer behavior and market dynamics to inform strategic IMC decision-making.
4. Capacity to evaluate the effectiveness of IMC campaigns and adjust strategies accordingly for optimal results.
5. Development of critical thinking and analytical skills to address challenges and opportunities in IMC implementation.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - IV</u>		
Course Code	:	DCW406
Course Title	:	Community Connect
Number of Credits	:	2(L:0, T:2, P:0)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the importance of community engagement and connection.
2. Develop skills in building and nurturing community relationships.
3. Explore strategies for effective communication within communities.
4. Learn to identify and address community needs and concerns.

Course Content:

1. Introduction to Community Engagement
2. Building and Sustaining Community Relationships
3. Communication Strategies for Community Engagement
4. Community Needs Assessment and Action Planning

Course Outcomes:

1. Ability to establish meaningful connections with diverse community groups.
2. Proficiency in fostering collaboration and cooperation within communities.
3. Understanding of effective communication techniques to engage and empower community members.
4. Capacity to identify community needs and develop action plans to address them.
5. Development of leadership and facilitation skills to effectively lead community initiatives.

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	DCW501	Sales Promotion and Brand Management	2	2	2	6	5

2	PC	DCW502	Marketing Communication for Special Events	2	2	2	6	5
3	PC	DCW503	Sales Promotion and Brand Management	2	2	2	6	5
4	PC	DCW504	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 Indsutry	0	26	0	26	26
Total Credits								26

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DCW501
Course Title	:	Sales Promotion and Brand Management
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles and strategies of sales promotion.
2. Develop skills in designing and executing effective sales promotion campaigns.
3. Explore the role of brand management in building and maintaining brand equity.
4. Learn to develop brand strategies and positioning to differentiate products and services in the market.

Course Content:

1. Introduction to Sales Promotion
2. Sales Promotion Techniques and Tools
3. Brand Identity and Brand Equity
4. Brand Positioning and Differentiation
5. Integrated Sales Promotion and Branding Strategies

Course Outcomes:

1. Ability to plan and implement sales promotion activities that drive sales and enhance brand visibility.
2. Proficiency in utilizing various sales promotion techniques and tools to achieve marketing objectives.
3. Understanding of brand management principles and strategies to build and strengthen brand identity.
4. Capacity to develop brand positioning strategies that resonate with target audiences and differentiate products or services in the marketplace.
5. Development of analytical and strategic skills to evaluate the effectiveness of sales promotion and branding efforts and make data-driven decisions.

Detailed First Year Curriculum Contents		
<u>SEMESTER - V</u>		
Course Code	:	DCW502
Course Title	:	Marketing Communication for Special Events
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the role of marketing communication in promoting special events.
2. Develop skills in creating marketing communication plans tailored to specific events.
3. Explore various communication channels and tactics used in event promotion.
4. Learn to analyze audience demographics and preferences to target event marketing effectively.

Course Content:

1. Introduction to Marketing Communication for Special Events
2. Developing Event Marketing Communication Strategies
3. Utilizing Social Media and Digital Marketing for Event Promotion
4. Traditional and Alternative Marketing Channels for Event Promotion
5. Event Promotion Campaign Management and Evaluation

Course Outcomes:

1. Ability to develop comprehensive marketing communication plans that effectively promote special events.
2. Proficiency in utilizing a variety of communication channels and tactics to reach target audiences and drive event attendance.
3. Understanding of the role of social media and digital marketing in event promotion and engagement.
4. Capacity to analyze event marketing campaigns and make strategic adjustments to optimize results.
5. Development of critical thinking and problem-solving skills to address challenges and opportunities in event marketing communication.

<u>Detailed First Year Curriculum Contents</u>		
<u>SEMESTER - V</u>		
Course Code	:	DCW503
Course Title	:	Sales Promotion and Brand Management
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	;	NIL
Course Category	:	PC

Learning Objectives:

1. Understand sales promotion strategies and their role in marketing.
2. Learn the principles of brand management and its importance in building brand equity.
3. Develop skills in designing and implementing effective sales promotion campaigns.
4. Explore techniques for brand positioning, differentiation, and maintaining brand consistency.

Course Content:

1. Introduction to Sales Promotion and Brand Management
2. Sales Promotion Techniques and Tools
3. Brand Identity, Equity, and Positioning
4. Integrated Marketing Communication Strategies for Sales Promotion and Brand Management

5. Evaluating the Effectiveness of Sales Promotion and Brand Management Campaigns

Course Outcomes:

1. Ability to apply various sales promotion techniques to enhance sales and brand visibility.
2. Proficiency in managing brand identity, equity, and positioning to create strong brand perceptions.
3. Understanding of integrated marketing communication strategies to effectively promote sales and manage brand reputation.
4. Capacity to evaluate the effectiveness of sales promotion and brand management campaigns and make data-driven decisions for improvement.

<u>Detailed First Year Curriculum Contents</u> <u>SEMESTER - V</u>		
Course Code	:	DCW504
Course Title	:	Business Communication and Negotiation
Number of Credits	:	5(L:2, T:2, P:2)
Prerequisites	:	NIL
Course Category	:	PC

Learning Objectives:

1. Understand the principles of effective business communication.
2. Develop skills in written and oral communication for business contexts.
3. Learn negotiation strategies and techniques for achieving win-win outcomes.
4. Explore cultural factors influencing business communication and negotiation.

Course Content:

1. Principles of Business Communication
2. Written Communication Skills for Business
3. Oral Communication Skills for Business
4. Negotiation Strategies and Techniques
5. Cross-cultural Communication in Business

Course Outcomes:

1. Ability to communicate effectively in various business contexts.
2. Proficiency in writing clear and concise business documents.
3. Understanding of negotiation principles and strategies to achieve favorable outcomes.
4. Capacity to adapt communication and negotiation approaches to diverse cultural settings.
5. Development of interpersonal skills for building rapport and resolving conflicts in business environments.