

COURSE CURRICULUM FRAMEWORK UNDER AUTONOMY

Program: BMM

Department: Mass Media

Semester 1		
Course code	Course Title	Credits
ABMM101	Effective Communication Skills-I The concept of communication - Process and Barriers Reading & Writing, Letter Writing Oral Communication Translation & Views of Translation	3
ABMM102	Introduction to Economics Basic Concepts Of Microeconomics Production Function and Market Structure Scope of Macroeconomics Brief Understanding of Government: Fiscal Policy and External Sector	3
ABMM103	Introduction to Computers Computer & Networking Basics Basics, tracking changes, macros, forms, using templates Computer Graphics and Designing essentials Selecting and editing illustrator objects	3
ABMM104	Fundamentals of Mass Communication Need, Functions & Models of Mass Communication Nature of Conventional and Traditional Mass Media Mass Communicators and Impact of Mass Media The New Mass Media and Media Convergence	3
ABMM105	20th Century History of the World and India World Wars and its aftermath Changing World Order India and the neighbourhood Role of Media in Conflicts and Intervention	3
ABMM106	Introduction to Sociology Sociological imagination and perspectives Social stratification and Socialisation Social group and Social Control Culture and Media: Culture	3

Semester 2		
Course code	Course Title	Credits
ABMM201	Effective Communication Skills II Letter writing Copywriting and Report writing Types of translation and Practical Exercises Parallel Entertainment Industry	3
ABMM202	Advanced Computers Basics of Online Marketing HTML & WordPress Audio Editing Video Editing	3
ABMM203	Introduction to Psychology Evolution of Psychology Psychological Effects and Influence of Media Developmental Psychological Issues Social Psychology of The Media	3
ABMM204	Introduction to Literature The Novel Short Stories Poetry Drama	3
ABMM205	Political Concepts and Indian Political System Interaction between State and Society Political Dynamics (Maharashtra) Global Democratic Systems Politics and Media	3
ABMM206	Introduction to Marketing Scope and nature of Marketing New product strategies – Innovation, Market entry, Product line extension Focusing on Media Products and FMCG Integrated Marketing Communications	3

Semester 3		
Course code	Course Title	Credits
ABMM301	Introduction to Public Relations Concept and use of Public Relations Media Tools and Role of Public Relations in different sectors Code of Ethics in Public Relations Corporate Communications and Public Relations	4
ABMM302	Introduction to Cultural Studies Evolution and need to study Cultural Studies Culture and Conditioning Cultural and Critical Theories Globalization and Studying Representation in Cultural Expressions	4
ABMM303	Introduction to Media Studies Constituents of Media Racist Ideologies and Media Media Theories Commercial impact	4
ABMM304	Photography and Videography History of Photography Role of Photography in our daily lives Lighting, Exposure and Composition Image and Video Editing	4
ABMM305	Introduction to Creative Writing Formal aspects of Short Stories Formal aspects of Poetry Formal aspects of Drama Screenplay writing	4
ABMM306	Principles of Management Concept, nature, process and significance of Management Management Functions Group Dynamics and Team Management Recent Trends in Management	4

Semester 4		
Course code	Course Title	Credits
ABMM401	Introduction to Advertising Advertising - Definition and functions Types of Advertising Introduction to Integrated Marketing Communication Future Trends in Advertising	4
ABMM402	Introduction to Journalism History of Journalism The Role and Functions of Journalism News sources and Journalistic writing formats Principles/Canons of Journalism	4
ABMM403	Radio & Television The History of Radio The Radio Programme and the production and recording process The History of Television Producing the television programme	4
ABMM404	Mass Media Research Introduction to Research concepts Steps in conducting research Determination of sample size Application of research in mass media	4
ABMM405	Organisational Behaviour Nature and Concept of Organisation Behaviour Theories of motivation Groups in organisation and Group Dynamics Power and Authority	4
ABMM406	Understanding Cinema A discussion of early narrative cinema Impact of world cinema on the films of Satyajit Ray and Bimal Roy A discussion on the Super Star system and the Hindi formula film The Business of Cinema – Production, Distribution, Exhibition, Branding, Promotion and Marketing of Films	4

Semester 5 (Journalism)		
Course code	Course Title	Credits
ABMMJ501	Reporting News values, Elements of news and Basic Principles of Reporting Newsgathering News-writing Coverage of Disasters and Investigative Journalism	5
ABMMJ502	Editing Covering different writing styles and Rewriting news Difference between headline writing for broadsheets and tabloids Judging newsworthiness and knowing wire services Vocabulary, changing usages of mixed coding and guidelines for writing	5
ABMMJ503	Journalism and Public Opinion Media theories and their understanding of Public Opinion Public Opinion and its functions in society Role of Media in shaping public opinion during conflicts Internal Conflicts and Media coverage	5
ABMMJ504	Feature & Opinion Feature and Types Aspects of Feature writing Art of interviewing Columns and Editorial Page	5
ABMMJ505	Indian Regional Journalism Regional press during the British Colonial Administration Profile of leading journalists of the past and present Growth of regional television channels Focus on regional broadcast medium	5
ABMMJ506	Newspaper and Magazine Making Relevant software that are in use in contemporary print media Industry requirements of copy editing and formatting	5

Semester 5 (Advertising)		
Course code	Course Title	Credits
ABMMA501	Advertising Design Illustrator and an overview of Photoshop Understanding Design Optical illusions and Word Expression Art direction for different media	5

ABMMA502	Advertising and Marketing Research Fundamental Marketing Research Skills Product research and Copy research Copy testing – different measures and methods Print and Broadcast Pretesting	5
ABMMA503	Brand Building Brand Identity Brand Positioning and Repositioning Brand Personality and Leverage Brand Equity Management Models	5
ABMMA504	Advertising in Contemporary Society Change in Environment and Global Advertising Social Marketing The effect of Advertising on Society Types of Advertising	5
ABMMA505	Consumer Behaviour Consumer Behaviour & Marketing Relevance of Perception & Learning in Consumer Behaviour Psychological Determinants & Consumer Behaviour Social & Cultural aspects of Marketing & its impact on Consumer Behaviour	5
ABMMA506	Copywriting Introduction to Copywriting Theories of ideation Types of Scripts Visual Medium	5

Semester 6 (Journalism)		
Course code	Course Title	Credits
ABMMJ601	Press Law and Ethics Introduction to law Press Council of India Article 21 of the constitution and Right to Privacy Introduction to Ethics	5
ABMMJ602	Issues in Global Media MacBride Report Emergence of the NWIO BRICS interpretation of regional news Global media's coverage of terrorism	5
ABMMJ603	Broadcast Journalism History & Development of Broadcast Journalism Evolution & Development of TV Broadcast Formats Writing for Broadcast Media	5
ABMMJ604	Business and Magazine Journalism Introduction to Business Journalism The Concept of "Subsidies" and Scams in Indian financial system Union Budget (The Finance Bill) Magazine Journalism	5
ABMMJ605	News Media Management and Entrepreneurship Making News: Truth, Ideology and News work Introduction to Entrepreneurship Starting Your own Small Business Types of financing for start-up company	5
ABMMJ606	Contemporary Issues Sustainability, climate change, resource use, and development Emancipatory movements including trade unions, women's rights etc. Self-determination, secession, state and anti-state violence State of Polity and Issues of Accountability	6
ABMMJ607	Digital Media Introduction to Digital Media Search Engine Optimisation Diverse tools and strategies including dashboards, marketing automation etc. Tools and Trends and Challenges in New Media	5

Semester 6 (Advertising)		
Course code	Course Title	Credits
ABMMA601	Contemporary Issues Sustainability, climate change, resource use, and development Emancipatory movements including trade unions, women's rights etc. Self-determination, secession, state and anti-state violence State of Polity and Issues of Accountability	6
ABMMA602	Digital Media Introduction to Digital Media Search Engine Optimisation Diverse tools and strategies including dashboards, marketing automation etc. Tools and Trends and Challenges in New Media	5
ABMMA603	The Principles and Practice of Direct Marketing Definition and importance of direct marketing Sources and uses of/for 'electronic' data Various direct marketing methods and media Future of direct marketing	5
ABMMA604	Agency Management and Entrepreneurship Account Planning and Client Servicing Introduction to Entrepreneurship Starting Your own Small Business (own advertising agency) Types of financing for startup company	5
ABMMA605	Financial Management for Marketing and Advertising Costing of decision making Profit Planning: A Budgetary approach Time value of money Estimation of working capital needs	5
ABMMA606	Legal Environment and Advertising Ethics Advertising and the law Ethical Issues in advertising Consumer guidance and concerns Social criticism of advertising	5
ABMMA607	Media Planning and Buying An Overview of Media Planning Media planning process Communication Mix and Negotiation skills in Media Buying Digital Media Planning and Buying	5

