



Malad Kandivli Education Society's  
**NAGINDAS KHANDWALA COLLEGE**  
 OF COMMERCE, ARTS & MANAGEMENT STUDIES  
 AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE

(Re-accredited (3<sup>rd</sup> cycle) by NAAC with 'A' Grade)  
 ISO 9001 : 2015 Certified

Autonomous (2016-17)

Educational Excellence Award By Indus Foundation, U.S.A.  
 IMC Ramkrishna Bajaj National Quality Commendation Certificate

Providing Syllabus copy of the courses highlighting the focus on employability/  
 entrepreneurship/ skill development along with their course outcomes.

Sr. No.	Courses	2016-17	2017-18	2018-19	2019-20	2020-21	Total
1	Bachelor of Commerce (B.COM)	✓	✓	✓	✓	✓	5
2	Bachelor of Arts (B.A)	✓	✓	✓	✓	✓	5
3	Bachelor in Management Studies- (BMS)	✓	✓	✓	✓	✓	5
4	Bachelor of Commerce (Accounts and Finance)- BAF	✓	✓	✓	✓	✓	5
5	Bachelor of Commerce (Banking and Insurance)-BBI	✓	✓	✓	✓	✓	5
6	Bachelor of Commerce (Financial Markets)- BFM	✓	✓	✓	✓	✓	5
7	Bachelor of Science - Information Technology (B.Sc IT)	✓	✓	✓	✓	✓	5
8	Bachelor of Science- Computer Science(B.Sc CS)	✓	✓	✓	✓	✓	5
9	Bachelor of Arts- Multimedia and Mass Communication (B.A.MMC)	✓	✓	✓	✓	✓	5
10	Bachelor of Management Studies- Sports Management (BMS-SM)	X	X	✓	✓	✓	3
11	B. Com. Honours in Actuarial Studies	X	X	X	✓	✓	2
12	B.A. Honours in Apparel Design and Construction	X	X	X	✓	✓	2
13	B. Com. Honours in International Accounting	X	X	X	✓	✓	2
14	Bachelor of Management Studies- E commerce operations	X	X	X	X	✓	1
15	B.Sc. (Honours) in Integrative Nutrition & Dietetics	X	X	X	X	✓	1
16	BBA in Tourism and Travel Management	X	X	X	X	✓	1
17	B.Sc. in Interior Design	X	X	X	X	✓	1
18	Master Of Commerce-(M.COM)- Accountancy	✓	✓	✓	✓	✓	5
19	Master Of Commerce-(M.COM)- Management						
20	Master of Arts (Economics)	✓	✓	✓	✓	✓	5
21	Master of Arts (Geography)	✓	✓	✓	✓	✓	5
22	Master of Arts (Psychology)	X	X	X	✓	✓	2
23	Master of Science (Information Technology) (M.Sc IT)	✓	✓	✓	✓	✓	5
24	Master's Degree - Sports Management (MSM)	X	X	✓	✓	✓	3
25	Master of Science (Geo-informatics) (M.Sc GeoInformatics)	X	X	X	X	✓	1
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*Matta*

Prof. (Dr.) Moushumi Datta  
 I/c. Principal

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**First Year**

**Semester I**

**Introduction to Computers**

**Course Code: 1616UMMIC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*



**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester I

**DCE Allied:  
Introduction to Computers**

**Objectives:**

- To make student understand the importance of computer in the mass media industry.
- To give basic knowledge for designing

**Course Outcomes: -**

After the completion of the course the Learner will be able to:

- CO 1: Understand Computer Fundamentals and operating of computers (Understanding)  
 CO2: Familiarize operating systems, peripheral devices, networking, multimedia and internet (Understanding)  
 CO3: Familiarize with Graphic Design, Vector and Raster Images (Understanding)  
 CO4: Acquire skills of PPT Presentation, Image Editing, and Graphic Designing. (Knowledge)  
 CO5: Can able to make Advertising, Posters, Pamphlets (Apply)

Sr.No.	Modules / Units (The entire course caters to skill development and employability)	No . of Lectures
1	<b>Computer Basics</b>	5
	<ul style="list-style-type: none"> <li>• Basic structure of a PC, Type of Computers, Input/ output devices (definition), Use of Printer, Scanner, microphone speaker.</li> <li>• Memory, storage, storage devices, RAM, ROM, Processor, Processing speed and RAM, Hard Disk and RAM. What does one mean by the speed of a computer?</li> <li>• Operating Systems, Windows Operating System, Windows basics, windows commands and keyboard shortcuts</li> <li>• File Management, importance of organizing work in folders, Disk partitions, physical and logical drives, etc.</li> <li>• Scratch programming; Introduction to Scratch Project, Sprite and movements, types of statements and sequencing.</li> </ul>	
2	<b>Networking Basics</b>	5

	<ul style="list-style-type: none"> <li>• Introduction to networks, Types of networks (peer to peer, client server, LAN,WAN, VPN, etc.), Intranet and Internet. Importance of networks in a media organization, Networking in editing studios, television networks, knowledge management, transfer of footage through OB Vans.</li> </ul>	
3	<b>Introduction to Internet</b>	5
	<ul style="list-style-type: none"> <li>• Domain names, webservers, URL and parts of a URL.</li> <li>• Types of websites - Static and Dynamic websites, Portals (Horizontal and verticalportals).</li> <li>• Services (email, search engines, ftp, etc.)</li> <li>• Searching on the web, keywords etc., Internet Security, threats, legal challenges– copyright issues, technology issues, political issues, social issues; economicissues – ethical issues</li> <li>• Importance of internet in media, effect of internet on journalism, Newsroom and the internet, internet and research, journalists and the internet.</li> </ul>	
4	<b>Text and Documents Editing and Presentation Microsoft Word</b>	5
	<ul style="list-style-type: none"> <li>• Creating, Typing, Saving documents</li> <li>• Editing documents (formatting characters, lines and paragraphs, section &amp; PageBreaks, Headers &amp; Footers, Tool, index)</li> <li>• Language Tools (spelling, grammar thesaurus)</li> <li>• Inserting images, cut, copy, paste, Creating Tables Mail merge, Use of keyboardshortcuts.</li> </ul>	
5	<b>Microsoft Excel</b>	5
	<ul style="list-style-type: none"> <li>• Introduction to spreadsheet, rows, columns, cell address, Workbook, worksheetEntering data, Formulae, functions, Editing sheets, Formatting.</li> <li>• Finding, replacing and filling data. Use of Keyboard shortcuts.</li> </ul>	
6	<b>Power Point</b>	5
	<ul style="list-style-type: none"> <li>• Introduction to presentations, create, modify and save the slide master.</li> <li>• Types of presentation layouts, slides, outlines, slide sorter, presentation,Formatting, Tables, smart arts, pictures, organization charts, etc.</li> <li>• Inserting images, videos and sounds,</li> <li>• Animation (preset &amp; custom)</li> <li>• Setting up slide show, timings on clicks, hyperlinks, etc.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Power Point presentation, Power Point show, Presentation Skill, Keyboardshortcuts</li> </ul>	
7	<b>Photoshop</b>	5
	<ul style="list-style-type: none"> <li>• Introduction to graphics, difference between vector and bitmap images, CMYK and RGB</li> <li>• Image size, canvas size, Resolution and DPI. Learning tools (most of the tools in the toolbox).</li> <li>• Different graphic formats (PSD, JPG, GIF, etc.).</li> <li>• Touching up photographs, by Adjustment, Filters,</li> <li>• Working with Image, giving effects to image, Cropping and resizing images, Masking, Working with layers, Preparing images for the web, print medium and films.</li> </ul>	
8	<b>Page Layout (In Design)</b>	5
	<ul style="list-style-type: none"> <li>• Introduction to different, Tools, menus,</li> <li>• Inserting a photograph / graphics for print,</li> <li>• Creating blurbs, Using drop caps, etc,</li> <li>• Creative page layouts in different media (flyers, brochures, books, newspapers, etc.),</li> <li>• Basics of newspaper layout, folds, importance of placement of news above and below the fold, preparing a dummy newspaper.</li> </ul>	
9	<b>Introduction to Corel Draw</b>	5
	<ul style="list-style-type: none"> <li>• CorelDraw Terminology and Concepts Drawing Ellipses, Circles, Arcs, and Pie Shapes Drawing Lines in CorelDraw Drawing Rectangles, Squares, Polygons and Stars Cloning objects, applying colour and tone effects</li> </ul>	



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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**First Year**

**Semester I**

**Effective Communication Skills- I**

**Course Code: 1612UMMEC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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(AUTONOMOUS)**

**MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester I

**Core Course**  
**Effective Communication Skills- I**

**Objectives:**

- To understand the fundamental approaches to interpersonal, public, and organizational communication.
- To Analyse communication problems effectively
- To describe principles of effective audience-based strategies for public speaking and perform informative speeches.

**Course Outcomes:**

**After the completion of the course the Learner will be able to:**

- CO 1: Understand the Process of Communication. (Understanding)  
CO2: Demonstrate a familiarity in Note taking, Letter - writing. (Understanding)  
CO3: Recognize the Process of Transition ((Understanding)  
CO4: Acquire skills of Public – Speaking and Anchoring. (Knowledge)  
CO5: Write messages to suit Target Audience (Apply)  
CO 6: Apply Translation skills (Apply)

Sr. No.	Modules / Units (This entire cater course caters to skill development)	No.of Lectures
1	<b>The concept of communication</b>	5
	Process and Barriers	
2	Reading (English, Marathi or Hindi)	6
	<ul style="list-style-type: none"><li>• Types of reading (skimming and scanning)</li><li>• Types of reading (same with examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi and Marathi)</li><li>• Recognizing aspects of language particularly in media</li><li>• Vocabulary 100 media words</li><li>• Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses.</li></ul>	

3	<b>Writing (English, Marathi or Hindi) (Skill Development)</b>	5
	<ul style="list-style-type: none"> <li>Letter Writing – Application Letter, Resume, Personnel Correspondence, Informal, Paragraph writing</li> <li>Introduction to feature and script writing</li> </ul>	
4	<b>Oral Communication (Employability)</b>	5
	Presentation, anchoring, viva voce, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion	
5	<b>Thinking and Listening Skills</b>	6
	<b>Types of thinking (rational and logical)</b> <ul style="list-style-type: none"> <li>Errors in thinking</li> <li>Partialism</li> <li>Time scale</li> <li>Egocentricity</li> <li>Prejudices</li> <li>Adversary Thinking</li> <li>Extremes</li> <li>Types of listening, Barriers to listening</li> </ul>	
6	<b>Introduction of Translation &amp; Views of Translation (Skill Development, Employability)</b>	7
	<ul style="list-style-type: none"> <li>Concept and importance of translation, External view of translation – Textual reliability, The Translator's reliability, Timeliness, Cost, Trade-offs.</li> <li>Internal view of translation – <ol style="list-style-type: none"> <li>Translator as a learner,</li> <li>Translator's memory – Representational and Procedural memory, Intellectual and Emotional Memory, Context,</li> </ol> </li> </ul>	•



	<p>Relevance, Multiple Encoding.</p> <p>3. The translator's Learning Styles: Context, Field – Dependent/ Independent, Flexible/Structural Environment, Independence/Dependence/Interdependence, Relationship/Content Driven.</p>	
7	Processing in Translation	6
	<ul style="list-style-type: none"> <li>• Input and Processing: Input – Visual, Auditory and Kinetic ; Processing – Contextual, Sequential, Conceptual (Abstract), Concrete (Objects and Feelings).</li> <li>• The process of translation: The shuttle Experience, Charles Sanders Pierce on Instinct, Experience and Habit, Abduction, Induction and Deduction, Karl Weick on Enactment, Selection and Retention.</li> </ul>	
8	Interviews/Press Conference:	5
	<ul style="list-style-type: none"> <li>• Types of Media Interview : Accident or Incident, Genral, Talk Show, Ambush, Remote, Edited</li> <li>• Internal Assessments – Group Projects / Individual projects/ Book Review/ Class Test/ Case Study/Presentation and Reading &amp; Oral components be included.</li> </ul>	

Reference Books
<p><b>Effective Communication Skills 1</b></p> <ul style="list-style-type: none"> <li>• <i>Business Communication - Rhoda A. Doctor and Aspi H. Doctor</i></li> <li>• <i>Communication Skills in English – Aspi Doctor</i></li> <li>• <i>Teaching Thinking - Edward De Bono</i></li> <li>• <i>De Bono's Thinking Course – Edward De Bono</i></li> <li>• <i>Serious Creativity – Edward De Bono</i></li> <li>• <i>The Mind Map Book – Buzan Tony</i></li> <li>• <i>Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas</i></li> <li>• <i>Robinson</i></li> <li>• <i>A Textbook of Translation - by Peter Newmark, Newmark</i></li> </ul>

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**First Year**

**Semester I**

**Mass Communication**

**Course Code: 1611UMMMC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

Syllabus of Course of BMM Program at Semester I

**Core Course  
Mass Communication**

**Objectives:**

- To Understand what mass communication is and understand basic factors affecting mass communication and mass media;
- To develop an understanding of the mutual impact of Mass media and society and this influence on media presentation and design.
- To improve the ability of analytical and critical thinking skills concerning the mass media and mass media messages;
- To develop skills to translate mass messages, developed through reading and writing assignments and class discussions.
- To appreciate the oratory skills of great communicators

**Course Outcomes:**

**After the completion of the course the Learner will be able to:**

**CO1: Recognize New Mass Media Technologies (Understanding) (Employability)**

CO2: Identify effects of technology on existing messages (Understanding)

CO3: Identify economic and cultural influences affecting mass media messages. (Understanding)

CO4: Appreciate Multi-Culturalism and Diversity. (Understanding)

CO5: Analyze and discuss media message content with reference to Global Culture and needs of Women and Children. (Analyze)

Sr. No.	Modules / Units	No of Lectures
1	<b>Mass Communication</b>	9
	<ul style="list-style-type: none"><li>• Meaning and need for Mass Communication</li><li>• Forms of Communication: Intra Personal Communication, Interpersonal Communication,</li><li>• Group Communication, Public Communication, Mass Communication: Electronic, Satellite,</li><li>• Interactive, Digital Communication etc.</li><li>• Elements and process of communication</li><li>• Models of Mass Communication: Gerber's Model, Sociological Model, Gatekeeping Model.</li></ul>	

	<ul style="list-style-type: none"> <li>• Defleur's Model of the Taste-differentiated Audience Model, Hub Model</li> <li>• Functions of Mass Communication</li> <li>• Barriers of Mass Communication</li> </ul>	
<b>2</b>	<b>Impact of Mass Media</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>• Introduction to Mass Media.</li> <li>• Content and Nature of Mass Media, Impact &amp; Influence of Mass Media – The Indian Context: reach, access and nature of audience.</li> <li>• Differentiate between Mass Communication &amp; Mass Media.</li> <li>• Means &amp; Tools of Mass Communication:             <ol style="list-style-type: none"> <li>1. Traditional &amp; Folk Media: Types, importance of traditional media</li> <li>2. Print: Books, Newspapers, Magazines</li> <li>3. Broadcast: Television, Radio</li> <li>4. Films</li> <li>5. Internet</li> <li>6. Advertising, Public Relations</li> <li>7. Other outdoor media</li> </ol> </li> </ul>	•
<b>3</b>	<b>Mass Communicators</b>	<b>9</b>
	Political, Social & Religious Reformers (Mass communicators can be dealt in the form of case study from the above areas)	
<b>4</b>	<b>The New Mass Media</b>	<b>9</b>

	<ul style="list-style-type: none"> <li>• Media Convergence: conceptual framework, technological dimension, economic dimension, Socio-cultural dimension and its implications to 'Mass Communication'.</li> <li>• Developments in the Economy, Society, and Culture and its impact on current communication media.</li> <li>• Introduce key terms such as "information economy" and "information society", "Digital," "multimedia convergence", "information superhighway", "channel abundance" and "interactivity."</li> <li>• Impact of social media on Mass Communication</li> </ul>	•
5	<b>Impact of Mass Media on Society</b>	9
	<ol style="list-style-type: none"> <li>1. Education</li> <li>2. Children</li> <li>3. Women</li> <li>4. Culture</li> <li>5. Youth</li> <li>6. Development</li> </ol>	

#### Reference Books

##### Mass Communication

- *Mass Communication Theory: Denis Mcquail*
- *Mass Communication: Rowland Lorimer*
- *The Media in Your Life: An Introduction to Mass Communication: Jean Folkerts and Stephen Lacy (Pearson Education)*
- *Mass Communication Effects: Joseph Klapper*
- *Mass Communication & Development: Dr. Baldev Raj Gupta*
- *Mass Communication in India: Keval J Kumar*
- *Mass Communication Journalism in India: D S Mehta*
- *The Story of Mass Communication: Gurmeet Singh*
- *Towards a Sociology of Mass Communication: Denis Mcquail*
- *Perspective Human Communication: Aubrey B Fisher.*
- *Communication Technology & Development: I P Tiwari*
- *The Process of Communication: David K Berlo*
- *Cinema & Television: Jacques Hermabon & Kumar Shahan*
- *Mass Media Today: Subir Ghosh*
- *You & Media: Mass Communication & Society: David Clark*
- *Mass Culture, Language & arts in India: Mahadev L Apte*
- *The Communication Revolution: Narayana Menon*
- *Communication Facts & Ideas in Business: L. Brown (Prentice Hall)*



**PRINCIPAL**

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- *Introduction to Communication Studies: John Fiske*
- *India's Communication Revolution: Arvind Singhal and Everett Rogers*
- *Many Voices One World: Report of the McBride Commission*
- *Here's the News: Paul de Maesener*
- *The Myth of Mass Culture: Alan Swing wood*
- *Communication: C.S. Rayadu, (Himalaya Publishing House, Mumbai)*
- *Communication-concepts & Process: Joseph A Devito 26. Lectures on Mass Communication: S Ganesh.*



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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Second Year**

**Semester III**

**Public Relations**

**Course Code: 1734UMMPR**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
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MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester III

**Core Course  
Public Relations**

**Objectives:**

- To develop in the learners the knowledge and understanding of crisis communication, image management and PR promotions using both traditional and non-traditional tools.
- To equip learners with the skills to translate their classroom learning into application

**Learning Outcomes: -**

After the completion of the course the Learner will be able to:

CO1: Understand the meaning and scope of Public Relations and the relationship between PR and Propaganda (Understanding)

CO2: Recognize the importance of addressing the needs of all stakeholders in Public Relations strategies (Understanding)

CO3: Appreciate the similarity and difference between Advertising, Marketing and Public Relations (Analyze)

CO4: Identify an interesting and rewarding career opportunity on graduating (Analyze)

CO5: Apply both traditional and digital PR tools to design PR campaigns both during normal times and during crisis (Apply) **(Employability)**

CO6: Execute socially relevant PR drives in the city to promote civic consciousness and ethical human values (Apply)

Sr.No.	Modules / Units	No of Lectures
1	<b>Definition of Public Relations</b>	4
	<ul style="list-style-type: none"> <li>• Nature</li> <li>• Scope</li> <li>• Stakeholders –Objectives and functions of PR.</li> <li>• Skills needed to be a PR professional.</li> </ul>	
2	<b>PR - Propaganda</b>	4
	<ul style="list-style-type: none"> <li>• Distinction between the two.</li> <li>• Public opinion and Publicity.</li> </ul>	
3	<b>PR &amp; Marketing</b>	5
	<ul style="list-style-type: none"> <li>• PR &amp; Advertising-The differences between the two.To be taught with relevant case studies.</li> <li>• Using advertising for PR communications</li> <li>• R &amp; Branding.</li> </ul>	

  
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	<ul style="list-style-type: none"> <li>PR as a tool to build brands.</li> </ul>	
4	<b>Internal and external PR</b>	4
	<ul style="list-style-type: none"> <li>Focus on Corporate communication</li> </ul>	
5	<b>Corporate Image management</b>	4
	<ul style="list-style-type: none"> <li>PR of Retailers ,Non profit organizations.</li> <li>PR and movie promotions.Case studies of Hollywood and bollywood movie promotions may be used.</li> <li>Role of PR in politics.PR for political candidates..</li> </ul>	
6	<b>PR Tools-Building effective media relations</b>	4
	<ul style="list-style-type: none"> <li>Media Tools-Press release,Press conference etc.Publicity in TV and radio.</li> <li>How to be effective in tv interview.</li> <li>Non Media-Seminars,exhibitions ,trade fairs,sponsorships etc</li> </ul>	
7	<b>PR process with emphasis on developing a PR Campaign. (Skill development, employability)</b>	4
	<ul style="list-style-type: none"> <li>The RPCE model.</li> <li>Content development in PR</li> <li>Development of profile:Company/individual</li> <li>Drafting a pitch note/proposal/Writing for social media</li> </ul>	
8	<b>New age PR:Digital PR</b>	4
	<ul style="list-style-type: none"> <li>To be taught with contemporary case studies.</li> </ul>	
9	<b>Crisis communication (With case studies) (Skill development, employability)</b>	4
	<ul style="list-style-type: none"> <li>Preparing a crisis plan</li> <li>Handling a crisis</li> <li>Guidelines for sensitive interviews</li> </ul>	
10	<b>Social responsibility and PR(With case studies)</b>	4



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11	Ethics in PR.Code of conduct.(With case studies	4
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### Reference Books

#### Public Relations

- *PR Management in media and journalism*, Jagdish Vachani, Kanishka Publishers.
- *Effective PR and Media Strategy*. Narasimha Reddy, CV.PHL Learning PVT Ltd
- *Principles of Public Opinion*. Rayudu CS, Balan, KR. Himalayan Publishing House
- *Handbook of PR & Communication*. Edited-Philip Lesley. Jaico publishing House
- *Excellence in Public Relations and Communication Management*- James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred
- C. Repper, Jon White; Lawrence Erlbaum Associates.
- *Crisis Communications: A Casebook Approach*- Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
- *Strategic Planning for Public Relations* - Ronald D. Apr Smith; Lawrence Erlbaum Associates.
  
- *Corporate Public Relations: A New Historical Perspective* - Marvin N. Olasky ; Lawrence Erlbaum Associates.
- *Public Relations Writing: Principles in Practice* - Donald Treadwell, Jill B. Treadwell; Sage Publications.
- *Media Writing: Print, Broadcast, and Public Relations* - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.
- *New media and public relations* - Sandra C. Duhé; Peter Lang.
- *Online Public Relations* - David Phillips, Philip Young; Kogan Page
- *Effective Public Relations* - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.
- *PR and Media Relations* - Dr. G.C. Banik; Jaico Publishing House.
- *Public Relation techniques that work* - Jim Dunn; Crest Publishing House.
- *Principles of Public Relations* - C.S. Rayudu and K.R. Balan; Himalaya Publishers.
- *Public Relations for your business* - Frank Jefkins; Jaico Publishing House.
- *The fall of advertising and the rise of PR* - Al Ries, Laura Ries; Harper Collins.
- *Public Relations : The profession and the practice* - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.
- *A Handbook of Public Relations and Communication* - Lesly Philip; McGraw Hill Education.
- *This is PR – The realities of Public Relation* - Newsom, Turk

#### Website

- <https://political-public-relations.com>

  
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**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Second Year**

**Semester III**

**Creative Writing**

**Course Code: 1733UMMCW**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

**PRINCIPAL**

**NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)**

**MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester III

**Core Course  
Creative Writing**

**Objectives:**

- To develop professional writing skills to engaging your reader and write for a target audience.
- To develop editorial skills, storytelling, effective use of imagery, and skills in writing across a range of platforms of media.
- To develop skills to expand and enhance the personal intellectual, emotional, psychological, and artistic lives.

**Learning Objectives**

After the completion of this Course the Learner will be able to:

CO1: Understand the professional short story, poem and drama writing technique (Understanding)


CO2: Understand the intellectual, emotional, psychological and artistic approach in writing. (Understanding)

CO3: Practically demonstrate and implement the writing technique keeping the target audience in mind. (Apply)


CO4: Students will acquire the skills of effective imagery usage and implementing imagery to words. (Apply)

CO5: Employ the skills and confidence of presenting script and content to mass. (Apply) **(Skill development)**

CO6: Create content to suite all the media platforms. (Create )

Sr.No.	Modules / Units <b>(The entire course caters to skill development and employability)</b>	No of Lectures
1	<b>A Brief Introduction to Creative Writing</b>	11
	<ul style="list-style-type: none"> <li>• Aspects of Creativity in Literature, Media, Public Speeches, Presentations, Interviews</li> <li>• Introduction to famous short story writers and their work: Ruskin Bond, Jhumpa Lahiri, R K Narayan</li> <li>• Explain formal structure of the short story: (06 sessions)</li> </ul> <p>a. Theme b. Plot c. Character d. Point of view</p>	<p style="text-align: right;"> <b>PRINCIPAL</b> NAGINDAS KHANDWALA COLLEGE OF COMMERCE ARTS &amp; MANAGEMENT STUDIES AND SHANTABEN NAGINDAS KHANDWALA COLLEGE OF SCIENCE (AUTONOMOUS) MALAD (W), MUMBAI - 400 064</p>


	<p>e. Setting</p> <ul style="list-style-type: none"> <li>Analyse some short stories, preferably contemporary, on the basis of each of these formal aspects.</li> </ul>	
2	<b>Formal aspects of Poetry</b>	11
	<ul style="list-style-type: none"> <li>Theme</li> <li>Diction</li> <li>Tone</li> <li>Imagery</li> <li>Symbolism</li> <li>Figures of speech: metaphor, simile, personification, alliteration, onomatopoeia analyse some poems, on the basis of each of these formal aspects.</li> </ul>	
3	<b>Formal aspects of Drama: Examples of Shakespeare's works</b>	12
	<ul style="list-style-type: none"> <li>Issues under UN: Human Rights, Humanitarian Aid (African famine, refugee Theme)</li> <li>Plot</li> <li>Character</li> <li>Dialogue</li> <li>These are to be discussed with special reference to             <ol style="list-style-type: none"> <li>The storyboard</li> <li>The two-column script</li> <li>Interactive scripts</li> <li>Narration scripts in the screenplay format</li> </ol> </li> </ul>	
4	<b>Writing for the internet, with special reference to</b>	11
	<ul style="list-style-type: none"> <li>Alerts- Why every news media house now prefers to have alerts sent straight to your mobile phone</li> <li>b. Blogs- Importance of having personal space online, since space is not a constraint on internet, unlike other forms of communication</li> <li>c. News on the net- Quick, vast reserve, easily accessible, no constraint of space, being some of the reasons why news on internet has slowly started taking over other forms of media</li> </ul>	

  
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## Reference Books (Suggested Readings)

### Creative Writing

- *Arco, Peterson, S. How to write short stories. Peterson's, 2002.*
- *Axelrod, R.B. et al. The St. Martin's Guide to Writing: Instructor's Resource Manual. New York: St. Martin's Press, 1994.*
- *Bell, Julia. Editor. The Creative Writing Course book: 40 Authors share Advice and Exercises for Fiction and Poetry. Pan, Macmillan, 2001.*
- *Brooks, Cleanth & Robert Penn Warren. Eds Understanding Poetry, Fourth Edition, Holt, Rinehart and Winston. 1976.*
- *Ciardi, J. and M. Williams. How does a poem mean? Boston: Houghton Mifflin Co., 1959, 1975.*
- *DevAnjana, AnuradhaMarwah and Swati Paul (eds), Creative Writing: A Manual for Beginners. Delhi: Pearson, 2008*
- *Gardner, John. The Art of Fiction: Notes on Craft for Young Writers. Vintage Books, 1991.*
- *Grenville, Kate. The writing book: A workbook for Fiction Writers. Allen and Unwin, 1999.*
- *Kanar, Carol. The confident Writer: Instructor's Edition. Boston: Houghton Mifflin Co., 1998.*
- *Kness, Nancy. Beginnings, Middles and Ends (The Elements of Fiction Writing).*
- *McCrimmon, James M. Writing with a Purpose. Boston: Houghton Mifflin Co., 1980.*
- *Muller, Gilbert H. & John A Williams. The McGraw-Hill Introduction to Literature. Second Edition, McGraw-Hill, Inc. 1995.*
- *Ritter, Robert, M. Editor. The Oxford Dictionary for Writers and Editors. OUP, 2000.*
- *Roberts, Edgar, V. Writing Themes about Literature. New Jersey: Prentice Hall Inc. 1982.*
- *Singleton, John and M. Luckhurst. Eds. The Creative Writing Handbook. Plagrove, Macmillan, 1999.*
- *Sova, Dawn, B. How to write articles for Newspapers and Magazines. Peterson's, 2002.*
- *Books on Script Writing*
- *(retrieved from [http://www.librarything.com/search\\_works.php?q=Scriptwriting](http://www.librarything.com/search_works.php?q=Scriptwriting))*
- *Publication details available on website*
- *The Complete Book of Scriptwriting by J. Michael Straczynski*
- *Successful Scriptwriting by Jurgen Wolff*
- *Successful Scriptwriting by Kerry Cox*
- *Writers on Comics Scriptwriting, Vol.2 by Andrew Kardon*

  
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- *Film Scriptwriting, Second Edition: A Practical Manual* by Dwight V Swain
- *Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules* by Ken Dancyger
- *Trip to Quiapo: Scriptwriting Manual* Ni Ricky Lee by Ricky Lee
- *Alternative Scriptwriting: Writing Beyond the Rules* by Ken Dancyger
- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition* by John Morley
- *Global Scriptwriting* by Ken Dancyger
- *Alternative Scriptwriting* by John Greyson
- *Radio Scriptwriting* by Sam Boardman-Jacobs
- *Basics Animation: Scriptwriting (Basics Animation)* by Paul Wells *The Complete Book of Scriptwriting* by J. Michael Straczynski
- *Successful Scriptwriting* by Jurgen Wolff
- *Successful Scriptwriting* by Kerry Cox
- *Writers on Comics Scriptwriting, Vol.2* by Andrew Kardon
- *Film Scriptwriting, Second Edition: A Practical Manual* by Dwight V Swain
- *Alternative Scriptwriting, Fourth Edition: Successfully Breaking the Rules* by Ken Dancyger
- *Trip to Quiapo: Scriptwriting Manual* Ni Ricky Lee by Ricky Lee
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- *Global Scriptwriting* by Ken Dancyger
- *Alternative Scriptwriting* by John Greyson
- *Radio Scriptwriting* by Sam Boardman-Jacobs
- *Basics Animation: Scriptwriting (Basics Animation)* by Paul Wells *The Scriptwriting Pack* by Ross Smith
- *How to Make Money Scriptwriting* by Julian Friedmann
- *Scriptwriting for Effective Telemarketing* by Judy Mckee
- *Alternative Scriptwriting 2nd Edition* by Ken Dancyger
- *Scriptwriting for Animation (Media Manuals)* by Stan Hayward
- *Scriptwriting for the Screen* by Charlie Moritz
- *Scriptwriting Updated* by Linda Aronson
- *Screen Adaptation : A Scriptwriting Handbook, 2nd Edition* by Kenneth Portnoy
- *Scriptwriting for the Screen (Media Skills)* by Charlie Moritz
- *Alternative Scriptwriting, 3rd Edition – Successfully Breaking the Rules* by Ken Dancyger
- *The Complete Book of Scriptwriting* by J. Michael Straczynski
- *Complete Book of Scriptwriting Rev Edition* by J. Michael Straczynski

- *Humbridge: an Everyday Story of Scriptwriting Folk* by Anthony Parkin
- *Writers on Comics Scriptwriting Volume 2* by Tom Root *Writing Comedy : A Guide to Scriptwriting for TV , Radios, Film and Stage* by Ronald Wolfe
- *Gardner's Guide to Animation Scriptwriting : The Writer's Road Map* (Gardner's Guide series) by Marilyn Webber
- *Video Scriptwriting : How to Write for the \$4 Billion Commercial Video Market* by Barry Hampe
- *Scriptwriting for High-Impact Videos: Imaginative Approaches to Delivering Factual Information, First Edition* by John Morley.
- *Aristotle in Hollywood: Visual Stories That Work* (Studies in Scriptwriting) by Ari Hiltunen
- *An introduction to Writing for Electronic Media: Scriptwriting Essentials Across the Genres* by Robert B. Musburger, PhD
- *The Corporate Scriptwriting Book: A Step-by-Step Guide to Writing Business Films, Videotapes, & Slide Shows* by Donna Matrazzo. *Teaching Scriptwriting, Screenplays and Storyboards for Film and TV Production* (Bfi Teaching Film and Media Studies) by Mark Readman

#### **Books on Screenplay Writing**

- (retrieved from [http://www.librarything.com/search\\_works.php?q=Scriptwriting](http://www.librarything.com/search_works.php?q=Scriptwriting))
- Publication details available on website
- *Screenplay : The Foundations of Screenwriting* by Syd Field
- *Writing the Character-Centered Screenplay* by Andrew Horton
- *Writing Your Screenplay* by Lisa Dethridge
- *500 Ways to Beat the Hollywood Script Reader : Writing the Screenplay the Reader Will Recommend* by Jennifer Lerch
- *How to write a selling screenplay : a step-by-step approach to developing your story and writing your screenplay* by Christopher Keane
- *Screenplay Workbook: The Writing Before the Writing* by Jeremy Robinson
- *Screenplay: Writing the Picture* by Robin U. Russin
- *The Writer's Guide to Writing Your Screenplay: How to write Great Screenplays for movies and Television* by Cynthia Whitcomb *Writing the romantic comedy : how to craft a screenplay that will sell* by Billy Mernit
- *Laughing Out Loud: Writing the Comedy-Centered Screenplay* by Andrew Horton
- *Writing the Character-Centered Screenplay, Updated and Expanded edition* by Andrew Horton
- *The Perfect Screenplay: Writing It and Selling It* by Katherine Herbert
- *Writing the Screenplay: TV and Film, 2/E* by Alan A. Armer



- *The Everything Creative Writing Book : All You Need to Know to Write a Novel Play, Short Story, Screenplay, Poem, or Art by Carol Whiteley*
- *The 3rd Act : Writing a Great Ending to Your Screenplay by Drew Yanno*
- *Writing a Screenplay by John Costello*
- *The Technique of Screenplay Writing by Eugene Vale*
- *Writing bestselling true crime and suspense stories : break into the exciting and profitable field of book, screenplay, and tele by Tom Byrnes General Writing*
  
- *Writer's Digest*
- *NoviceWriters.net*
- *Writing Fix*
- *Writer's FM*
- *Writing Prompts*
- *The Story Starter*
- *CreativeWritingPromts.com*
- *Fifteen Minutes of Fiction*
- *Imagination Prompt Generator*
- *Bonnie's Online Story Spinner*
- *Writing Mechanics*
- *Grammar Girl*
- *SparkNotes Searchable Database*
- *The Owl*
- *Web English Teacher*
- *AutoCrit Editing, Wizard*
- *Getting Published*
- *First Writer*
- *Agent Query*
- *Literary Marketplace*
- *Duotrope's Digest*
- *Funds for Writers*

**Additional:**

- *40 of the Best Websites for Young Writers*
- *The Ultimate Writers Guide to improving Your Blogging Skills*
- *www.museindia.com*
- *www.languageinindia.com*

**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Second Year**

**Semester III**

**Understanding Cinema**

**Course Code: 1732UMMUC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

Syllabus of Course of BMM Program at Semester III

**Core Course**  
**Understanding Cinema**

**Objectives:**

- To sensitise the students towards Cinema as a medium of Mass Communication.
- To introduce students with basic concepts in understanding cinema.
- To help students to appreciate the similarities and differences between various movie cultures.
- To acquaint students with the understanding of the basics of story-telling and film-making
- To understand the structure of film industry in order to further their careers in their respective fields

**Learning Outcomes:**

After the Completion of this Course the Learner will be able to:

CO 1: Understand the Process of film making and the business of Cinema (Understanding)

CO2: Encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels. (Understanding)

CO3: Critically analyze the movies of today. (Analyze)

CO4: Employ knowledge to be better mass communicators utilizing cinema as medium in its different formats (Apply)

Sr. No.	Modules / Units	No of Lectures
1	History of Cinema with emphasis on Indian cinema from Black & White to Digital. Hollywood to present Bollywood.	6
2	Different Genres in cinema	6
3	Discussion on Award winning Indian regional films and film maker.	6
4	Different film-makers and their films	6
5	Film formats – Documentary, Corporate film, Ad-film, Show-reel, Short film, Trailers, etc. (Skill Development, Employability)	6
6	Contribution of Hindi Cinema to Indian cinema – trends to technology.	6
7	Understanding the Business of Cinema from Financing, Production, Distribution, Exhibition, Branding, Promotion, Corporatization and	6

	<b>Marketing of Films.</b>	
<b>8</b>	<b>Trade bodies &amp; their importance – IFTDA, SWA, FMJC, WICA etc.</b>	<b>3</b>

<b>Reference Books</b>	
<b>Understanding Cinema</b>	
<b>Recommended films for the Library:</b>	
<ul style="list-style-type: none"> <li>• <i>Citizen Kane (1941) by Orson Welles</i></li> <li>• <i>I am 100 Years Young by Films Division</i></li> <li>• <i>Bicycle Thieves (1948) by Vittorio De Sica</i></li> <li>• <i>Do Beegha Zameen (1953)</i></li> <li>• <i>Lajwanti (1958)</i></li> <li>• <i>Apur Sansar (1959)</i></li> <li>• <i>Mughal-e-Azam (1960)</i></li> <li>• <i>Ek Ke Baad Ek (1960)</i></li> <li>• <i>Sharabi (1964)</i></li> <li>• <i>Maqbool (2003)</i></li> <li>• <i>Amu (2005)</i></li> <li>• <i>1984 – A Sikh story (2010)</i></li> </ul>	
<b>Reference Books</b>	
<ul style="list-style-type: none"> <li>• <i>Complete Filmography of All Films by Rajendra Ojha</i></li> <li>• <i>The Magic of Bollywood Screenplay Writing by Govind Sharma</i></li> <li>• <i>National Award Winners by Screen World Publication</i></li> <li>• <i>Golden Sojourn in Bollywood Wonderland</i></li> <li>• <i>The Memoirs of a Movie Maverick</i></li> <li>• <i>Madhusudan's Basic Technique of Making Movies</i></li> <li>• <i>Teach yourself film Making – Bookpoint Ltd.</i></li> </ul>	

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**Programme Code: UMM**

**Bachelor of Mass Media**

**First Year**

**Semester II**

**Principles of Management**

**Course Code: 1626UMMPMG**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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**MALAD (W), MUMBAI - 400 061**

Syllabus of Course of BMM Program at Semester II

**DCE Allied:  
Principles of Management**

**Objectives:**

- To understand the fundamental concepts in Management.
- To understand the recent trends in modern international management.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Describe the theory of management and recognize managerial functions, manager's role in an organization (Understanding)

CO2: Describe the types of organizational structures managers can design and explain why they choose one structure over another (Understanding)

CO3: Appreciate the contributions of management gurus (Understanding)

CO4: Identify the traits, dimensions, and styles of effective leaders. (Understanding)

CO5: Demonstrate effective application of concepts, tools and techniques to practical situations for diagnosing and solving organisational problems. (Apply)

Sr. No.	Modules / Units	No of lectures
1	<b>Management</b>	5
	<ul style="list-style-type: none"><li>• Concept, Nature, Process &amp; Significance. An overview of functional areas of management &amp; managerial roles</li></ul>	
2	<b>Contribution of Management Thinkers:</b>	5
	<ul style="list-style-type: none"><li>• F.W.Taylor</li><li>• Henri Fayol</li><li>• Elton Mayo</li><li>• Peter Drucker</li></ul>	
3	<b>Functions of Management</b>	5
	<ul style="list-style-type: none"><li>• Planning, Organizing, Staffing, Directing, Controlling, Reporting &amp; Budgeting</li></ul>	
4	<b>Time Management</b>	5
	<ul style="list-style-type: none"><li>• Three P's of Time Management, 80/20 rule, Setting S.M.A.R.T goals, 'Eat that Frog' theory, When to delegate?</li></ul>	
5	<b>Leadership</b>	7

	<ul style="list-style-type: none"> <li>• Concept, Nature, Importance, Attributes of a leader, developing leaders across the organization, Leadership Grid, Need for different types of leaders for different workforce</li> </ul>	
6	<b>Group Dynamics &amp; Team Management (Employability, Entrepreneurship)</b>	6
	<ul style="list-style-type: none"> <li>• Theories of Group formation – Formal &amp; Informal groups and their interactions. Importance of Teams – Formation of Teams, Team work, Leading the team, Conflict Management Traditional vis-à-vis Modern view of conflict &amp; Stress Management</li> </ul>	
7	<b>Decision-making</b>	6
	<ul style="list-style-type: none"> <li>• Concept, Nature, Importance, and Process. Types of decisions; Problems in decision-making.</li> </ul>	
8	<b>Recent Trend in Management</b>	6
	<ul style="list-style-type: none"> <li>• Social Responsibility of Management, Management of Change, Management of Crisis, Total Quality Management, International Management</li> </ul>	

<b>Reference Books</b>	
<b>Principles of Management</b>	
<ul style="list-style-type: none"> <li>• <i>Essentials of Management Koontz H &amp; W McGraw Hill, New York</i></li> <li>• <i>Principles of Management Ramaswamy Himayala, Mumbai</i></li> <li>• <i>Management Concept and Practice Hannagan T. McMillan, Delhi</i></li> <li>• <i>Basic Managerial Skills for All McGrath, E.H. Prentice Hall of India</i></li> <li>• <i>Management - Text &amp; Cases VSP Rao Excel Books, Delhi</i></li> <li>• <i>Essentials of Management Massie Joseph Prentice Hall of India</i></li> <li>• <i>Management: Principles &amp; Guidelines Thomas N. Duening &amp; John Ivancevich</i></li> <li>• <i>Management Concepts and OB P.S. Rao &amp; N.V. Shah Ajab Pustakalaya</i></li> <li>• <i>Management Concepts and Strategies J S Chandran Vikas Publishing House</i></li> <li>• <i>Principles of Management Tripathi P.C. Tata McGraw Hill</i></li> <li>• <i>Principles of Management: Theory and Practice Sarangi S K V M P Publishers</i></li> <li>• <i>Principles of Management Terry G R AITBS</i></li> <li>• <i>The Practice of Management: A Study of the Most Important Function in American Society :Peter Drucker</i></li> </ul>	

**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**First Year**

**Semester II**

**Effective Communication Skills- II**

**Course Code: 1621UMMEC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*



Syllabus of Course of BMM Program at Semester II

**Core Course**  
**Effective Communication Skills- II**

**Objectives:**

- To analyse communication problems effectively,
- To describe principles of effective audience-based strategies for public speaking and perform informative speeches.

**Course Outcomes: -**

After the completion of the course the Learner will be able to:

- CO 1 Understand fundamental approaches to interpersonal, public, and organizational communication. (Understand)
- CO 2 Recognize opportunities in the field of media like Editing, Copywriting, Reporting and Translation (Understand)
- CO 3 Write business letters using the right format to suit requirements (Apply)
- CO 4 Identify key elements and summarise information logically and with clarity (Apply)
- CO 5 Translate newspaper articles (Apply)

Sr.No.	Modules / Units	No of lectures
	<b>(The entire course caters to employability and skill development)</b>	
1	<b>Editing</b>	6
	<ul style="list-style-type: none"> <li>• (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing.</li> </ul>	
2	<ul style="list-style-type: none"> <li>• <b>Summarization</b></li> </ul>	6
	<ul style="list-style-type: none"> <li>• (English, Hindi and Marathi) To create awareness in students regarding organization of the material- the points and sub-points and the logical connection between these points, Summarizing news content.</li> </ul>	
3	<ul style="list-style-type: none"> <li>• <b>Interpretation of technical data</b></li> </ul>	6
	<ul style="list-style-type: none"> <li>• Students should be taught to read graphs, maps charts. They should be able to write a paragraph based on the data provided to them.</li> </ul>	

4	<b>Letter writing</b>	6
	➤ (English, Hindi and Marathi) Business Correspondence, Trade letters, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act and Sales letter, Press Release, Letter to the Editor.	
5	<b>Copywriting</b>	6
	➤ (English, Hindi and Marathi) Basics and Format (Making the headline, sub-headline, body copy, Slogans and Graphic Box)	
6	<b>Report writing</b>	7
	➤ (English, Hindi and Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report - hard news and soft news)	
7	<b>Types of translation and Practical Exercises:</b>	8
	➤ Actual translation of newspaper clips - Feature articles, Opinion, Hard news articles, News comment and print advertisements, Jingles, Slogans published in Hindi, Marathi and English.	

#### Reference Books

##### Effective Communication Skills - II

- *Business Communication - Rhoda A. Doctor and Aspi H. Doctor*
- *Communication Skills in English - Aspi Doctor*
- *Teaching Thinking - Edward De Bono*
- *De Bono's Thinking Course - Edward De Bono*
- *Serious Creativity - Edward De Bono*
- *The Mind Map Book - Buzan Tony*
- *Becoming a Translator: An Introduction to the Theory and Practice of Translation - by Douglas Robinson*
- *A Textbook of Translation - by Peter Newmark, Newmark*

  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**First Year**

**Semester II**

**Principles of Marketing**

**'Course Code: 1612UMMEC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

**PRINCIPAL**

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ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)**

**MALAD (W), MUMBAI - 400 064**

Syllabus of Course of BMM Program at Semester II

**Core Course  
Principles of Marketing**

**Objectives:**

- To introduce learners with the marketing concepts and understand its importance.
- To acquaint learners with the modern trends in marketing.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Understanding the concepts of marketing. (Understanding)  
 CO2 Identify the impact of marketing on brands. (Understanding)  
 CO3: Apply the various theoretical concepts through case studies. (Apply)  
 CO4: Demonstrate Consumer Buying Behaviour (Apply)  
 CO5: Develop marketing plan for products through assignments. (Create)

Sr. No.	Modules / Units (The entire course caters to skill development and entrepreneurship)	
1	<b>Marketing – An Overview:</b>	5
	<ul style="list-style-type: none"> <li>• Introduction, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling</li> </ul>	
2	<b>Marketing Environment</b>	5
	<ul style="list-style-type: none"> <li>• Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment.</li> </ul>	
3	<b>Developing the concept of marketing mix</b>	6
	<ul style="list-style-type: none"> <li>• Managing the product types of consumer and industrial products. Product related decisions, product line, product mix, product life cycle (PLC), and new product development, branding and packaging decisions.</li> </ul>	
4	<b>New product strategies</b>	5
	<ul style="list-style-type: none"> <li>• Innovation, Market entry, Product line extension</li> </ul>	
5	<b>Pricing strategies &amp; methods</b>	6
	<ul style="list-style-type: none"> <li>• Introduction, Price and its Determinants, Objectives of Pricing Decisions, Factors Affecting Pricing Decisions, Pricing</li> </ul>	

	Policies and Strategies, Pricing Methods	
6	<b>Integrated Marketing Communications</b>	6
	<ul style="list-style-type: none"> <li>Factors contributing to the growth of IMC, Marketing Communications and Promotions, The Marketing communication Process, The Promotion Mix. The IMC planning Process</li> </ul>	
7	<b>Market Segmentation</b>	6
	<ul style="list-style-type: none"> <li>Bases for market segmentation of consumer goods, Industrial goods and services – Market Targeting and positioning strategies</li> </ul>	
8	<b>Recent Trends in Marketing</b>	6
	<ul style="list-style-type: none"> <li>Introduction, E-commerce, E-marketing, E-Retailing, Relationship marketing, Mobile marketing, Green marketing</li> </ul>	

#### Reference Books

##### Principles of Marketing

- *Marketing Management – Kotler, Philip; Prentice Hall of India Publications, New Delhi.*
- *Marketing Management Ramaswamy, V.S. and Namakumari, S; McMillan India Ltd., New Delhi.*
- *Marketing Management Strategy and Cases – Dalrymple, J.D. and Parson, J.L.; John Wiley and Sons.*
- *Contemporary concepts and Practices – Schoell, W.F.; Allwyn and Baycon Inc., New York.*
- *Marketing Management - A South Asian Perspective by Philip Kotler & Kevin Lane Keller, 15th Edition*



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NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
ARTS & MANAGEMENT STUDIES AND SHANTABEN  
NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
MALAD (W), MUMBAI - 400 064

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Second Year**

**Semester III**

**Advanced Computers**

**Course Code: 1736UMMAC**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester III

**DSC Allied:  
Advanced Computers**

**Objectives:**

- To make students understand the basic working and creation of website.
- To make students work on Audio and Video editing.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Understand Web Designing concepts (Understanding)

CO2: Understands the basics of application areas such as Web Designing, Video editing, Audio editing, and computer graphics. (Understanding)

CO3: Employ coding and software tools to analyze present data in a professional manner that could be translated to web-based or app-based media (Apply)

CO4: Employ the awareness and appreciation of the myriad ways that people access the web and create standards-based websites that are accessible and usable by a full spectrum of users. (Create)

CO5: Formulate, solve problems and evaluate solutions implemented as computer programs. (Create)

Sr.No.	Modules / Units <b>(This entire course caters to employability and skill development)</b>	No of Lectures
1	<b>Basics Of Animation</b>	12
	<ul style="list-style-type: none"> <li>• Understanding Animation (Adobe Flash CS6 to be used).</li> <li>• Working with Fills and Outline, Layers and Pen tool.</li> <li>• Understanding Layers and Symbols.</li> <li>• Working with Text and Mask Layers.</li> <li>• Creating Frame by Frame Animation.</li> <li>• Motion Tweening and Motion Editor.</li> <li>• Classic tweening and Shape tweening.</li> <li>• Working with Sound and Video and Publishing a Movie.</li> </ul>	
2	<b>HTML 5, Dreamweaver with CSS</b>	11
	<ul style="list-style-type: none"> <li>• Introduction to the Web.</li> <li>• Introduction to HTML5.</li> <li>• Formatting Text Using Tags.</li> <li>• Creating Hyperlinks and Anchors.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Introduction to CSS3.</li> <li>• Formatting Using Style Sheets.</li> <li>• Displaying Graphics.</li> <li>• HTML5 Audio and Video.</li> <li>• Getting Started with Web Designing (Dreamweaver CS 6 to be used).</li> <li>• Working with Lists, Tables, Links and Frames. Forms, CSS.</li> <li>• Working with Multimedia Objects.</li> </ul>	
3	<b>Basics Of Audio / Video Editing</b>	11
	<ul style="list-style-type: none"> <li>• In Introduction to Audio Editing.</li> <li>• Starting with Sound Forge.</li> <li>• Audio Editing.</li> <li>• Saving and Exporting</li> <li>• Introduction to Digital Video Editing.</li> <li>• Starting with Adobe Premiere Pro CS6.</li> <li>• Video Editing.</li> <li>• Animating, Effects, Transitions and Exporting Video.</li> <li>• Working with Audio.</li> <li>• Creating Titles and Superimposing.</li> <li>• Previewing &amp; Rendering Output.</li> </ul>	
4	<b>Basics Of 3D Animation</b>	11
	<ul style="list-style-type: none"> <li>• 3D Overview.</li> <li>• Working with Objects.</li> <li>• Transforming and Grouping.</li> <li>• Shapes and Modifiers.</li> <li>• Compound Objects.</li> </ul>	



Syllabus of Course of BMM Program at Semester V

**Core Course  
Advertising Design**

**Objectives:**

- To take the learners through the world of visuals & help him explore how shapes, colours & forms can be used to influence viewer into persuasion.
- To develop the visual literacy of the learner leading him to be visually intelligent
- To take the learner through basic assignments in design & help them transform literal ideas into visual piece or communication art.

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

- CO1: Explain the elements and Principles of Advertising. (Understand)  
 CO2: Employ various theoretical concepts and create new artwork. (Apply)  
 CO3: Evaluate various advertisements based on theoretical concepts taught. (Evaluate)  
 CO4: Develop complete portfolio for existing or hypothetical brands. (Create)

Sr. No.	Modules / Units (The entire course caters to skill development and entrepreneurship)	Lectures
1	<b>Introduction to Agency Departments &amp; Role of each department</b>  Basic depts: ➤ Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief ➤ Media Dept: Media research/ Media planning/ Media booking, buying ➤ Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad- CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree ➤ Production Dept: In house or outsource. Production Print: Hoardings/ Brochures/ Packaging etc Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing Photography: In-house or location/ Model/ Costume/ Shoot/ Editing Introduction to Art direction for diff media: Role of an Art Director ➤ Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc) ➤ Outdoor & indoor ad: Time available for reading/ spotting frequency etc ➤ Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc ➤ TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV ➤ Web ad: Advantage of pop up/ Key word SEO etc ➤ Direct mailers: Advantage of prior knowledge/ prior relation etc	
2	<b>Understanding Design: Design as a language of emotions/ Communication</b>	4



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	<ul style="list-style-type: none"> <li>• Introducing to students to: Elements of design (as vocabulary) <ul style="list-style-type: none"> <li>➤ Point/ Line/ Shape/ Tone/ Colour/ Texture</li> </ul> </li> <li>• Introducing to students to: Principles of Design: (grammar of design Language) <ul style="list-style-type: none"> <li>➤ Proportion/ Contrast/ Harmony/ Balance/ Rhythm/</li> </ul> </li> <li>Unity • Introducing students to the Rules: Gestalt principles <ul style="list-style-type: none"> <li>➤ Proximity/ Closure/ Similarity/ Continuation/ Figure &amp; ground</li> </ul> </li> </ul>	
<b>3</b>	<b>Introduction to Negative space &amp; its use</b>	<b>4</b>
	Creative use/ Finding shape within/ Adding a meaning	
<b>4</b>	<b>Introduction to Optical illusions</b>	<b>4</b>
	Influence of surrounding shapes on shape & size Influence of surrounding colour/tone on object colour & tone Appearance of space & depth/ form	
<b>5</b>	<b>Introduction to Word expression</b>	<b>4</b>
	Expressive words How word meaning is expressed through the appearance of word/ visual impact. <ul style="list-style-type: none"> <li>• Calligraphy &amp; graceful typography.</li> </ul>	
<b>6</b>	<b>Logo unit</b>	<b>5</b>
	Understanding Logo as a company face/ Brand identity/ Character/ Class Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfil the impression. <ul style="list-style-type: none"> <li>• Tagline: typeface/ alignment/ placement etc.</li> </ul>	
<b>7</b>	<b>Introduction to Layout</b>	<b>5</b>
	<ul style="list-style-type: none"> <li>• Choosing right format/ right canvas/ Optical center/ Equilibrium <ul style="list-style-type: none"> <li>➤ Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window</li> <li>➤ Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive</li> <li>➤ Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand</li> </ul> </li> </ul>	
<b>8</b>	<b>Use of picture (visual) as means to select Target audience</b>	<b>6</b>



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	<p>Choosing a picture</p> <ul style="list-style-type: none"> <li>➤ Expression of Problem (Hair-fall, toothache etc)</li> <li>➤ Expression of benefit (Glowing face, fitness etc)</li> <li>➤ Irresistible presentation of product (Watch/Car etc) class</li> <li>➤ Dramatization (Cold drinks/ Mentos etc)</li> </ul>	
	<ul style="list-style-type: none"> <li>➤ Association of ideas</li> </ul> <p>Headline size/ break/ highlight/ two tone head  Subhead size/ style  Body copy type: Descriptive/ pointer/ bulleted</p>	
<b>9</b>	<b>Introduction to Typography &amp; Text treatment</b>	<b>4</b>
	<p>Classification of typefaces &amp; combinations  Size/Weight/posture etc</p>	
<b>10</b>	<b>Introduction to Negative space &amp; its use</b>	<b>4</b>
	<p>Creative use/ Finding shape within/ Adding a meaning</p>	
<b>11</b>	<b>Introduction to Optical illusions</b>	<b>4</b>
	<p>Influence of surrounding shapes on shape &amp; size  Influence of surrounding colour/tone on object colour &amp; tone  Appearance of space &amp; depth/ form</p>	
<b>12</b>	<b>Introduction to Word expression</b>	<b>4</b>
	<p>Expressive words  How word meaning is expressed through the appearance of word/ visual impact</p> <ul style="list-style-type: none"> <li>• Calligraphy &amp; graceful typography</li> </ul>	
<b>13</b>	<b>Campaign planning</b>	<b>4</b>
	<p>Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)</p> <ul style="list-style-type: none"> <li>➤ Understanding Brand (Brand building)</li> <li>➤ Understanding TA's favourite place, shows, reading (Media research/ planning)</li> <li>➤ Understanding buying motives/ habits/ influences (Consumer behaviour)</li> <li>➤ Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief</li> <li>➤ Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.</li> <li>➤ Layout stages &amp; final design</li> </ul>	



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14	<b>Ad Campaign Portfolio prints and presentation</b>	4
	Logo and logo manual Business Stationary (letter head, Business envelope, visiting card) Newspaper ads Magazine ads Outdoor ads	
	Merchandise / Branding TVC (15 – 20 frame story board) Radio jingle Web ad Ambient Ad	

### References

#### Advertising Design

Advertising Art & Ideas G. M. Rege Art & Production N. N. Sarkar Brand Positioning Subroto Sengupta Ogilvy on Advertising David Ogilvy  
The Advertising Handbook Dell Denison  
Advertising by Design Robin Landa



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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Brand Building**

**Course Code: 1852UMMBB**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
(AUTONOMOUS)  
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Syllabus of Course of BMM Program at Semester V

**Core Course  
Brand Building**

**Objectives:**

- To study the concepts of brand.
- To understand various types of brand, importance and to build
- To study its importance to consumers and advertisers.

**Learning Outcomes:**

After the completion of the course the Learner will be able to :

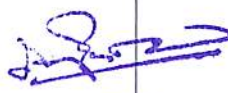
- CO1: Understand the concept of brand, brand values and brand development. (Understand)  
 CO2: Explain the Branding strategies (Understand)  
 CO3: Apply the various models of brand development and building to existing and new brands. (Apply)  
 CO4: Compare the national and international brand perspectives. (Evaluate)  
 CO5: Develop new brand images and identities for existing and new brands. (Create)

Sr. No.	Modules / Units	Lectures
1	<b>Brand-----</b>	<b>10</b>
	Definition Process of branding Importance of branding Advantages & Limitation of branding Brand vs. Product Corporate branding vs. Product branding 10 Guidelines to build a brand Brand building blocks Brand elements – Meaning Types & Criteria of choosing	
2	<b>Branding strategies</b>	
	Manufacturer branding (national brand) Distributor branding (private/store brand Multi product branding strategy Multi branding strategy Mix branding Brand licensing Co-branding(Composite co-branding, Ingredient co-branding) • 8 Brand product matrix	



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3	<b>Naming , Introducing New brands &amp; Brand positioning (Employability)</b>	10
	<p>Brand identity –Core &amp; extended Identity , Traps</p> <p>Brand personality – Creating ,Models, Brand personality scale , User imagery vs Brand personality</p> <ul style="list-style-type: none"> <li>• Brand positing _ Product class, Consumer segmentation, Perceptual mapping, Cornerstone positioning strategy</li> </ul>	
4	<b>Brand Equity</b>	10
	<p>Concept of Brand equity Consumer segmentation Brand Loyalty</p> <p>Brand Awareness</p> <p>Brand associations</p> <p>Other Brand Assets</p> <p>Benefits of Brand Equity</p> <p>Choosing Brand elements to build Equity</p> <p>Managing Brand Equity</p> <p>Brand Equity Ten</p> <p>Y &amp; R model- Brand Asset</p> <p>Valuator Y &amp; R Model- Graveyard</p>	
5	<b>Brand leveraging&amp; managing brands overtime—</b>	10
	<p>Line extension</p> <p>Brand Extension</p> <p>Creating Range</p> <p>Brands Ad Hoc Brand</p> <p>Extension Moving the Brand down Moving the Brand up</p> <p>Reinforcing Brands</p> <p>Revitalizing Brands</p> <p>Repositioning</p> <p>Re- Branding</p> <p>Consistency</p> <p>Entering New markets</p>	<p style="text-align: right;"></p> <p style="text-align: right;"><b>PRINCIPAL</b>  NAGINDAS KHANDWALA COLLEGE OF COMMERCE  ARTS &amp; MANAGEMENT STUDIES AND SHANTABEN  NAGINDAS KHANDWALA COLLEGE OF SCIENCE  (AUTONOMOUS)  WADGAON (W), MUMBAI - 400 054</p>

6	<b>Building a brand on the internet &amp; Imperative (Employability)</b>	10
	Comparing brand building in cyber space and in brick and mortar world Internet user segments Website objectives Co-ordination across organisation Co-ordination across media Co-ordinating strategy & tactics across markets	

## References

### Brand Building

- David, A Aker, Building strong brands, the free press, 1996
- Al Ries and Laura Ries, the 11 Immutable Laws of internet branding, Harper Collins, 2001
- Brand management – the Indian context – Y L R Moorthi
- Strategic Brand Management by Kevin Keller, M.G Parameshwaran, Issac Jacob Brand positioning – Strategies for competitive advantage – Subroto Sengupta Kumar, Ramesh S, Marketing and branding-Indian scenario, -----, 2007
- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
- What great brands do Building Principles that Separate the ...Denise Lee Yohn John Philip Jones, what's in a brand-building brand equity through advertising, Tata McGraw Hill
- Brand Equity: An Indian Perspective by Sangeeta Trott (Author), Vinod V. Sople (Author)

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**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Consumer Behaviour**

**Course Code: 1854UMMCB**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester V

**Core Course  
Consumer Behaviour**

**Objectives:**

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To acquire the capacity to analyse the changing trends in consumer behaviour and consumer insights.

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

- CO1. Discuss the rationale for studying consumer behaviour. (Understanding)  
 CO2. Identify and explain factors which influence consumer behaviour inclusive of society and culture. (Understanding)  
 CO3. Demonstrate how knowledge of consumer behaviour can be applied to marketing. (Apply)  
 CO4. Employ the knowledge of Consumer behaviour decision process and factors affecting – External factors / Internal factors in marketing of products. (Apply)

Sr. No	Modules/Units	No of Lectures
1	<b>Introduction to Consumer Behaviour</b>	10
	<ul style="list-style-type: none"> <li>● Concepts</li> <li>● Need to study Consumer Behaviour</li> </ul> Factors influencing Consumer Behaviour <ul style="list-style-type: none"> <li>● Changing Trends in Consumer Behaviour</li> </ul>	
2	<b>Consumer Behaviour &amp; Marketing (Employability)</b>	10
	<ul style="list-style-type: none"> <li>● Marketing Segmentation. – VALS</li> <li>● Components</li> <li>● Process of Marketing Communication</li> <li>□ Message</li> <li>□ Persuasion -Need &amp; Importance</li> <li>□ ELM</li> <li>□ Appeal</li> </ul>	
3	<b>Relevance of Perception &amp; Learning in Consumer Behaviour</b>	10



	<ul style="list-style-type: none"> <li>• Concepts, Elements in Perception, Subliminal Perception</li> <li>• Ethics in Consumer perception</li> <li>• Learning <ul style="list-style-type: none"> <li>➤ Elements of Consumer Learning</li> <li>➤ Cognitive Theory- Social Learning</li> <li>➤ Behavioural Learning-Classical, Instrumental Theory</li> </ul> </li> </ul>	
<b>4</b>	<b>Psychological Determinants &amp; Consumer Behaviour</b>	<b>10</b>
	<p>Motivation</p> <ul style="list-style-type: none"> <li>➤ Needs, Types, Theories</li> <li>➤ Role of Motivation in Consumer Behavior</li> <li>➤ Ethics and consumer motivation</li> </ul> <p>• Personality &amp; Attitude</p> <ul style="list-style-type: none"> <li>➤ Theories of Personalities &amp; its application</li> <li>➤ Freudian, Trait, Jungian,</li> </ul> <p>Self-concept • Formation of Attitude</p> <ul style="list-style-type: none"> <li>➤ Theories &amp; its relevance in Consumer Behavior</li> <li>➤ Cognitive Dissonance</li> <li>➤ Tricomponent</li> <li>➤ Changing attitude in Consumer Behavior</li> </ul>	
<b>5</b>	<b>Social &amp; Cultural aspects of Marketing</b>	<b>10</b>
	<p>Family</p> <p>Social Stratification- Class, Age, Gender</p> <p>Group: Reference Group</p> <p>Culture</p> <ul style="list-style-type: none"> <li>➤ Impact of Social&amp; Cultural aspects of Marketing on Consumer Behaviour</li> <li>➤ Cross cultural Consumer analysis and Psychographic segmentation</li> <li>➤ Culture: Sub-Culture</li> <li>➤ Changing Indian Core Values</li> </ul>	

6	<b>Consumer Decision Making</b>	<b>10</b>
	<p>Consumer Decision Making</p> <ul style="list-style-type: none"> <li>➤ Process</li> <li>➤ Models</li> <li>➤ Levels</li> <li>➤ Opinion Leaders &amp; Consumer Decision Making</li> </ul> <p>• Adoption &amp; Diffusion Process</p> <ul style="list-style-type: none"> <li>• Online buying Vs Offline buying <ul style="list-style-type: none"> <li>➤ Factors affecting online buying</li> </ul> </li> </ul>	

**References :-**

**Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.**

- **David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.**
- **Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.**
- **S.Ramesh Kumar, Consumer Behaviour & Branding.Pearson Education India. 2009.**
- **Satish.K.Batra, Consumer Behaviour. Test & Cares, Excel Books India. Jan 2009.**
- **Matin Khan, Consumer Behaviour , New Age International Ltd, publishers, 2006**
- **Dr. Arundhati Ninawe, Consumer Behaviour, Sai Jyoti Publication, 2011**
- **J.Paul Peter, Jerry C. Olson , Consumer Behaviour and marketing strategy- 7<sup>th</sup> Edition , McGraw- Hill Irwin , 2002**
- **Arindam Mukherjee(Editor), Online Consumer Behaviour, ICFAI University Press , January 2009**

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**Nagindas Khandwala College  
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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Copywriting**

**Course Code: 1855UMMCW**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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## Syllabus of Course of BMM Program at Semester V

### Core Course Copywriting

#### Objectives:

- To develop an understanding of the role of marketing in influencing consumer behaviour.
- To understand the concepts of copywriting to produce high quality content in advertising.
- To follow the creative brief and understand how to write copy for various mediums and audiences.
- To understand the power of effective copies via ad campaigns around the world.
- To explore the creative use of language that motivates readers to take action.

#### Learning Outcomes:

After the completion of the course the Learner will be able to:

CO1: Discuss the importance target audience-oriented marketing, how marketing can change the perception of consumer. (Understanding)

CO2: They will learn the terminologies, formats of advertisings, which will help them to get employed in the industry(Understanding)

CO3: Demonstrate the technique of creating creative brief as per the client's requirement. (Apply)

CO4: Demonstrate his/her idea in a more creative and cohesive manner that suits the target audience. (Apply)

CO5: Create campaign according the media, product and its target audience. (Create)

Sr. No.	Modules / Units (The entire course caters to skill development and employability)	Lecture
1	Introduction to Copywriting	5
	Basics of copy writing. Responsibility of Copy writer.	
2	Creative Thinking	6



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	How to inculcate a 'creative thinking attitude'. Left brain thinking; Right Brain thinking. Conscious mind; unconscious mind. Role of Heuristics and assumptions in creative thinking. Five steps of Creative process.	
3	<b>Idea Generation Techniques</b>	6
	Techniques-Theories of ideation. Idea generation techniques: eg. <ul style="list-style-type: none"> <li>➤ Brainstorming</li> <li>➤ Triggered brainwalking</li> <li>➤ Questioning assumptions</li> <li>➤ Picture prompts</li> <li>➤ Scamper</li> <li>➤ Observation</li> <li>➤ Referencing</li> <li>➤ Interaction</li> <li>➤ Imagination</li> <li>➤ Dreams</li> <li>➤ Creative Aerobics</li> </ul>	
4	<b>Transcreativity</b>	5
	Introduction Purpose	
5	<b>Briefs</b>	5
	Marketing Brief Creative Brief	
6	<b>Writing persuasive copy</b>	5
	The CAN Elements (connectedness, appropriateness, and novelty). Getting Messages to -Stick!: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling.	
7	<b>Writing copy for various Media</b>	6

  
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	<p>Print: Headlines, sub headlines, captions, body copy, and slogans.</p> <p>Television: Storyboard, Storyboarding Techniques, Balance between words and visuals   Power of silence, formats of TVS's</p> <p>Outdoor posters.</p> <p>Radio</p> <p>Digital: email, web pages</p>	
8	<b>Writing copy for various audiences</b>	6
	<p>Children</p> <p>Youth</p> <p>Women</p> <p>Senior citizen</p> <p>Executives</p>	
9	<b>How to write copy for:</b>	5
	<p>Direct mailer</p> <p>Classified Press</p> <p>release</p> <p>B2B</p> <p>Advertorial</p> <p>Informercial</p>	
10	<b>Various types of Advertising appeals and execution styles</b>	5
	<p>Rational appeals</p> <p>Emotional appeals: Humour, Fear, Sex appeal</p> <p>Various advertising execution techniques</p>	
11	<b>The Techniques of Evaluation of an Ad Campaign</b>	6
	<p>Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives</p> <p>Learn to appreciate the aesthetic aspects of the ad- how the ad looks, its layout, colour scheme, topography, balance etc</p>	



<b>References</b>
<b>Copywriting</b>
Copywriting by J.JonathanGabay FRSA



**PRINCIPAL**

**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester V**

**Media Planning and Buying**

**Course Code: 1851UMMMP**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester V

**Core Course  
Media Planning and Buying**

**Objectives:**


- To Equip the students with All the available Mediums.
- To Coach them with different sources secondary Media Research.
- How does the Media Plan work with an example of Print Media Plan?

**Learning Outcomes:**

**After the completion of the course the Learner will be able to:**

- CO1: Explain Basic Terminology of Media Planning which will help them for an engagement with Industry citizens. (Understanding)  
 CO2: Explain the importance of objective driven planning on the target group. (Understanding)  
 CO3: Demonstrate a complete understanding on how the secondary sources are used in media plan. (Apply)  
 CO4: Evaluate various mediums and also learn about pros and cons of each medium. (Evaluate)  
 CO5: Construct their media plans based on brand briefs. (Create)

Sr. No.	Modules / Units <i>(The entire course caters to skill development and employability)</i>	No. of Lectures
1	<b>Introduction to Media Planning and Selection</b>	6
	An Overview of Media Planning Basic Terms and Concepts The function of Media planning in advertising Role of Media planner Challenges in Media planning Media Brief Media Audit NCCS Grid	
2	<b>Sources of Media Research</b>	6
	Nielson Clear Decision (NCD for Print) Broadcast Audience Research Council Audit Bureau of Circulation RAM Comscore - Digital	
3	<b>Media Planning Process</b>	6
	Situation analysis and Marketing strategy plan Setting Media objectives Determining Media strategy Selecting broad Media classes Selecting Media within	

  
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	classes Budget and Media Buying Evaluation	
4	<b>Criterion for selecting media vehicles</b>	6
	Reach Frequency GRPS/GVT Ratings TVT Ratings Cost efficiency Cost per thousand Cost per rating Waste Circulation Pass-along rate (print)	
5	<b>Selecting suitable Media options and Media Buying</b>	7
	Newspaper Magazine Television (National, Regional and Local) Radio Outdoor and out of home Cinema Advertising Digital Advertising	
6	<b>Communication Mix</b>	7
	Events Sponsorship Merchandising Point of purchase In film advertising Mobile advertising Word of mouth Ambient advertising	
7	<b>Negotiation skills in Media Buying</b>	7
	Negotiation Strategies Laws of Persuasion	
8	<b>Digital Media Planning</b>	
	<ul style="list-style-type: none"> <li>• Various Digital channels <ul style="list-style-type: none"> <li>➤ Search Engine Optimisation</li> <li>➤ Search Engine Marketing</li> <li>➤ Email marketing – (Cost per email open (CPO), Cost per email sent (CPS), Cost per Visit, Cost per click, cost per transaction, cost per form fill or cost per lead (CPL)</li> <li>➤ Targeting/Remarketing</li> <li>➤ Mobile advertising (WAP &amp; APP) •</li> </ul> </li> <li>Various types of digital <ul style="list-style-type: none"> <li>➤ Display Advertising ads and its various Ad formats</li> <li>➤ Video Advertising and its various Ad formats</li> </ul> </li> <li>Types of social media (Text + Visual, FB, Twitter, Instagram, Snap Chat etc)</li> </ul>	
9	<b>Digital Media Buying</b>	9



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<p>Buying Digital Advertising: An Overview Paid media, Owned media and Earned media).</p> <p>Direct buys from the websites</p> <p>Programmatic Buying: [DSP (Demand side platform) or RTB (Real time bidding)]</p> <ul style="list-style-type: none"> <li>• (a) Cost per action (CPA), or pay per action (PPA)</li> <li>(b) Cost per conversion or Revenue sharing or cost per sale, Advertising via Premium Publishers</li> </ul> <p>Advertising via Networks and Exchanges</p> <p>Affiliate Network (Clickbank, Commission junction, adfuncky, 7search.com)</p> <p>The Local Publishing Market Data management platform</p>	
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<b>References</b>
<p><b>Media Planning &amp; Buying</b></p> <p>Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition</p> <ul style="list-style-type: none"> <li>• Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition</li> </ul>

  
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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester V**

**Editing**

**Course Code: 1857UMMED**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester V

**Core Course  
Editing**

**Objectives:**

- To equip the learners with a physical and digital portfolio displaying their skills and interests
- To enhance their writing and editing skills across platforms with a “learn as you do” approach
- Focus on short form, precise writing skills and vocabulary building

**Course Outcomes: -**

- CO1: Explain the application of grammar and punctuation (Apply)  
 CO2: Demonstrate how to eliminate redundant words and sentences (Apply)  
 CO3: Evaluate Books and films (Evaluate)  
 CO4: Write good headlines (Create)  
 CO5: Write crisp captions (Create)

Sr.No.	Modules / Units	No . of Lectures
	<b>(The entire course caters to skill development and employability)</b>	
1	<b>Editing skills</b>	6
	Editing rules <ul style="list-style-type: none"> <li>• Editing sentences and paragraphs</li> </ul>	
2	<b>Editing for broadsheet and tabloid</b>	6
	Editing news reports • Editing soft news	
3	<b>Rewriting</b>	6
	Interpreting graphs, tables, reports <ul style="list-style-type: none"> <li>• Grasping the news value from elaborate reports and other literature</li> </ul>	
4	<b>Writing headlines</b>	6

	<ul style="list-style-type: none"> <li>• Importance of headlines • Types of headlines</li> <li>• Rules of writing headlines</li> </ul>	
5	<b>Selecting pictures</b>	6
	<ul style="list-style-type: none"> <li>• Importance of pictures • Pictures with news value • Editing pictures</li> <li>• Ethical considerations while selecting pictures • Writing captions</li> <li>• Photo features</li> </ul>	
	Picture stories	
6	<b>Selecting other visuals</b>	6
	<ul style="list-style-type: none"> <li>• Illustrations • Cartoons</li> <li>• Cartoon strip • Story board</li> </ul>	
7	<b>Placement of news reports/stories on the page</b>	6
	<ul style="list-style-type: none"> <li>• News values • Target readers</li> <li>• Evaluating news worthiness</li> </ul>	
8	<b>Page Layout (Skill Development)</b>	6
	<ul style="list-style-type: none"> <li>• Principle of page making • Types of page layout</li> <li>• Elements/tools of page making</li> </ul>	
9	<b>Structure of news organizations</b>	6
	<ul style="list-style-type: none"> <li>• Hierarchy of editorial departments</li> <li>• Role and responsibilities at each level: Editor-in- chief, Resident Editor, News Editor, Chief Sub- editor, Sub- editor</li> <li>• Role and responsibilities at each level: Editor-in- chief, Resident Editor, News Editor, Chief Sub- editor, Sub- editor</li> </ul>	



10	Language enrichment and general knowledge	6
	Vocabulary building • Abbreviations • Current affairs • General Knowledge	

<b>References</b>
<b>Editing</b>
Modern News Editing : Mark Ludwig Newspaper Writing and Editing : Willard Grosvenor The Editor's Toolbox : Buck Ryan and Michael o' Donnell



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# Nagindas Khandwala College (Autonomous)



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester V**

**Features and Opinion**

**Course Code: 1859UMMFO**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester V

**Core Course  
Features and Opinion**

**Objectives: -**

- Commenting on differences between reporting and feature writing, the special skills needed for feature / Opinion writing
- Role of opinion writing the need for mature thinking and professional experience

**Course Outcomes**

After the completion of this Course the Learner will be able to :-

CO1: Understand the principles of Basics of Features writing: Trend stories, snippets (Understand)

CO2: Demonstrate the understanding of Writing an editorial, Travel Story (Apply)

CO3: Acquire skills to write features for a magazine or newspapers and to write an opinion piece (Acquire)


CO4: Create a Profile for Personality or an Institution

CO5 : Write an Obituary (Create) (Skill Development)

Sr.No.	Modules / Units	No. of Lectures
1	<b>Hard News and Soft News</b>	6
	<ul style="list-style-type: none"> <li>• Difference between Hard News and Soft News •</li> <li>How the demarcation is blurring</li> <li>• Principles and ethics of journalism/writing</li> <li>• Difference between a News Report and a Feature</li> </ul>	
2	<b>Snippets (Skill Development)</b>	6
	<p>What are Snippets?</p> <ul style="list-style-type: none"> <li>• Writing Snippets with catchy headlines</li> </ul>	
3	<b>Letters to the editor</b>	6
	Students would be coached on how to write a letter to the editor and send it for publication	
4	<b>Trend stories, seasonal features, human interest stories (Skill Development)</b>	6



	Students would be coached in identifying new trends writing a feature based on this. They would also be coached on how to find story ideas for seasonal features and human-interest stories	
5	<b>Art of interviewing (Skill Development)</b>	6
	Preparing for face-to-face /telephone/email interview • Preparing the questions • Attitude during interview • Transcribing notes and recording • Writing an interview	
6	<b>Profile (Skill Development)</b>	6
	Students will be coached on profiling a personality /institution	
7	<b>Travel Writing (Skill Development)</b>	6
	How to write a travel feature • Incorporating cultural, political and social nuances	
8	<b>Review: Books, films, eateries (Skill Development)</b>	6
	Format • Ethical considerations	
9	<b>Obituary (Skill Development)</b>	6
	What is an Obituary? • How to write an Obituary • Can Obituaries be critical?	
10	<b>Columns and Editorial Page</b>	6
	What is a column • Types of Column • Importance and content of Editorial page	

  
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## References

### Features and Opinion

The Art of Feature Writing by Hunad Contractor, Icon Publications

Writing Opinion: Editorial by William L Rivers, Bryce McIntyre, Alison Works, Iowa State University Press

- Writing features for Newspapers by Daniel R Williamson, Hasting House Publishers, New York
- The Art of interview: A Guide to Insightful Interviewing by Martin Perlich, Silman James Press



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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester V**

**Newspaper Magazine Making**

**Course Code: 18512UMMNM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

  
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Syllabus of Course of BMM Program at Semester V

**Core Course**  
**Newspaper Magazine Making**

**Objectives:**

Since the learner is entering the field of journalism, he is ought to know the process of news gathering, reformatting, editing & laying out for optimum impact. Though the content is King the presentation is Queen & Queen is the ultimate eye catcher.

The objectives of the paper are:

- To take the learner through the process of planning & production from the stage of transforming verbal material into logical visual & help them learn the importance of presentation.
- To induce a sense of aesthetics into the minds so that the learner is capable of giving justice to his efforts in the industry.

**Course Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Explain the efforts and discipline that industry needs and be industry ready (Understanding)

CO2: Recognize the skills required for career as independent visualiser in a leading publication and significance of design strategy. (Understanding)


CO3: Demonstrate the formal knowledge of design which will help to understand the significance of the position of Art Director in magazine design and layout. (Apply)

CO4: Illustrate the research on the objective of the publication and according to it he/she will be able to frame the layout that is best suitable to the intended audience's mindset. (Apply)

CO5: Demonstrate the knowledge gained during the course to evaluate or suggest new ideals to improve the overall standard of the publication he/she is working with. (Apply, Evaluate)

CO6: Start up as an entrepreneur or a self-employed conceptualiser for undertaking consultancy with upcoming publications, Write /Design Newspaper, Magazine.(Create)

Sr.No.	Modules / Units (This entire course caters to employability and entrepreneurship)	No of Lectures
1	<b>Layout &amp; Design</b>	12
	Basic design & Layout	
	Discipline & Organizing elements	
	Visual basics	12
	Aesthetic appeal & appreciation	

  
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	<p>Graphic principles</p> <p>Proportion</p> <p>Contrast</p> <p>Harmony</p> <p>Balance</p>	
	<p>Visual syntax</p> <ul style="list-style-type: none"> <li>• Unity of words &amp; visuals</li> </ul>	
	<p>Layout</p> <p>Grid structure Columns</p> <p>Unity &amp; separation</p> <p>Rules &amp; Boxes</p>	
	<p>Types of Layout</p> <p>Modular Brace</p> <p>Contrast &amp; Balance</p>	
2	<b>Typography</b>	12
	<p>Typefaces as design element</p> <p>Typeface &amp; Font Size, Weight, Posture</p> <p>Leading Kerning, Tracking</p>	
	<p>Expressive word &amp; calligraphy</p> <p>Modifying glyphs</p> <p>Picture in Text</p>	
	<p>Classification &amp; Combination</p> <ul style="list-style-type: none"> <li>• Creating <ul style="list-style-type: none"> <li>➤ Emphasis</li> <li>➤ Harmony</li> <li>➤ Grace</li> </ul> </li> </ul>	
3	<b>Terminology</b>	12




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	<p>Publication terms</p> <p>Everyday terms Errors</p> <ul style="list-style-type: none"> <li>➤ Orphan</li> <li>➤ Widow</li> <li>➤ Dog leg</li> <li>➤ Tomb stone</li> </ul>	
	<p>Printer's Measurements</p> <p>Units</p> <ul style="list-style-type: none"> <li>➤ Point</li> <li>➤ Pica</li> <li>➤ Agate</li> </ul>	
I	<p>Parts of Newspaper</p> <p>Headline, Deck, Body, Caption, Side bar, Rules, Boxes, Tables, Pictures, Space</p>	
4	<p><b>Software Tool</b></p>	12
	<p>Quark Express / Adobe InDesign</p> <p>Runaround/Wrap text Inset</p> <p>Scale-horizontal, vertical</p> <p>Baseline- shift/snap Insert picture</p> <p>Body wrap</p> <p>Effects/shadow Style sheets</p>	

	<p>Bullets &amp; numbering</p> <p>Colour palate</p>	
	<p>Page setup</p> <p>Page size &amp; orientation</p> <p>Grid, Column, Gutter, Margins, Guide lines &amp; markings</p>	
5	<p><b>Planning &amp; Production</b></p>	12

  
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Parts of Magazine Front book Mid book (well) Back book Sections Cover pages Editorial content Advertising Paid & In house	
Types of Layout Split, Picture window Mondrian, Rebus Big Type, All Text Alphabet inspired	
Page setup Size, Sections, Issue date, Page numbering	
Pagination Page reordering for printing Collating, Gathering	
Printing Paper Standard Size Thickness GSM Surface	

### References

#### Newspaper & Magazine Making

Newspaper Layout & Design- Daryl & Moen (Sujit publication) Visual  
 Journalism- Rajesh Pandey (Adhyayan Publication) Editorial Art & Design- Randy  
 Stano, Miyami Herald  
 The Magazine Handbook- NcKay J Routledge  
 Newspaper & Magazine making- Arvind Parulekar (Vipul)



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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Advertising and Marketing Research**

**Course Code: 1866UBMMAMR**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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4	Sampling	7
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Syllabus of Course of BMM Program at Semester VI

**Core Course**  
**Advertising and Marketing Research**

**Objectives:**

- To understand the relevance and scope of Advertising and mktg research
- To understand qualitative and quantitative research methodologies

**Learning Outcomes:**

- CO1: Explain the basic terms used in Advertising and Marketing Research (Understanding)
- CO2: Explain qualitative and quantitative Research (Understanding)
- CO3: Recognize the Process of conducting Research (Understanding)
- CO4: Demonstrate various techniques in advertising research, this will help the learners to develop their creative and research skills which should enable them to create better ads. (Apply)
- CO5: Demonstrate the problem-solving approach and acquire the skill to become excellent market researchers in the future. (Apply)
- CO6: Critically evaluating the cause-and-effect relationship between two variables. (Evaluate)

Sr. no.	Units/ Modules	No of Lectures
1	<b>Fundamentals of Research</b>	7
	Meaning and objectives of Research Concepts in Research: Variables, Qualitative and Quantitative Literature review Stages in Research process	
2	<b>Hypothesis</b>	7
	Meaning, Nature, Significance, Types of Hypothesis	
3	<b>Research design</b>	7
	Meaning, Definition, Need and Importance, Scope of Research Design Types- Descriptive, Exploratory and Causal	



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	<p>Meaning of Sample and Sampling</p> <ul style="list-style-type: none"> <li>• Process of Sampling 3. Methods of Sampling:</li> <li>• Non Probability Sampling – Convenient, Judgment, Quota, Snow ball.</li> <li>• Probability Sampling – Simple Random, systematic, Stratified, Cluster, Multi Stage</li> </ul>	
5	<b>Data collection</b>	8
	<p>Types of data and sources- Primary and Secondary data sources</p> <ul style="list-style-type: none"> <li>• Methods of collection of primary data: <ul style="list-style-type: none"> <li>➤ Observation</li> <li>➤ Experimental</li> <li>➤ Interview</li> </ul> </li> </ul> <p>Method:</p> <ul style="list-style-type: none"> <li>➤ Personal Interview</li> <li>➤ focused group</li> <li>➤ In-depth interviews Survey</li> <li>➤ Survey instrument</li> <li>➤ Questionnaire designing</li> <li>➤ Scaling techniques- i) Likert scale, ii) Semantic Differential scale, iii) 6 10 Staple scale, iv) Constant sum scale</li> </ul> <ul style="list-style-type: none"> <li>• <b>Projective Techniques</b> <ul style="list-style-type: none"> <li>➤ Association</li> <li>➤ Completion</li> <li>➤ Construction</li> </ul> </li> </ul> <p>Expressive</p>	
5	<b>Report Writing</b>	8
	<p>Essential of a good report, Content of report</p> <p>Steps in writing a report</p> <p>Footnotes and Bibliography</p>	
7	<b>Advertising Research. (Skill Development, Employability)</b>	8
	<p>Introduction to Advertising Research</p> <ul style="list-style-type: none"> <li>• Copy Research: <ul style="list-style-type: none"> <li>➤ Concept testing</li> <li>➤ Name testing</li> <li>➤ Slogan testing</li> <li>➤ Copy testing measures and methods:</li> <li>➤ Free association, Direct questioning, Direct mail tests,</li> <li>➤ Statement comparison tests</li> </ul> </li> </ul>	



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- Qualitative interviews
  - Focus groups
  - Pretesting
    - Print Pretesting
    - Consumer Jury Test
    - Portfolio test
    - Paired comparison test
    - Order-of-merit test
    - Mock magazine test
    - Direct mail test.
  - Broad casting Pretesting
    - Trailer tests
    - Theatre tests
    - Live telecast tests
    - Clutter tests
    - Challenges to pre-testing
    - Example: The Halo effect
      - Post testing:
        - Recall tests
        - Recognition test
        - Triple association test
        - Sales effect tests
        - Sales results tests, Enquires test
  - Neuroscience in Advertising Research
    - Neuroscience: A New Perspective
    - When to Use Neuroscience
    - Physiological rating scales
    - Pupil metric devices
    - Eye-movement camera
    - Galvanometer
    - Voice pitch analysis
- Brain pattern analysis

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**Marketing Research (Employability)**

8

- Introduction to Advertising Research
- New product research
- Branding Research
- Pricing research



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Research for Marketing Decisions Paul E. Green, Donald S. Tull

Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition

- [http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown\\_POV\\_NeurosciencePerspective.pdf](http://www.millwardbrown.com/docs/default-source/insight-documents/points-ofview/MillwardBrown_POV_NeurosciencePerspective.pdf)



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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Agency Management**

**Course Code: 1865UBMMAM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester VI

**Core Course  
Agency Management**

**Objectives:**

- To Understand the structure of the Full-Fledged Agency & also different types of Agency
- Also Understanding the different Functions of the various departments in the Agency

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Explain various functions/Departments of Advertising Agencies. (Understanding)


CO2: Explain the importance of all the functions of Advertising agencies and the skill sets required to do for each role. (Understanding)

CO3: Explain the role agencies play in the Advertising Industry.(Understanding)

CO4: Interpret the set-up of a New Advertising Agency. (Apply)

CO5: Develop an objective driven marketing plan. (Create)

Sr.No.	Modules / Units <b>(This entire course caters to entrepreneurship)</b>	No of Lectures
1	<b>Advertising Agencies</b> Their role, Functions, Organization and Importance Different types of ad agencies	
2	<b>Client Servicing</b> The Client - Agency Relationship 3P's of Service: Physical evidence, Process and People The Gaps Model of service quality Stages in the client-agency relationship How Agencies Gain Clients Why Agencies Lose Clients Evaluation Criteria in Choosing an Ad Agency The roles of advertising Account	
3	<b>Account Planning</b> Role of account planning in advertising Role of Account Planner Account Planning Process	
4	<b>Advertising Campaign Management</b>	

  
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	Means-End chaining and the Method of Laddering as guides to Creative Advertising Formulation • Digital Advertising Strategy / Campaigns	
5	<b>Ad Film making</b>	
	Converting story board to TVC Editing and post production	
6	<b>Marketing plan of the client</b>	
	The marketing brief, Marketing Audit, Marketing Objectives, Marketing Problems and Opportunities Review, STP, Executing the plan, Evaluating the plan	
7	<b>The Response Process</b>	
	Traditional Response Hierarchy Models: AIDA Sales-Oriented Objectives Communications Objectives DAGMAR: An Approach to Setting Objectives	
8	<b>Setting up an Agency</b>	
	Business plan introduction Various Stages in setting up a new Agency	
9	<b>Agency Compensation</b>	
	• Various methods of Agency Remunerations	
10	<b>Growing the Agency</b>	
	The Pitch: request for proposal, speculative pitches, Pitch Process References, Image and reputation PR	
11	<b>Sales Promotion Management</b>	



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<p>The Scope and Role of Sales Promotion</p> <p>Reasons for the Increase in Sales Promotion</p> <p>The psychological theories behind sales promotion</p> <p>Consumer Franchise-Building versus Nonfranchise-Building Promotions</p> <p>Designing Loyalty, continuous and frequency programs</p> <p>Objectives of Trade-Oriented Sales Promotion</p> <p>Techniques of Trade-Oriented Sales Promotion</p> <p>Objectives of Consumer-Oriented Sales Promotion</p> <p>Promotion Techniques of Consumer-Oriented Sales Promotion</p>	
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**References**

**Agency Management**

Advertising and Promotion by G. Belch and M. Belch

Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shim



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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Digital Media**

**Course Code: 1862UBMMDIM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester VI

**Core Course  
Digital Media**

**Objectives:-**

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Identify various terminologies of Digital Marketing. (Understanding)

CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)

CO3: Recognize Social Media Trends (Understanding)

CO4: Demonstrate the skill of Website Designing. (Apply)

CO5: Demonstrate skill of content writing (Apply)

CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

Sr.No.	Modules / Units <b>(This entire course caters to skill development and employability)</b>	No of Lectures
1	<b>Introduction to Digital Media</b>	10
	Understanding Digital Media Principles Key Concepts Evolution of the Internet Traditional v Digital	
2	<b>Search Engine Optimization (SEO)</b>	10
	What are Search Engines: Types of Search Engines How Search Engines work and how they rank websites based upon a search term? Introduction to SEO and what it involves: What is the importance of search for websites? What are the areas of operation for Search Engine Optimization Professionals? How do you search for the right keywords that will help bring in the most traffic?	

	<p>What is On-Page Optimization?          Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags</p> <p>What is OFF-Page Optimization?</p> <p>What are          Backlinks? How to          Get Backlinks?          What is Google Page rank? How to Increase Page Rank?</p> <p>Search Engine Algorithms:          What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, why a Search Engine penalizes a Website, Google Panda Update</p>	
3	<b>Social Media</b>	10
	<p>Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p> <p>Using Facebook:          What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar</p> <p>Using Twitter:          Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management   Keyword Research   Hashtags &amp; Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex</p> <p>Using LinkedIn:          Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>Using Blogs:          How Blogging can be used as a tool</p>	
4	<b>Tools &amp; Trends</b>	10
	<p>Key terms and concepts • Web analytics</p> <ul style="list-style-type: none"> <li>• Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,</li> </ul>	
5	<b>Features of a Website &amp; Content Writing</b>	10



	Homepage Links Navigation Multimedia Blog Twitter Mobile	
6	<b>New Challenges &amp; Cyber Laws</b>	10
	Cyber Crime and Challenges of the new media Information Technology Act, 2000, Amended 2008. Indian Copyright Act with Amendments Digital Data Ethics Digital Security	

### References

#### Digital Media

- Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (Paperback) - Damian Ryan - Gives an overview
- Socialnomics: How Social Media Transforms the Way We Live and Do Business (Hardcover) - Eric Qualman
- Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
- Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
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- Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990

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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Advertising)**

**Semester VI**

**Principles of Direct Marketing**

**Course Code: 1864UBMMDM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

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Syllabus of Course of BMM Program at Semester VI

**Core Course**  
**Principles of Direct Marketing**

**Objectives:**

- To study various methods of direct marketing and as to how to apply them.
- To study the difference between Direct marketing and Traditional marketing.

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Explain Advertising and its different types. Different advertisement mediums, their selection criterion and relative advantages, ethics of advertising, market research, brand positioning (Understanding)

CO2: Explain various direct marketing techniques (traditional and modern) and build up customer loyalty and database management (Understanding)

CO3: Interpret the structure and functioning of an advertising agency and also client agency relationship (Apply)

CO4: Interpret Direct Marketing activities on various platforms (Apply)

CO5: Interpret a range of options to exploit market opportunities and solve marketing problems using direct marketing. (Apply)

CO6: Create quality advertisements and Customer database. (Create)

Sr.No.	Modules / Units	No. of Lec
	<b>(This entire course caters to employability and entrepreneurship)</b>	
<b>1</b>	<b>Introduction to Direct Marketing</b>	<b>10</b>
	Meaning and Introduction to Marketing Traditional Versus Direct Marketing Techniques Importance of Direct Marketing Growth of Direct marketing Future of Direct marketing	
<b>2</b>	<b>Basics of Direct and Interactive Marketing</b>	<b>10</b>
	Meaning, Definition, Importance of Direct Marketing Advantages and Disadvantages of Direct Marketing Approaches of Direct Marketing Reasons for the growth of Direct Marketing Economics of Direct Marketing 3 Tasks of Direct and Interactive Marketing = Customer Acquisition, Development and Retention	

3	<b>Customer Relationship Management</b>	10
	What is Customer Relationship Management (CRM) • Importance of CRM	
	Planning and Developing CRM Customizing Products to different needs Studying the customers mix and Managing the Key customers Relationship Marketing - Customer Loyalty	
4	<b>Database Management - Research/Analysis and Testing</b>	10
	<p><b>A ) Database management</b></p> <ul style="list-style-type: none"> <li>➤ Meaning,Importance,Functions of Database</li> <li>➤ Sources and uses of E-database</li> <li>➤ Techniques of Managing Database - Internal/External</li> <li>➤ Steps in developing a database</li> <li>➤ Advantages and Disadvantages of Database Management</li> </ul> <p><b>B ) Direct Marketing strategies</b></p> <ul style="list-style-type: none"> <li>➤ Meaning of Marketing Strategies - Why it is needed</li> <li>➤ Internal and External Analysis</li> <li>➤ Objectives of Strategies</li> <li>➤ Creating a Direct Marketing Budget</li> </ul> <p><b>C) Direct marketing research &amp; testing</b></p> <ul style="list-style-type: none"> <li>➤ What is customer Life time Value (LTV)</li> <li>➤ Factors affecting Life time Value</li> <li>➤ How we use LTV</li> <li>➤ LTV - Sums (3 methods - Present/Historical and Discounted)</li> <li>➤ Using LTV analysis to compare the effectiveness of various marketing strategies</li> </ul> <p><b>Direct Marketing Analysis</b></p> <ul style="list-style-type: none"> <li>➤ List Selection,Prospecting</li> <li>➤ Market Segmentation</li> <li>➤ Product Customization</li> <li>➤ Response Modeling and Experimentation</li> <li>➤ Mail order,Lead generation,Circulation,Relationship/loyalty programes,Store traffic/Site traffic generation</li> <li>➤ Fund raising,Pre-selling,selling(Cross selling,Up selling) and Post- Selling</li> </ul>	

5	<b>Direct Marketing as an Integral Part of Integrated Marketing Communication</b>	
	Meaning, Introduction of IMC Role of IMC in the Marketing Process Relationship of IMC with Direct Marketing Importance of IMC Tools of IMC - Advantages, Sales Promotion, Publicity, Personal Selling, etc. Person to person, Group Selling, Direct Mail Direct response Television (DR-TV), • Direct Response Print Advertising	
	Catalogues, Inserts, Videos, E-mail, Trade shows	
6	<b>Direct Marketing Case Study</b>	10
	Product offering Lead generation Database management Methodology <b>Concepts in Direct Marketing</b> Various concepts such as cross selling, Trade fair DRTV etc	

<b>References</b>
<b>The Principles and Practices of Direct Marketing</b>
Alan Tapp, Principles of Direct and Database Marketing - Financial Times - Prentice Hall 2000
Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
Jim Sterne and Anthony Prior - E-mail Marketing - John Wiley and Sons 2000

Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990 Successful Direct Marketing Methods Hardcover – 16 Dec 2008 by Bob Stone (Author), Ron Jacobs (Author)  
Direct Marketing: Strategy, Planning, Execution by Edward L Nash  
The New Direct Marketing: How to Implement a Profit-driven Database ...by Rajeev Batra

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**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester VI**

**Broadcast Journalism**

**Course Code: 1869UBMMBJ**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

Syllabus of Course of BMM Program at Semester VI

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**Core Course  
Broadcast Journalism**

**Objectives:**

- Providing the learners with an overview of the evolution of Radio and Television.
- Acquainting them with the format and skills required for broadcast writings.
- Impart an understanding on the impact of media boom and media convergence.

**Course outcomes:**

After the completion of this Course the Learner will be able to: -

- CO1: Explain the evolution of the Broadcast industry. (Understanding)  
 CO2: Interpret ethical guidelines and media laws in script writing (Apply)  
 CO3: Examine the broadcast industry in India (Analyse)  
 CO4: Critically analyse the presentation of broadcast news (Analyse)  
 CO5: Would evaluate the use /misuse of this technology from a historical perspective (Evaluate)  
 CO6: Create a radio/podcast script (Create)

Sr.No	Modules/Units	No of Lectures
<b>1</b>	<b>History &amp; Development of Broadcast Journalism</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>• Traditional Journalism</li> <li>• Global Journalism</li> <li>• Brief History of the development of Radio Journalism •</li> <li>Brief history of the development of TV journalism</li> <li>• Brief history of the development of online/webjournalism. <u>PN</u> : <u>Case study</u></li> <li>• <b>BBC &amp; CNN:</b> Organizational Structure, Functions of Different Divisions and Departments/Units, News Service Division, Objectives of Broadcast-Information, Education and Entertainment.</li> <li>• <b>AIR &amp; FM:</b> All India Radio-Organizational Structure, Functions of Different Divisions and Departments/ Units; News Service Division Of AIR; Objectives of Broadcast- Information, Education &amp; Entertainment; Commercial Broadcasting Service; External Service Broadcast, National Service. Vividh Bharti And FM Services Of AIR: AIR Code, Commercial Broadcast Code and Guidelines of Election Broadcast; Autonomy of Expansion of FM Radio Channels- Development of Educational &amp; Community Radio.</li> <li>• <b>Doordarshan &amp; Satellite Channels:</b> Organizational Structure, Functions News, Sports, Science, Health &amp; Lifestyle. Proliferation of DTH Services, Growth of Private International, National and Regional TV Networks &amp; Fierce Competition for Ratings.</li> </ul>	
<b>2</b>	<b>Regional Journalism</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>• News Channels: Star Majha; IBN Lokmat; Zee 24 Taas; Sahara Samay Mumbai; Big News Marathi; Upcoming Channel From BIGTV; Big News Mumbai; Upcoming Channel from BIGTV;</li> </ul>	



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	TML Voice of India Amachi Mumbai;Upcoming Channel from	
	<p>Triveni Media Group-With Regard to Multiplicity of Language &amp; Culture</p> <ul style="list-style-type: none"> <li>Entertainment Channel: Zee Marathi;Star Pravah;ETV Marathi;Mi Marathi; Doordarshan Sahayadri,SaamMarathi,BIG Gaurav;Upcoming Channel From RADAG; Sahara Marathi- Upcoming Channel from Sahara-Upcoming Channel From 9X</li> <li><b>Radio Channels:</b> Akashvani(Sw/Am);Akashvani Mumbai GOLD (100.7); Akashvani Mumbai Rainbow (107.1 FM); Worldspace Surabhi (Satellite Radio)</li> <li><b>Movie Channels:</b> Zee Talkies; BIG Cinema(Marathi); BIG Chitrapat Upcoming Channel From R-ADAG</li> <li><b>Music Channels:</b> Sangeet Marathi-Upcoming Channel from Media Worldwide.</li> </ul>	
<b>3</b>	<b>Broadcast formats</b>	<b>9</b>
	<p><b>Radio/TV</b></p> <ul style="list-style-type: none"> <li>News Bulletins/Appeals/Reels</li> <li>News Magazines/Talk Shows/Reviews.</li> <li>Main Characteristics of News as Against News in Other Media • Simple Announcements</li> <li>Talks/Commentaries/Comments•</li> <li>Interviews</li> <li>Discussions•</li> <li>Features</li> <li>Documentaries •</li> <li>Docudramas</li> <li>Play</li> <li>Running Commentaries •</li> <li>Ads/Commercials</li> <li>Phone Ins/Bridges •</li> <li>Music</li> </ul>	
<b>4</b>	<b>Writing in broadcast style (Skill Development)</b>	<b>9</b>
	<ul style="list-style-type: none"> <li>Broadcast News Vocabulary(The Ethics)</li> <li>Genres: Sports; Current Affairs; Lifestyle Etc •</li> <li>Scripting for Fiction/Non-Fiction</li> <li>Writing for The Radio &amp;TV</li> <li>News Script Format for Radio &amp; TV</li> <li>News Stories Types(Breaking News Through Kickers) •</li> <li>Preparations of Audio and Video Brief</li> <li>Idea Generation-Fiction and Non-Fiction •</li> <li>Developing an Idea into Story</li> <li>Script and Story Board</li> <li>Shooting Scripts</li> <li>Interview Scripts-Simulated and Actuality</li> <li>Research and Scripting of Radio/TV Documentary/Feature/Drama •</li> <li>Photo Featuring Writing</li> </ul>	

  
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	<ul style="list-style-type: none"> <li>• Writing for Web</li> </ul>	
5	<b>Presentation Production and Editing (Skill Development)</b>	8
	[Each topic below can be introduced and discussed with suitable examples]	
	<b>Field Reporting</b>	
	<ul style="list-style-type: none"> <li>• Shooting usable video footage</li> <li>• Conducting the on-camera interview •</li> </ul> Shooting telling B-roll <ul style="list-style-type: none"> <li>• Composing interesting shots</li> <li>• Telling stories in unconventional ways</li> </ul>	
	<b>Capturing Sounds</b>	
	<ul style="list-style-type: none"> <li>• Microphones</li> <li>• Capturing Natural Sounds</li> <li>• Capturing Primary Audio Track Sound •</li> </ul> Analog Vs. Digital	
	<b>Radio</b>	
	<ul style="list-style-type: none"> <li>• Elements of radio productions</li> <li>• Acoustics</li> <li>• Perspective•</li> </ul> Sound effects • Music <ul style="list-style-type: none"> <li>• Distort/Filter</li> <li>• Recording</li> <li>• Editing</li> </ul>	
	<b>Television</b>	
	<ul style="list-style-type: none"> <li>• Stages of Production</li> <li>• Pre-production</li> <li>• Production</li> <li>• Post-Production</li> <li>• The Production personnel, Single camera and multi camera production</li> <li>• Use of graphics and special effects •</li> </ul> Developing a video brief <ul style="list-style-type: none"> <li>• Nonlinear editing, cut-to-cut, assemble and insert, on line, offline editing of stories</li> <li>• Using desktop publishing aspects to tell a visual story. •</li> </ul> Mixing and Editing to tell a story.	
	<b>Production (Skill Development)</b>	
	<ul style="list-style-type: none"> <li>• Production schedule</li> <li>• Budget</li> <li>• Floor plan</li> <li>• Lighting plan</li> <li>• Production of a programme</li> <li>• Post production</li> <li>• Production of radio/ TV discussions</li> </ul>	



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	<ul style="list-style-type: none"> <li>• Production of social messages (max 30 seconds) •</li> </ul> Production of radio/ TV documentary/feature	
6	<b>(PN: Topics listed below should be discussed with the help of case studies)</b>	8
	<ul style="list-style-type: none"> <li>• SweN fo 'nwod gnipmoD 24/7 and its drawbacks •</li> <li>Ethics in regulation</li> <li>• Censorship</li> <li>• Protecting copyright</li> <li>• Power and Society</li> <li>• Convergence - Need, nature and future of convergence</li> <li>• Convergence and Multimedia - Print, radio, TV, internet and mobile</li> <li>• Emerging Trends: Mobile Technology, Social Media and Web 2.0 •</li> <li>Digital storytelling: Tools of multimedia Journalists</li> <li>• Feature writing for online media: Story idea, development and news updates.</li> <li>• Podcast and Webcast</li> <li>• Open source journalism: Citizen Journalists</li> <li>• New Media on Journalism: Use of blogs, tweets, etc</li> </ul>	
7	<b>(PN: This module should be included for External Assessment 75 Marks)</b> <ul style="list-style-type: none"> <li>• Career opportunities in Broadcast Journalism/Electronic Media</li> <li>• Career options in public broadcast agencies like Doordarshan, All India Radio or In-private broadcasters</li> <li>• Researchers, Broadcast reporters, Presenters, Web journalist, Field reporter, Writer, Editor correspondent, In-studio anchor, News analysts, Direction, Production, Graphics editing, Sound, Programme Research, Script writing, Photojournalism, Social media, Copy Editors, Input editors, Output editors, News producers, Cameramen, Video editors, Backroom researchers, Reference library, Archives people, Graphic artists, Etc. Moreover one can open TV or RM Radio channel.</li> </ul>	8
	<ul style="list-style-type: none"> <li>• <b><u>Student Production: Class Test Projects // Assignments: [Internal Assessment - 25Marks as per University guidelines.]</u></b></li> <li>• For eg: Prepare a News package which included elements such as narrations, b-roll, stand-ups, Interviews/SOTs, writing in broadcast style, natural sound, graphics, and other aspects that help audio/video tell story of the news for Radio/ TV /Short Film /Documentary etc OR writing Exercises from Module 3, 4 &amp; 5.</li> </ul>	

### References



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## Broadcast Journalism

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NAGINDAS KHANDWALA COLLEGE OF COMMERCE  
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NAGINDAS KHANDWALA COLLEGE OF SCIENCE  
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**Nagindas Khandwala College  
(Autonomous)**



**Programme Code: UMM**

**Bachelor of Mass Media**

**Third Year (Journalism)**

**Semester VI**

**Digital Media**

**Course Code: 1862UBMMDIM**

**Under Choice Based Credit, Grading and Semester System**

*Effective for Academic Year- 2018-2019*

Syllabus of Course of BMM Program at Semester VI

**Core Course**  
**Digital Media**

**Objectives:-**

- To understand the overview of Digital Ecosystem including Desktop & Mobile
- To gather understanding on different Ad-Formats & Ad-Platforms available including Programmatic
- To also understand the ever-evolving landscape like DOOH, Audible etc.

**Learning Outcomes:**

After the completion of the course the Learner will be able to:

CO1: Identify various terminologies of Digital Marketing. (Understanding)

CO2: Explain the ever-evolving landscape like DOOH, Audible/voice etc. (Understanding)

CO3: Recognize Social Media Trends (Understanding)

CO4: Demonstrate the skill of Website Designing. (Apply)

CO5: Demonstrate skill of content writing (Apply)

CO6: Develop campaigns on different platforms including FB, Instagram, LinkedIn & Twitter. (Create)

Sr.No.	Modules / Units (This entire course caters to skill development and employability)	No of Lectures
1	<b>Introduction to Digital Media</b>	10
	Understanding Digital Media Principles Key Concepts Evolution of the Internet Traditional v Digital	
2	<b>Search Engine Optimization (SEO)</b>	10
	What are Search Engines: Types of Search Engines How Search Engines work and how they rank websites based upon a search term? Introduction to SEO and what it involves: What is the importance of search for websites? What are the areas of operation for Search Engine Optimization Professionals? How do you search for the right keywords that will help bring in the most traffic?	

	<p>What is On-Page Optimization?          Keyword Research with Google Keyword Planner, Page Naming {URL Structuring} and Folder Naming, what are Meta Tags, Redirection Tags</p> <p>What is OFF-Page Optimization?</p> <p>What are          Backlinks? How to          Get Backlinks?</p> <p>What is Google Page rank? How to Increase Page Rank?</p> <p>Search Engine Algorithms:          What is Search Engine's Algorithms? How Algorithms Works? Page Rank Technology, why a Search Engine penalizes a Website, Google Panda Update</p>	
3	<b>Social Media</b>	10
	<p>Introduction: Definition of social media, Types of social media, How Social Media is affecting Google Search, Integrating social media into website and blogs</p> <p>Using Facebook:          What Can You Do with Facebook, Facebook Features, Facebook Fan Pages, Facebook Pages. How to promote your Facebook page, Creating Facebook Application / Widget, Linking with YouTube, Creating Events, Building content calendar</p> <p>Using Twitter:          Following and Listening, Tools for managing your Tweets, Finding People and Companies on Twitter, Twitter Tools, Reputation Management   Keyword Research   Hashtags &amp; Trends Tools Influence on Twitter: TweetDeck, Klout, PeerIndex</p> <p>Using LinkedIn:          Lead Generation through Individual Profiles, Lead Generation as Enterprise: Company Page, Ads, Developer API, Groups</p> <p>Using Blogs:          How Blogging can be used as a tool</p>	
4	<b>Tools &amp; Trends</b>	10
	<p>Key terms and concepts • Web analytics</p> <ul style="list-style-type: none"> <li>• Tracking Tools to enhance lead nurturing Tracking and Collecting Data: Log file analysis, Page tagging,</li> </ul>	
5	<b>Features of a Website&amp; Content Writing</b>	10

	Homepage Links Navigation Multimedia Blog Twitter Mobile	
6	<b>New Challenges &amp; Cyber Laws</b>	10
	Cyber Crime and Challenges of the new media Information Technology Act, 2000, Amended 2008. Indian Copyright Act with Amendments Digital Data Ethics Digital Security	

### References

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