



# Syllabus

## First Semester Courses in

### BA

## Mass Communication and Journalism

### 2023-2024

#### Contents:

- Syllabus for Core Course and/or Minor Course and Vocational Skill course (VSC)
  - Major/ Core:
    - UAMCJ4501MJ1 Mass Communication, Society & Change
  - Minor:
    - UAMCJ4501MN1 Introduction to Advertising
  - VSC:
    - UAMCJ4501VS1 Visual Design & Communication
- Evaluation and Assessment guidelines



## Major Course (For BA-MCJ Students)

F.Y. B.A MCJ

Title: MASS COMMUNICATION & SOCIETY

Course Code: UAMCJ4501MJ1

Credits: 4 (Total 60 hours)

### Course Objectives:

1. To understand the components of mass media from traditional to new media, its operation and consumption
2. To introduce sociological concepts to students of media, to build an understanding on social change and social institutions, bringing a conscious understanding of identity formation and social structure.
3. The course aims to acquaint the Mass Media students with an overview of different kinds of literary genre and writing style, developing analytical skills and critical thinking through close reading of literary texts while reflecting over socio-political conflicts

### Course Outcomes (COs):

Sr.No:	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO 1	Understand the various forms of communication and their role in society, how they function and to create awareness and sensitize society effectively.	1	U
CO 2	As a result of the course, the student will be able to identify the different aspects of social change and distinguish between different social institutions and social processes.	1,2	U, Ap
CO 3	Analyze various genres of literature – short story, novel, play and poetry through readings of specific text, critically analyze the role of literature on human life and learn to write text – a short story, a poem of your own.	2,3	U, An
CO 4	The student will be able to historically situate contemporary social events and happenings alongside learning the relevance of literary terms and models of mass communication in the current times.	2,3,5	U, An, Ap



**CONTENT**

**Unit 1 Introduction, Discussion of Mass Communication/Media & Society 15 lectures**

- Conceptual and Methodological issues to studying media and communication.
- Social structure and cognitive approaches to mass communication
  - What does it mean to think sociologically?
  - History of sociology
    - Tribes in India
    - Urban and Rural Society
    - Culture
    - Social Change and Social Structure
    - Social Mobility and Socialization
    - Identity Formation
- Social Institutions, social groups, Stereotyping and marginalization.
  - Social Institutions
    - Kinship and Family
    - Religion
    - Power, Authority and Decision-making
    - Economic Sociology
  - Caste and Class
  - Gender, Race and Marginalization
  - Affirmative action

**Unit 2 New media 15 lectures**

- Media theories: concepts and models for understanding media and society.
- Normative theories of media and society – Cultivation, Framing, Agenda Setting
- Media Persuasion
- Persuasive Messages & Unintended Effects



- News, Media, and Democracy
- Media Violence
- Reality TV, Video Games, & Internet
- Sexuality in Media
- Mass Communication & Children
- Health Communication Campaign
- Indian Communication Industries

**Unit 3 Modern poetry**

**15 lectures**

- H L V Derozio 'Freedom to the Slave'
- Kamala Das 'An Introduction'
- Uzma Falak 'I love the winter in your eyes'
- Aga Shahid Ali, 'A Country Without Post office'
- Gieve Patel- 'On Killing a Tree'

Novel

- Audre Lorde 'Coal' OR Movement Song

**Unit 4 Partition Diaspora Writings**

**15 lectures**

- 1.Tr. by Sarika Chaudhari Bengal Partition Stories 'Alam's Own House'
2. Rabindranath Tagore, Home and the World
3. LalithambikaAntarjanam 'Leaf in the Storm'
4. M. G. Vassanji 'Leaving' (short story)
5. Meera Sayal 'Anita and Me'

Dalit Writings

- 1.Urmila Pawar, 'Chauthibhint'
- 2.Baby KondabaiKamble, 'AmcheJeevan'



3. Jacinta Kerketta, Angor- Poetry in Hindi/English

**Reading references:**

1. Mills, C. Wright (1959): *Sociological Imagination*. Oxford University Press.
2. Ritzer, George (2011): "A Historical Sketch of Sociological Theory: The Early Years (Chapter 1)," in *Sociological Theory (8<sup>th</sup> edition)*, Tata McGraw Hill.
3. Xaxa, Virginius (2008). *State, Society, and Tribes: Issues in Post-colonial India*, Pearson Education India.
4. Macionis, John and Reema Bhatia (2018): *Sociology, 17<sup>th</sup> Edition*, Tata McGraw Hill.
5. Dube, L. (1997): *Women and Kinship: Comparative perspectives on Gender in South and South-East Asia*.
6. Uberoi, P. (Ed.). (1994): *Family, Kinship and Marriage in India*, Oxford University Press, USA.
7. Weber, M. (2009): *From Max Weber: Essays in Sociology*, Routledge.
8. Marx, K. (1859): Preface to a Contribution to the Critique of Political Economy.
9. Schaffer & Lamm; *Sociology*; Tata McGraw Hill, 1999
10. M Francis Abraham; *Contemporary Sociology, An introduction to concepts and theories*; OUP
11. John J Macionis; *Sociology*, 10th Edition, Pearson Education
12. McQuail, D. (2010). *McQuail's Mass Communication Theory*. SAGE.
13. Ford, Boris. *The Pelican Guide to English Literature, Volume I to X*, 2016
14. Auger, Peter. *The Anthem Glossary of Literary Terms and Theory*, India, Anthem Press, 2011.
15. *Early Indian Poetry in English: An Anthology (1829–1947)* (2010) ed. by Eunice de Souza and published by Oxford University Press, New Delhi



16. Chakrabarti, Piyas. Anthem Dictionary of Literary Terms and Theory. Delhi: Anthem Press, 2006.
17. Forster. E M. Aspects of the Novel, (1954) London: Rosetta Books, 2002.
18. Abrams, M.H. Glossary of Literary Terms. India, Macmillan Publishers, 2000.

**Academic articles and journals:**

1. Béteille, Andre (1996): "Sociology and Common Sense," *Economic and Political Weekly*, Vol 31, No. 35/37, pp. 2361-2365.
2. Gupta, D. (2003). Social Stratification: Hierarchy, Difference and Social Mobility in *The Oxford India Companion to Sociology and Social Anthropology*, 1, 502-31.
3. Béteille, A. (1996). Stratification. *The Social Science Encyclopedia*. London: Routledge, 846-849.
4. Beteille, A. (1996). Varna and jati. *Sociological Bulletin*, 45(1), 15-27.
5. Ambedkar, B. R. (1990). Dr. Babasaheb Ambedkar: Writings and Speeches, Vol. 3. *Government of Maharashtra, Bombay*, pp. 142-148.
6. Oliver, M. B., Raney, A. A., & Bryant, J. (2019). *Media Effects: Advances in Theory and Research*. Routledge.
7. Jowett, G. S., & O'Donnell, V. (2011). *Propaganda & Persuasion*. SAGE.
8. Potter, J.W. (2011). Conceptualizing mass media effect. *Journal of Communication*.
9. Signorielli, Nancy. (2003). Prime-Time Violence 1993-2001: "Has the Picture Really Changed?" *Journal of Broadcasting & Electronic Media*
10. Brown, J.D., L'Engle, K.L., Pardun, C.J., Guo, G., Kenneavy, K. & Jackson, C. (2006). Sexy media matter: Exposure to sexual content in music, movies, television, and magazines predicts black and white adolescents' sexual behavior. *Pediatrics*,
11. Carnagey, N.L., Anderson, C.A., & Bushman, B.J. (2007). The effect of video game violence on physiological desensitization to real-life violence. *Journal of Experimental Social Psychology*.
12. Evers, K.E., Prochaska, J.O., Johnson, J.L., Mauriello, L.M., Padula, J.A., & Prochaska, J.M. (2006). A randomized clinical trial of a population and transtheoretical model-based stress-management intervention. *Health Psychology*.



13. Helme, D.W., Noar, S.M., Allard, S., Zimmerman, R.S., Palmgreen, P., & McClanahan, K.J. (2011). In-Depth Investigation of Interpersonal Discussions in Response to a Safer-Sex Mass Media Campaign. *Health Communication*
14. Helme, D.W., Donohew, R.L., Baier, M., Zittleman, L. (2007). A classroom administered simulation of a television campaign on adolescent smoking: Testing an activation model of information exposure. *Journal of Health Communication*,
15. Slater, M. (1999). Integrating application of media effects, persuasion, and behavior change theories to communication campaigns: A stages-of-change framework. *Health Communication*.
16. Smith, M.M., & Smith, B.P. (2009). Race and gender as peripheral cues on political campaign web sites. *Communication Research Reports*.
17. Shah, D.V., Cho, J., Nah, S., Gotlieb, M.R., Hwang, H., Lee, NJ, Scholl, R.M., & McLeod, D.M. (2007). Campaign ads, online messaging, and participation: extending the communication mediation model. *Journal of Communication*, 57, 676-703. PDF
18. Henriksen, L., Dauphinee, A.L., Wang, Y. (2006). Industry sponsored antismoking ads and adolescent reactance: test of a boomerang effect. *Tobacco Control*.
19. Kreemar, M., Giles, S., Helme, D. (2008). Understanding the process: How mediated and peer norms affect young women's body esteem. *Communication Quarterly*.
20. Scharrer, E. (2005). Hypermasculinity, aggression, and television violence: An experiment. *Media Psychology*.

**Online resources:**

1. SAFE CITIES: a symposium on measures to improve safety in our cities. *Seminar Magazine*, August 2013, #648 <https://www.india-seminar.com/2013/648.htm>
2. [The Combahee River Collective Statement](#)
3. The Works of Émile Zola - <https://readingzola.wordpress.com/>
4. [https://www.marxists.org/archive/marx/works/download/Marx\\_Engels\\_Correspondence.pdf](https://www.marxists.org/archive/marx/works/download/Marx_Engels_Correspondence.pdf)
5. <https://zubaanbooks.com/tag/kali-for-women/>
6. <https://www.poetryfoundation.org/poems/42577/coal>
7. <https://www.poetryfoundation.org/poems/42581/movement-song>
8. <https://kafila.online/2013/02/18/i-love-the-winter-in-your-eyes-uzma-falak/>
9. <https://journals.openedition.org/ces/9124>



10. Video: Killing Us Softly <https://youtu.be/MQ3ESVKighs>

11. Video: The Persuaders

<https://www.youtube.com/watch?v=9weiV227kcQ&list=PLtYreIJ0ykkPaoXnvSJvibq62bG-IsKLi>

12. Video: Mean World Syndrome <https://youtu.be/yIhqasblchl>

**Additional references:**

1. Bapsi Siddhwa, Ice candy Man
2. John Steinbeck 'The Grapes of Wrath'
3. Langston Hughes- 'Freedoms Plow', 'Mother to Son'

**Evaluation** (Theory): Total marks per course - 100.

- I. Formative Assessment 'for' Learning (continuous internal assessment - CIA to improve learning).

CIA- 40 marks

CIA 1: Written test on the concepts learnt -20 marks

CIA 2: Assignment -20 marks

● **Proposed themes and texts for class presentation and discussion:**

1. Travel writing and Ethnography, Globalization & travel, orientalism & travel R. L. Stevenson, Dr. Jekyll and M. Hyde OR Ibn Battuta, 'The Court of Muhammad Bin Tughlaq', Mark Twain, 'The Innocent Abroad'.
  2. Naturalism and Realism, European Social Realism, select writings by Emile Zola, The 4 Gospels.
  3. Aesthetics of Modern poetry, Jeet Thayil Penguin book of India poets, 2022.
  4. Women's Writings- Indian, Black women's writings, Toni Morrison, OR Alice Walker.
  5. Themes of alienation, loss of one's roots, identity, sense of belonging and other Post-colonial readings, Chinua Achebe OR Michael Ondaatje OR Juhmpa Lahiri OR Chitra Banerjee Divakaruni.
  6. Marxism and Literature- "Marx, Engels on literature and art".
  7. The Graphic Novel- The Zen Pencil.
- II. Summative Assessment 'of' Learning (focus on outcomes, quantitative data for outcomes of instruction).  
End Semester Examination – 60 marks  
One question from each unit for 15 marks, with internal choice.





Eg: Template for the Core course End Semester examination in Semester I

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS
1	4	4	2	10
2	4	5	6	15
3	4	5	6	15
4	5	6	9	20
<b>TOTAL</b>	17	20	23	<b>60</b>
<b>% WEIGHTAGE</b>	28	34	38	<b>100%</b>



FY- Minor (Offered to students of BMS, BSc IT & BAF)

Course code: UAMCJ4501MN1

Course Title: Introduction to Advertising

Credits: 4 (Total 60 hours)

**Course Objectives:**

1. To introduce the student to the strategic process of advertising & integrated marketing communications.
2. To demonstrate the breadth of advertising and communication tools.
3. To provide real world examples of successful advertising & amp; communications campaigns.
4. To cover Consumer Behavior which must be taken into consideration in any form of advertising communication.
5. To provide the student with practical hands-on problem-solving experience working in teams.

**Course Outcomes:**

Sr. no.	On completing the course, the student will:	PSO addressed	Cognitive Level
CO1	Understand the role of advertising in integrated marketing communications (IMC) strategies.	1	U
CO2	Create campaign briefs, frame creative strategies and media plans.	1,2	U, An
CO3	Integrate and link communications to generate maximum impact and advantage for brands.	3,5	An, Ap

**Unit 1 Course Introduction & Overview of IMC**

**15 lectures**

- What is communication?
- What is messaging?
- What is marketing?

**Marketing Process**

- Ad Agencies & Departments
- What is a brand? The way great brands get to be great brands, touch points.
- Review favorite ads

Readings: Belch & Belch, Chapter 2,3



**Unit 2      The role of Advertising and Promotion;      15 lectures**

- Target marketing, market segmentation, positioning strategies, marketing mix decisions.
- Review Strategic outline.

**Consumer Behavior:**

- Why it is vital to understand your consumer.
- Maslow's hierarchy of needs.
- Perception and Motivation; behavioral and cognitive learning theories, external influences on purchasing decision

Readings: Belch & Belch, Chapter 4,5

**Unit 3      The Communication Process:      15 lectures**

- "Like a Girl" campaign; Decision Journey; Persuasion factors; digital and social media.

Readings: Belch & Belch, Chapter 5, 6

**Creative Implementation**

- Learn how to create a Creative Strategy, goals, positioning.
- What is Creativity?
- The Creative Process: 3 steps: Preparation, Incubation, Illumination.
- Selling Idea that relates to Consumer needs; inherent drama; cutting through the clutter

Readings: Belch & Belch, Chapter 9

**Unit 4      Media Planning & Strategy      15 lectures**

- An overview of media planning, how to set objectives, be where your customer is; develop a media plan.

Readings: Belch & Belch, Chapter 11 and 12

**Support Media and Direct Marketing**

- Print: Out-of-Home and Specialty Media, Direct Mail, Public Relations

Readings: Belch & Belch, Chapter 15 and Chapter 17

**Digital and Interactive Media**

- Digital and Social Media; Review Public Relations and



Publicity.

**Sales Promotion**

- How to create an effective sales promotion.
- How to measure the effectiveness of the program.

Readings: Belch & Belch, Chapter 16 and 18

**Reading references:**

- Blech, M., & Blech, G. (2011). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education
- Moriarty, S., Mitchell, N. D., & Wells, W. D. (2019). *Advertising: Principles and Practice* (9th ed.).
- Mattelart, A. (1998). *Advertising International: The Privatization of Public Space* (J. A. Cohen, Trans.). Routledge.
- Baker, S. (2010). *Approach to Advertising Creativity*. Palgrave Macmillan.
- Arens, W. F. (2020). *Contemporary Advertising* (16th ed.). McGraw-Hill Education.
- Ogilvy, D. (1985). *Ogilvy on Advertising*. Vintage Books.
- Sullivan, L. (2016). *Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads* (5th ed.).
- Ogilvy, D. (2004). *Confessions of an Advertising Man*. Southbank Publishing.
- Solomon, R. (2008). *The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers*. Kaplan Publishing.
- Ries, A., & Trout, J. (2001). *Positioning: The Battle for Your Mind* (20th Anniversary ed.).
- Heath, C., & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House.
- Berger, J. (2013). *Contagious: How to Build Word of Mouth in the Digital Age*. Simon & Schuster.
- Tungate, M. (2007). *Adland: A Global History of Advertising*. Kogan Page.
- Feldwick, P. (2016). *The Anatomy of Humbug: How to Think Differently About Advertising*. Wiley.

**Articles and Academic Journals:**

- Tellis, G. J. (2004). The Effects of Advertising. *Journal of Advertising Research*, 44(3), 185-202.
- Jones, J. P., & Halkias, S. J. (2009). How Advertising Works: What Do We Really Know? *Journal of Advertising Research*, 49(4), 434-447.
- Sutherland, M. (2009). Advertising and the Mind of the Consumer: What Works, What Doesn't, and Why. *Journal of Consumer Marketing*, 26(3), 159-167.
- Fisch, S. M., & Barnett, R. V. (1997). The Power of Television Advertising: A Brief Review of the Literature. In *Children and Television: Fifty Years of Research* (pp. 185-210). Routledge.



- Varan, D., Rapp, J., & Blake, D. M. (2011). Consumer Responses to Advertising: The Effects of Ad Content, Emotions, and Attitude toward the Ad on Viewing Time. *Journal of Consumer Psychology*, 21(3), 325-337.

**Online Resources:**

- American Advertising Federation (AAF). (<https://www.aaf.org/>)
- Ad Age. (<https://adage.com/>)
- HubSpot Advertising Resources. (<https://www.hubspot.com/advertising-resources>)
- Marketing Week. (<https://www.marketingweek.com/>)
- Google Ads Help Center. (<https://support.google.com/google-ads/>)

**Evaluation (Minor): Total marks per course - 100.**

- I. Formative Assessment 'for' learning (continuous internal assessment - CIA to improve learning).  
CIA- 40 marks  
Case study and way forward in communication strategy of a brand in the top 5 in any category – Group Presentation
- II. Summative Assessment 'of' learning (focus on outcomes, quantitative data for outcomes of instruction).  
End Semester Examination – 60 marks  
One question from each unit for 15 marks, with internal choice.

**Template for the Minor course End Semester examination in Semester I.**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS
1	4	4	2	10
2	4	5	6	15
3	4	5	6	15
4	5	6	9	20
<b>TOTAL</b>	17	20	23	60
<b>% WEIGHTAGE</b>	28	34	38	100%



(Offered for the BA-MCJ students)

Course Title: Visual Design and Communication

Credits: 2 (Total 30 hours)

**Course Objectives:**

1. Introduction to the basics of visual design principle. Difference between design and art.
2. Conceptual understanding of various mediums and hence its impact on the design outcomes.
3. Develop medium specific design for developing effective marketing products

**Course Outcomes (COs)**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO 1	Understand and practice fundamentals of design for print, digital and moving images.	1	U
CO 2	Apply the design skills to develop media products.	1, 2	Ap
CO 3	Develop skill-based learning and make effective presentations; useful for entry-level job opportunities.	2, 3, 5	Ap, An



**Unit 1 Visual Design Basics** 15 lectures  
 a. Design Structures  
 b. Color Theory  
 c. Typography

**Unit 2 Presentation Communication** 15 lectures  
 a. Presentations 101  
 b. Content Communication  
 c. Layout Types and Forms  
 Visual Design for Presentations  
 a. Themes and Styles  
 b. Branding Presentations  
 c. Communication through Design

**Evaluation: Total marks per course – 50**

- I. Formative Assessment 'for' learning (continuous internal assessment - CIA to improve learning).  
CIA- 20 marks
- II. Summative Assessment 'of' learning (focus on outcomes, quantitative data for outcomes of instruction).  
End Semester Examination – 30 marks

Template for End Semester examination in Semester I for the Vocational Skill Course

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	5	5	5	15
2	5	5	5	15
<b>-TOTAL - Per objective</b>	10	10	10	<b>30</b>
<b>% WEIGHTAGE</b>	33	33	34	<b>100%</b>





## Syllabus

# Second Semester Courses in BA Mass Communication & Journalism

2023-2024

### Contents:

- Syllabus for Core Course and/or Minor Course and Vocational Skill course (VSC)
  - Major/Core Course (offered to BA MCJ students)
    - UAMCJ4502MJ1: History of Ideas
  - Minor (offered to BMS, BSc IT & BAF students)
    - UAMCJ4502MN1 Digital Content & Marketing
  - Vocational Skill Course (VSC)
    - UAMCJ4502VS1 Computer Graphics and Web Design
- Evaluation and Assessment guidelines





**Core / Major Course**

**F.Y.B.A MCJ**

**Course Title: HISTORY OF IDEAS**

**Course Code: UAMCJ4502MJ1**

**Credits: 4 (Total 60 hours)**

**Course Objectives:**

1. This paper aims to be one that set the foundation for multiple critical and analytical ideas the students will be learning later in the BA-MCJ course.
2. Students will draw from these ideas for their understanding of Society, Politics and Critical Thinking

**Course Outcomes (COs):**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO 1	The student will be able to identify and trace how ideas emerged historically	1	U
CO 2	The student will be able to identify the roots of social and political thought.	2,3	U, Ap
CO 3	The student will be able to compare ideas and ideologies and apply them in further courses	2,3,5	Ap, An

**Unit 1**      • Renaissance      **15 Lectures**  
    o Humanism  
    o Reason and Rationality

**Unit 2**      • Enlightenment, Idealism and Empiricism      **15 Lectures**  
    o Age of Revolutions and Nations  
    o Nationalism  
    o Liberalism and Libertarianism  
    o Capitalism and Classical Political Economy  
    o Marxism and Socialism

**Unit 3**      • Colonialism and Anti-Colonial Movements      **15 Lectures**  
    o Orientalism, Anti-Racism, Pluralism and Multiculturalism  
    o Feminism



- Environmentalism
- Postmodernism
- Conception of Rights

**Unit 4** ● Discussing thinkers

**15  
Lectures**

- Mahatma Jyotiba Phule, Mahatma Gandhi, Dr. B.R. Ambedkar, Tagore and others.

**Academic Readings:**

1. Della Mirandola, P. (1998): *On the Dignity of Man*, Hackett Publishing.
2. Robertson, John (2015): *Enlightenment: A Very Short Introduction*, Oxford: Oxford University Press.
3. Berlin, I. (1969): "Two Concepts of Liberty," in *Four Essays on Liberty*, Oxford: Oxford University Press.
4. James, C.L.R (1938): *The Black Jacobins: Toussaint L'Ouverture and the San Domingo Revolution*.
5. Marx, K. and F. Engels (1847): *Communist Manifesto*.
6. Said, Edward (1978): *Orientalism*.
7. Fanon, Frantz (1961): *The Wretched of the Earth*.
8. Freedman, Estelle B. (ed) (2007): *The Essential Feminist Reader*, New York: Modern Library.
9. Deshpande, G. (2012): *Selected Writings of Jotirao Phule*, New Delhi: Leftword.
10. Omvedt, Gail (2004): *Jotirao Phule and the Ideology of Social Revolution in India*, Critical Quest.
11. Omvedt, Gail (2009): *Seeking Begumpura*, Navayana.
12. Rodrigues, V. (2004): *The Essential Writings of B.R. Ambedkar*, Oxford University Press.
13. Gandhi, M.K. (1909): *Hind Swaraj*.

**Reference Books:**

1. Heywood, Andrew (2022): *Political Ideologies: An Introduction*, Red Globe press.
2. Kymlicka, Will (2022): *Contemporary Political Philosophy*, Oxford University Press.



**Evaluation** (Core Theory): Total marks per course - 100.

I. Formative Assessment 'for' learning (continuous internal assessment - CIA to improve learning).

CIA- 40 marks

CIA 1: Written test -20 marks

CIA 2: Assignment -20 marks

II. Summative Assessment:

End Semester Examination – 60 marks

One question from each unit for 15 marks, with internal choice.

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	5	5	5	15
2	5	5	5	15
3	5	5	5	15
4	5	5	5	15
<b>-TOTAL - Per objective</b>	20	20	20	<b>60</b>
<b>% WEIGHTAGE</b>	40	40	20	<b>100%</b>



F.Y. B. A. MCJ

Minor Course (Offered to students of BMS, BSc IT & BAF)

Course title: DIGITAL CONTENT & MARKETING Course code: UAMCJ4502MN1

Credits: 4: (TOTAL 60 HOURS)

**Course Objectives:**

1. To understand the concept of digital marketing and its real-world iteration
2. To articulate innovative insights of digital marketing enabling a competitive edge
3. To review and select from different content types and format to meet your communications objectives and optimize the performance of on-site content.

**Course Outcomes:**

Sr. No.	On completing the course, the student will be able to:	PSOs addressed	Cognitive level
CO1	Understand the basics of digital marketing and how it differs from traditional marketing	1	U
CO2	Know the importance of SEO in digital marketing	1,2	An
CO3	Understand the importance of content marketing and how to create and promote high-quality content	3,5	Ap, An

**Unit 1 Introduction to Digital Marketing 15 lectures**

- What is Digital Marketing?
- Facets of Digital Marketing: understanding the PESO model
- Digital Marketing Channels

**Unit 2 Search Engine Optimization (SEO) Fundamentals 15 lectures**

- Introduction to SEO
- On-page and Off-page Optimization
- Keyword research and analysis

**Unit 3 Content Marketing 15 lectures**

- Functions of various digital storytelling formats
- Building insights from referencing top creative works
- Content marketing strategy: Content ideation, creative brief-writing & pitching
- Measuring content marketing success

**Unit 4 Analytics and Data 15 lectures**

- Introduction to Analytics and Data
- Analytics tools
- Measuring ROI and KPIs



- Campaign Optimization

Evaluation (Minor course):

Total marks per course - 100.

- I. Formative Assessment 'for' learning (continuous internal assessment - CIA to improve learning).

**CIA- 40 marks**

**CIA 1:** Written test, 20 marks

**CIA 2:** Assignment, 20 marks

- II. Summative Assessment 'of' learning (focus on outcomes, quantitative data for outcomes of instruction).

**End Semester Examination, 60 marks**

One question from each unit for 15 marks, with internal choice.

**Eg: Template for the Minor course End Semester examination in Semester II**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION AND ANALYSES	Total marks Per Unit
1	2	2	2	6
2	6	6	6	18
3	6	6	6	18
4	6	6	6	18
TOTAL Per objective	20	20	20	60
% WEIGHTAGE	40	40	20	100%



Vocational Skill Course: VSC (Offered for the BA-MCJ students)

Course Title: COMPUTER GRAPHIC AND WEB DESIGN

Course Code: UAMCJ4502VS1

Credits: 2 (Total 30 hours)

Course Objectives:

1. Introduction to the basics of visual design principles. Differences between design and art.
2. Conceptual understanding of various mediums and hence its impact on the design outcomes.
3. Develop medium specific design for developing effective marketing products

Course Outcomes:

Sr. no.	On completing the course, the student will be:	PSOs addressed	Cognitive level
CO1	Understand and practice fundamentals of design for print, digital and moving images.	1	U
CO2	Apply the design skills to develop media products.	1,2	Ap
CO3	Develop skill-based learning and make effective presentations; useful for entry-level job opportunities	3,5	Ap, An

**Unit 1 Computer Graphics-**

**15 Lectures**

1. Intro to Graphic Design Tools
  - Overview of Graphic Design Tools
  - Focus on InDesign
  - Focus on Illustrator
2. Photoshop for Marketing
  - Software Basics
  - Advanced Techniques
  - Uses in Marketing
3. Figma & UI/UX
  - Software Basics
  - Advanced Techniques
  - c. Figma and Web Design



**Unit 2 Web Design for Marketing**

**15 Lectures**

1. The UX Process
  - Research and Personas
  - Tasks and Hierarchy
  - UX Wireframes
2. Marketing with Websites
  - Websites as Communication
  - Goal Creation and Implementation
  - A/B Testing and Target Achievements
3. Branding & Web Design
  - Branding types and themes
  - Using Branding Tools
  - Communication through Branding

**Evaluation (Vocational Skill Course): Total marks per course – 50**

- I. Formative Assessment 'for' learning (continuous internal assessment - CIA to improve learning).  
CIA- 20 marks
- II. Summative Assessment 'of' learning (focus on outcomes, quantitative data for outcomes of instruction).  
End Semester Examination – 30 marks

**Template for End Semester examination in Semester II for the Vocational Skill Course**

UNITS	KNOWLEDGE	UNDERSTANDING	APPLICATION and ANALYSES	TOTAL MARKS- Per unit
1	4	5	6	15
2	4	5	6	15
<b>-TOTAL - Per objective</b>	8	10	12	30
<b>% WEIGHTAGE</b>	30	34	36	100%

