

22-06-2026
Item No. – 5.7

As Per NEP 2020

University of Mumbai



Syllabus for Major Vertical – 1, 4 & 6 (Scheme – III)

Faculty of Humanities

Board of Studies in Mass Media

Name of the Programme – B.A. in Multimedia and Mass Communication

U.G. Third Year Programme	Exit Degree	B.A. in Multimedia and Mass Communication
Semester	V & VI	
From the Academic Year	2026-27	

University of Mumbai



(As per NEP 2020)

Sr. No.	Heading	Particulars
1	Title of program O: _____	B.A. in Multimedia and Mass Communication
2	Exit Degree	B.A. in Multimedia and Mass Communication
3	Scheme of Examination R: _____	NEP 40% Internal 60% External, Semester End Examination Individual Passing in Internal and External Examination
4	Standards of Passing R: _____	40%
5	Credit Structure R: _____	Attached herewith
6	Semesters	Sem. V & VI
7	Program Academic Level	5.5
8	Pattern	Semester
9	Status	New
10	To be implemented from Academic Year	2026-27

Sign of the BOS
Dr. Navita Kulkarni
Chairperson
BOS/Ad-hoc BOS in
Mass Media

Sign of the
Offg. Associate
Dean
Dr. Suchitra Naik
Faculty of
Humanities

Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sign of the
Offg. Dean
Prof. Anil Singh
Faculty of
Humanities

B.A. (_____)

Credit Structure (Sem. V & VI)

(B. A.)- Major & Minor

	R: _____ E										
Vertical		1		2	3	4	5	6			
Level	Semester	Major 1	Major (Elective) 2	Minor 3	OE	VSC, SEC (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr. / Sem.	Degree/ Cum. Cr.	
		M1	M2	M3							
5.5	V	i) Media Planning & Buying (4) ii) Strategic Copywriting (2) iii) Brand Management (4) 10 (2*4 +2)	i) Consumer Behaviour (4) OR ii) Direct Marketing & E-Commerce(4) 4	i) Corporate Communication & Public Relations (4) 6	----	Ad Design Project VSC: 2	----	CEP: 2 CC 2	22	UG Degree 132	
	R: _____ F										
	VI	i) Advertising & Marketing Research (4) ii) Agency Management (4) iii) Integrated Marketing Communication (2) 10 (2*4 +2)	i) Advertising & Sales Promotion (4) ii) Rural Marketing & Advertising (4) 4	i) Digital Media Management (4 CR) 4	----	----	----	OJT :4	22		
	Cum Cr.	52	18	8	10	6+6+2	6+4+2	8+6+4	132		
Exit option: Award of UG Degree in Major with 132 credits OR Continue with Major											

[Abbreviation - OE – Open Electives, VSC – Vocation Skill Course, SEC – Skill Enhancement Course, (VSEC), AEC – Ability Enhancement Course, VEC – Value Education Course, IKS – Indian Knowledge System, OJT – On Job Training, FP – Field Project, CEP – Community Engagement Project, CC – Co-Curricular, RP – Research Project]

[* 2 Credit IKS Major paper (Core Subject Specific Theory may be included in Sem V)]

Program Structure for Sem V & VI (NEP 2020)

Vertical No.		Paper Title	Credits
Sem - V			
1.	Mandatory	1. Media Planning & Buying	4
		2. Brand Management	4
		3. Strategic Copywriting	2
	Electives	1. Consumer Behaviour OR Direct Marketing	4
3.	Major - 2 (Minor) (To be selected from other discipline)		2
4.	VSC	1. Ad Design	2
5.	CEP (To be selected from CEP topic list)		2
6.	CC		2
Credits			22
Sem - VI			
6.	Mandatory	1. Advertising & Marketing Research	4
		2. Agency Management	4
		3. Integrated Marketing Communication	2
7.	Electives	1. Advertising & Sales Promotion OR Rural Marketing & Advertising	4
9.	OJT		4
Credits			22
Total Credits			44

Sem. - V

Sem – V
Vertical – 1
Major
Mandatory
(4+4+2*)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: MEDIA PLANNING & BUYING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Media Planning and Buying equips students with the knowledge and skills to strategically select, schedule, and evaluate media platforms for effective advertising campaigns, aligning creative communication with audience insights and market goals. The course is highly relevant to the evolving media landscape, offering practical applications and strong industry demand, while complementing subjects like advertising, marketing, and digital media, and opening pathways to careers in media agencies, brand management, and digital strategy.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the fundamentals and role of media planning and buying in the advertising and marketing domain. 2. To equip students with skills to analyze and select appropriate media platforms based on campaign objectives. 3. To enable students to design effective media plans, including budgeting, scheduling, and media mix decisions. 4. To understand media metrics such as reach, frequency, GRPs, TRPs, and impressions for evaluating campaign performance.	
8	Course Outcomes: 1. Learners will be able to apply basic concepts of media planning and buying to create media strategies for campaigns. 2. Learners will be able to analyse target audiences and their media usage to choose suitable media platforms. 3. Learners will be able to design media plans including budgeting, scheduling, and media selection. 4. Learners will be able to evaluate media campaigns using key metrics like reach and frequency.	

9	Modules:
	Module 1: Introduction to Media Planning (15 hours)

	a. Meaning and Importance of Media Planning b. Role of Media in Advertising c. Media Planning Process d. Key Concepts: Reach, Frequency, GRP, TRP, CPRP, OTS, CPM etc e. Media Mix Strategy
	Module 2: Media Vehicles and Strategy (15 Hours)
	a. Types of Media: • Print (Newspapers, Magazines) • Broadcast (Television, Radio) • Outdoor Media (OOH, Transit Media) • Digital Media (Websites, Social Media, OTT Platforms) b. Media Selection Criteria c. Media Scheduling Strategies: • Continuous • Flighting • Pulsing d. Competitive Media Analysis e. Media Planning Tools and Software f. AI & Machine Learning in Research • Predictive analytics • Customer segmentation using AI • Sentiment analysis
	Module 3: Media Buying and Budgeting (15 Hours)
	a. Media Buying: Meaning and Process b. Media Buying Agencies and Their Role c. Negotiation Techniques with Media Houses d. Rate Cards and Cost Structures e. Media Budgeting Methods: • Percentage of Sales • Objective and Task Method • Competitive Parity f. Evaluating Media Efficiency
	Module 4: Digital Media Planning and Emerging Trends (15 Hours)
	a. Digital Media Ecosystem b. Programmatic Buying and Real-Time Bidding (RTB) c. Social Media Advertising Strategies d. Influencer Marketing e. Data Analytics in Media Planning f. Measuring Campaign Effectiveness (ROI, ROAS) g. Ethical Issues and Challenges in Media Planning
10	Text Books: a. “Advertising and Promotion: An IMC Perspective” – Kruti Shah & Alan D’Souza b. “Media Planning and Buying” – Arpita Menon (Indian context) c. “Advertising Management” – Jaishri Jethwaney & Shruti Jain d. “Foundations of Advertising Theory and Practice” – S.A. Chunawalla & K.C. Sethia e. “Advertising Principles and Practice” – Monle Lee & Carla Johnson (<i>Indian edition reference use</i>) f. “Brand Management” – Harsh V. Verma (<i>for media integration insights</i>)

11	Reference Books: 1. “Advertising and Promotion: An IMC Perspective” – Kruti Shah & Alan D’Souza 2. “Media Planning and Buying” – Arpita Menon (Indian context) 3. “Advertising Management” – Jaishri Jethwaney & Shruti Jain 4. “Foundations of Advertising Theory and Practice” – S.A. Chunawalla & K.C. Sethia 5. “Advertising Principles and Practice” – Monle Lee & Carla Johnson (<i>Indian edition reference use</i>) 6. “Brand Management” – Harsh V. Verma (<i>for media integration insights</i>)		
12	<table border="1"> <tr> <td data-bbox="209 383 858 551"> Internal Continuous Assessment: 40% </td><td data-bbox="858 383 1463 551"> External, Semester End Examination 60% Individual Passing in Internal and External Examination </td></tr> </table>	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
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13	<table border="1"> <tr> <td data-bbox="209 551 858 1106"> Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3) </td><td data-bbox="858 551 1463 1106"> 1. Individual/ group project should be given to develop a media strategy on any product or service as per the guidelines given by faculty. 2. Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and guidelines to be given by the faculty. a. Six hours workshop on Media scheduling software conducted by industry practitioner b. Two case studies on actual Media plans particularly “television media plan”. </td></tr> </table>	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Individual/ group project should be given to develop a media strategy on any product or service as per the guidelines given by faculty. 2. Every student must submit a media plan for local television along with the rates, and detailed media scheduling. Product, Budget and guidelines to be given by the faculty. a. Six hours workshop on Media scheduling software conducted by industry practitioner b. Two case studies on actual Media plans particularly “television media plan”.
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Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: BRAND MANAGEMENT

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces students to the fundamentals of Brand Management and its growing importance in the contemporary business and media environment. It provides an understanding of brand creation, positioning, communication, consumer perception, and strategies used to build and sustain successful brands in competitive markets.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the awareness and growing importance of Brand Building 2. To know how to build, sustain and grow brands 3. To know the various new way of building brands 4. To the strategic and operational dimensions of building, managing, and sustaining powerful brands	
8	Course Outcomes: 1. Explain the concept of brand building and brand management Design and evaluate brand positioning and identity systems. 2. Develop brand-building strategies integrating marketing communications. 3. Analyse brand architecture, portfolio decisions, and brand extensions. 4. Manage brands over their lifecycle — including growth, revitalization, and global extension. 5. Apply Indian branding cases and frameworks to real-world scenarios.	

9	Modules:- Per credit One module can be created	
	Module 1 Introduction to Brand building	(15 hours)
	1. Introduction to Brand building • Brand Meaning, Product v/s Brand. Why brand matters • Process of Branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands) • Brand building blocks, Ten Guidelines for effective branding, 2. Brand Elements – types of brand elements, Criteria of brand elements 3. Brand identity - Core identity , Extended identity , Four perspectives of Brand identity , Identity traps 4. Brand personality -Importance Brand personality, Advantages of Brand personality , How to create brand personality, Brand personality models- Relationship, Functional and Self expressive, Brand personality scale – BIG five, User imagery , Brand archetype 5. Brand Positioning - Product class, Consumer segmentation, Perceptual mapping, Brand benefits and attributes, Basis of Brand positioning Point of Parity , Point of Difference . 6. Brand repositioning – Meaning , Increasing relevance to customers, Occasion of use, Search for a viable positioning ,Falling sales, Making the brand contemporary, Bringing in new customers ,Changed market conditioning ,Differentiating brands from competitors.	
	Module 2: Brand Leveraging	(15hours)
	1. Brand leveraging: • Brand Extension , Advantages and Disadvantages , • Line extension, Advantages and disadvantages Line extension, • Moving up brand , Moving down brand , Ad- hoc 2. Co- branding -Types of Co – branding Advantages and disadvantages, 3. Brand Strategies - The Three perspective of Brand strategic Customer Analysis Multi-branding, Multi- product branding ,Mix branding, Generic branding , Brand licensing, Brand Hierarchy- Brand Product Matrix, Brand Architecture 4. Brand Equity - Steps in creating brand equity Brand awareness, Brand recall, Brand recognition, and Models awareness, Brand loyalty, Brand association Models: Yand R – Graveyard model 5. Brand Asset Valuator, Brand Equity Ten	
	Module 3: Planning, Implementing and Measuring and Interpreting Brand Performance	(15 Hours)
	1. Planning and Implementing: Personalising Marketing: Experiential Marketing, One to One Marketing, Permission Marketing, Product Strategy: Perceived Quality and Relationship Marketing ,Pricing Strategy: Setting Prices to Build Brand Equity ,Channel Strategy: Direct, Indirect Channels 2. The Brand Value Chain 3. Measuring Sources of Brand Equity: • Qualitative Research Techniques: Projective Techniques: Completion, Comparison, Brand Personality and Values: The Big Five, Free Association • Quantitative Research Techniques: Brand Awareness: Recognition, Recall, Brand Image, Comparative Methods: Brand based Comparative Approaches, Marketing Based Comparative Approaches, Conjoint Analysis • Holistic Methods: Residual Approaches, Valuation Approaches: Historical Perspectives and Interbrand's Brand Valuation Methodology	

	Module 4: Managing Brands Overtime (15 Hours)	
	1. Brand Lifecycle • Introduction, growth, maturity, decline strategies, BCG matrix and brand implications • Reinforcing Brand Equity — consistency in brand positioning, continuous innovation • Brand Revitalisation — when and how to relaunch Case Studies — Hajmola, Royal Enfield, Maggi post-crisis comeback • Managing Brand Crises — crisis communication, brand recovery framework 2. Service Branding — role of brand in intangible services; Retail Branding and Private Labels — growth of own-label brands, Reliance Retail, DMart case 3. B2B Branding — industrial branding, TATA Steel and Infosys as examples 4. Place, Person, and Cause Branding — Incredible India, political branding, NGO brand building 5. Global vs. Local Branding — standardisation versus adaptation dilemma; GLOCAL branding strategy 6. Building Indian Brands Globally — Tata, Infosys, Amul on the world stage 7. Purpose-Driven Branding and Corporate Social Responsibility — from CSR to brand narrative	
10	Text Books: • Aaker, D. A. — Managing Brand Equity (Free Press) • Kapferer, J. N. — The New Strategic Brand Management (Kogan Page)	
11	Reference Books: • Aaker, D. A. — Managing Brand Equity (Free Press) • Kapferer, J. N. — The New Strategic Brand Management (Kogan Page)	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Students can be given individual or group assignments on: 1. Brand campaign project 2. Creating brand pitch 3. Creating own brand 4. Social media and brand voice 5. Rebranding excercies

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: STRATEGIC COPYWRITING

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Advertising Copywriting II is a specialized course designed to equip students with professional-level skills in crafting persuasive, creative, and strategic copy across multiple media platforms. The course goes beyond basic copywriting and focuses on storytelling, brand voice development, digital content creation, and integrated campaign writing. Students will learn to write for print, broadcast, digital, and social media while aligning copy with consumer psychology and brand strategy.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. To develop advanced creative thinking and persuasive writing skills. 2. To train students in writing for integrated media platforms (print, digital, audio-visual). 3. To understand brand positioning and its reflection in copywriting. 4. To enhance storytelling techniques in advertising communication. 5. To build professional portfolio-ready advertising copy.	
8	Course Outcomes: 1. Write compelling and creative advertising copy across various media. 2. Develop brand-specific tone, voice, and messaging strategies. 3. Create integrated advertising campaigns with cohesive copy. 4. Apply storytelling and emotional appeal techniques effectively. 5. Analyze and critique advertising copy from a strategic perspective. 6. Build a professional portfolio suitable for advertising and media careers.	

9	Modules:- Per credit One module can be created	
	Module 1: Principles of Copywriting. (10 Hours)	
	1. Role of copywriters in agencies and media 2. Brand voice, tone, and personality 3. Writing for different target audiences and segments 4. Writing headlines and taglines for print ads 5. Emotional vs rational appeals in copy	
	Module 2: Campaign Development & Storytelling (10 Hours)	
	1. Concept development and big idea generation 2. Copywriting for integrated campaigns 3. Scriptwriting for ad films and digital videos 4. Storyboarding and visualization 5. Writing for brand storytelling and long-form content 6. Case studies of successful Indian advertising campaigns	
	Module 3: Copywriting for Digital & New Media (10 Hours)	
	1. Copywriting for websites, blogs, and SEO 2. Social media copywriting: Instagram, Facebook, Twitter, LinkedIn 3. Email marketing and newsletters 4. Writing for interactive and mobile platforms 5. Case studies: Viral campaigns and digital storytelling	
10	Text Books: 1. “Advertising Management” – Jaishri Jethwaney & Shruti Jain 2. “Foundations of Advertising: Theory and Practice” – Chunawalla & Sethia 3. “Advertising and Promotions: An IMC Perspective” – Kruti Shah & Alan D’Souza 4. “Copywriting: Successful Writing for Design, Advertising and Marketing” – Vivek Mehra (<i>Indian edition/reference use</i>) 5. “Brand Management” – Harsh V. Verma 6. “Advertising Management” – Rajeev Batra, John G. Myers & David Aaker (<i>Indian edition widely used</i>)	
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12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment, etc. (at least 3)	1. Individual/ group project can be given to create strategic, persuasive and creative copy for different media platforms. 2. Brand story telling assignments 3. Copy editing assignments

Sem - V
Vertical – 1
Electives
(4)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: CONSUMER BEHAVIOUR

Sr. No.	Heading	Particulars
1	Description the course :	The Consumer Behaviour course introduces students to the psychological, sociological, cultural, and economic factors that influence consumer decision-making and purchasing behaviour in contemporary markets. The course helps learners understand how consumers think, feel, evaluate, and respond to brands, advertisements, products, and digital media in a rapidly changing and technology-driven environment.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To introduce students to the fundamental concepts, theories, and significance of Consumer Behaviour in marketing and advertising communication. 2. To help learners understand the psychological, sociological, cultural, and economic determinants influencing consumer decision-making and consumption patterns. 3. To develop the ability to analyse consumer attitudes, perceptions, motivations, learning processes, and behavioural trends in traditional and digital media environments. 4. To enable students to apply consumer behaviour concepts in advertising, branding, media planning, market research, digital marketing, and strategic communication practices.	
8	Course Outcomes: 1. To understand the sociological & psychological perspective of consumer behaviour. 2. To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising. 3. To sensitize students to the changing trends in consumer behaviour.	
9	Modules:	
	Module 1 Introduction to Consumer Behaviour and its relevance in marketing (12 hours)	

	1. Need to study Consumer Behaviour. 2. Psychological & Sociological dynamics of consumption. 3. Consumer Behaviour in a dynamic & digital world 4. Segmentation Strategies – VALS 5. Communication process. 6. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals.
	Module 2: Psychological Determinants & Consumer Behaviour (12 hours)
	1. Motivation – Types & Theories – Maslow. 2. Attitude – Characteristics – Theories – Tricomponent. 3. Multiattitude Model. 4. Cognitive dissonance. 5. Personality - Facets of personality. • Theories – Freud & Jung. • Personality traits & consumer behaviour. • Self-Concept. Application of these theories in the marketing and consumer behaviour.
	Module 3: Relevance of Learning in Consumer Behaviour (12 hours)
	1. Perception - Elements in perception. • Subliminal perception. • Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning
	Module 4: Socio – Economic & Cultural Determinants of Consumer Behaviour (12 hours)
	1. Family - Role of family in Socialization & Consumption – FLC. 2. Culture – Role & Dynamics. • Subculture & its influence on consumption. • Changing Indian core values. • Cross culture consumer perspective. 3. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. 4. Economic- social class as the economic 5. Determinants of consumer behaviour
	Module 5: Consumer Decision Making (12 hours)
	1. Decision Making 2. Process of decision making. 3. Models of decision making. 4. Opinion Leadership. 5. Diffusion & Adoption Process.
10	Text Books: • Aaker, D. A. — Managing Brand Equity (Free Press) • Kapferer, J. N. — The New Strategic Brand Management (Kogan Page)

11	Reference Books: 1. Schiffman, L. G., Wisenblit, J., & Kumar, S. R. (2015). <i>Consumer behavior</i> (11th ed.). Pearson Education. 2. Loudon, D. L., & Della Bitta, A. J. (2002). <i>Consumer behavior: Concepts and applications</i>. McGraw-Hill Education. 3. Majumdar, R. (2010). <i>Consumer behaviour: Insights from the Indian market</i>. PHI Learning Pvt. Ltd. 4. Solomon, M. R. (2018). <i>Consumer behavior: Buying, having, and being</i> (12th ed.). Pearson Education.		
12	<table border="1"> <tr> <td data-bbox="209 445 858 595">Internal Continuous Assessment: 40%</td><td data-bbox="858 445 1463 595"> External, Semester End Examination 60% Individual Passing in Internal and External Examination </td></tr> </table>	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
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13	<table border="1"> <tr> <td data-bbox="209 595 858 1014"> Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3) </td><td data-bbox="858 595 1463 1014"> 1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz </td></tr> </table>	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz
Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Continuous Assignments 2. Oral & Practical Presentations 3. Projects 4. Class Test 5. Open Book Test 6. Group Interactions 7. Debates & Discussions 8. Quiz		

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- V)

Title of Paper: DIRECT MARKETING AND E-COMMERCE

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces students to the concepts, tools, strategies, and applications of Direct Marketing and Digital Commerce in the contemporary media and business environment. The course focuses on customer-centric communication, database management, digital engagement, social media integration, and e-commerce practices used by brands to establish direct relationships with consumers. The paper is designed specifically for BAMMC students to develop practical understanding of integrated communication, digital marketing campaigns, customer relationship management, content-driven engagement, and online business strategies. The course establishes strong interdisciplinary connections with subjects such as Brand Management, Consumer Behaviour, Copywriting, Advertising, Social Media Marketing, Digital Media, Media Planning, and Account Planning.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To introduce students to the concepts, scope, and significance of Direct Marketing and Digital Commerce in the modern communication industry. 2. To develop understanding of customer relationship management, database marketing, audience targeting, and personalized communication strategies. 3. To familiarize students with e-commerce platforms, digital payment systems, social media integration, and online consumer engagement. 4. To enable learners to create and evaluate integrated direct marketing campaigns using traditional and digital media platforms.	
8	Course Outcomes: 1. Understand the principles and applications of direct and interactive marketing. 2. Analyze consumer data and customer relationship strategies. 3. Develop integrated direct marketing and digital commerce campaigns.	

	4. Apply e-commerce and social media tools for brand communication and business growth. 5. Evaluate ethical, legal, and technological issues related to digital marketing practices.
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9	Modules:
	Module 1: Fundamentals of Direct Marketing and Customer Engagement (15 hours)
	1. Introduction to Direct Marketing: Meaning, Nature, evolution, Scope, Traditional marketing versus direct marketing, Advantages & disadvantages, Direct marketing in the digital era, IMC and direct marketing 2. Direct Marketing Techniques: Direct mail marketing, Telemarketing, SMS and mobile marketing, Email marketing, Catalogue marketing, Direct response advertising, Influencer and affiliate marketing 3. Consumer Engagement and personalization: Customer-centric communication; Segmentation, targeting and positioning; Customer acquisition and retention; Personalization and customized messaging; Relationship marketing and loyalty building 4. Legal and Ethical Framework: Privacy and data protection; Copyright, trademarks and patents; Ethical issues in direct and digital marketing; Spam regulations and consumer rights
	Module 2: Database Marketing, CRM and Consumer Analytics (15 hours)
	1. Database Marketing: Meaning and importance of database marketing; Sources of consumer data; Internal and external databases; Database creation and maintenance; Advantages and challenges of database management 2. Customer Relationship Management (CRM): Meaning and objectives of CRM; CRM planning and implementation; CRM tools and applications; Customer lifecycle management; Building customer loyalty and engagement 3. Marketing Strategies and Analytics: Strategic planning for direct marketing; Consumer insights and behavioural analysis; Market segmentation strategies; Lead generation and conversion strategies; Performance metrics and campaign effectiveness 4. Customer Lifetime Value (CLV): Meaning and significance of CLV; Factors affecting CLV; Methods of calculating CLV; Using CLV for strategic decisions 5. Direct Marketing Applications: Cross-selling and up-selling; Subscription models and membership marketing; Fundraising and nonprofit marketing; Store traffic and website traffic generation; Retargeting and remarketing strategies
	Module 3: E-Commerce, Digital Platforms and Website Strategy (15 hours)
	1. Introduction to E-Commerce: Meaning and features of e-commerce; Types of e-commerce: B2B, B2C, C2C, D2C; Traditional commerce versus e-commerce; Advantages and limitations of e-commerce; Growth of e-commerce in India 2. E-Business and Digital Entrepreneurship: Meaning and scope of e-business; Launching an online business; Digital business models; Start-up culture and digital entrepreneurship; Role of digital platforms in media and communication 3. Website Planning and Development: Importance of websites for businesses and brands; Principles of website design; User experience (UX) and interface basics; Website content strategy; Landing pages and conversion optimization 4. Digital Payment Systems: Credit cards, debit cards and UPI; E-wallets and payment gateways; Electronic fund transfer systems; Security and privacy issues in e-commerce; Cybersecurity basics for online businesses 5. E-Commerce Trends: Mobile commerce; Social commerce; Quick commerce; Subscription commerce; AI and automation in digital commerce
	Module 4: Social Media Integration, Campaign Planning and Emerging Trends (15 Hours)

	1. Social Media and Direct Marketing: Role of social media in direct marketing; Social media platforms for business communication; Building online communities; Influencer collaboration and creator economy; Consumer engagement through content 2. Digital Campaign Planning: Campaign objectives and strategy; Audience profiling and targeting; Content planning and storytelling; Media selection and scheduling; Budgeting and campaign execution 3. Performance Marketing: Search engine marketing basics; Social media advertising; Pay-per-click advertising; Lead generation campaigns; Conversion tracking and analytics 4. Emerging Trends in Direct Marketing: Artificial intelligence and chatbots; Automation tools and CRM integration; Voice search and conversational marketing; Data-driven marketing communication; Ethical concerns and future challenges 5. Case Studies: Indian and global direct marketing campaigns; E-commerce brand case studies; Social media campaign analysis; Consumer engagement campaigns	
10	Text Books: 1. Tapp, A. (2000). <i>Principles of direct and database marketing</i>. Financial Times Prentice Hall. 2. Bird, D. (1996). <i>Commonsense direct marketing</i>. Kogan Page. 3. Nash, E. L. (2000). <i>Direct marketing: Strategy, planning, execution</i> (4th ed.). McGraw-Hill. 4. Ahuja, V. (2015). <i>Digital marketing</i>. Oxford University Press. 5. Sterne, J., & Prior, A. (2000). <i>Email marketing</i>. John Wiley & Sons.	
11	Reference Books: 1. Tapp, A. (2000). <i>Principles of direct and database marketing</i>. Financial Times Prentice Hall. 2. Bird, D. (1996). <i>Commonsense direct marketing</i>. Kogan Page. 3. Nash, E. L. (2000). <i>Direct marketing: Strategy, planning, execution</i> (4th ed.). McGraw-Hill. 4. Ahuja, V. (2015). <i>Digital marketing</i>. Oxford University Press. 5. Sterne, J., & Prior, A. (2000). <i>Email marketing</i>. John Wiley & Sons.	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Suggested internal topics: • Develop an integrated direct marketing campaign for a product/service. • Create an email marketing and social media communication plan. • Analyse customer engagement strategies of an e-commerce brand. • Conduct a small-scale consumer survey related to digital buying behaviour. • Prepare a CRM and loyalty-building strategy for a start-up. • Design a landing page or mock website content strategy. • Study influencer marketing campaigns and their effectiveness. • 🗣️ Group presentation on emerging trends in digital commerce.

Vertical-4

VSC (2)

**Syllabus
B.A. (Multimedia and Mass Communication)
(Sem.- V)**

Title of Paper: ADVERTISING DESIGN

Sr. No.	Heading	Particulars
1	Description the course :	This course introduces students to the process of Advertising Creation since the approach of Client to Ad Agency's account section to Strategy Formation, Ideation of Solution in Creative team, Creative Visualisation, Illustration, Graphic Design up to Comprehensive output for Multi-Media according to media characteristics.
2	Vertical :	VSC
3	Type :	Practical
4	Credit:	2 credits (1 credit = 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 5. To familiarise learners with the working of an agency on an advertising assignment. 6. To familiarise learners with the steps involved in aa advertising campaign creation. 7. To take the learners through the process of advertising by assigning them a client who assumed to advertise for Product/ Service or Social cause 8. To enable learners to study the case – client's marketing problem – and formulate a strategic communication to persuade the prospects of the client. 9. To take the learners through the principles and application of them in finding creative solution as media-ready communication design. 10. To help learners to understand the importance of Colours, Shapes, Body language, Images, Infographics and Symbols in communicating effectively.	
8	Course Outcomes: 1. Learner will enlighten on the efforts put in and process behind apparent glamour of advertising industry. 2. Learner will be able to be a part of accounts team as a Junior executive at entry & rise to executive & strategist to make a career in advertising. 3. Learner will participate in client meetings & explore the possibilities of creative solution to the client's marketing problems. 4. Learner may be able to be a part of Creative team & become a able copywriter to write great headlines, slogans & scripts for TVCs. 5. Learner can form a small firm of his own & take up small assignments & rise to well-known & competent media agency or creative boutique of own.	

9	Modules:
	Module 1 Project Paper: Intro to Project paper & Campaign (12 hours)

1. Process of Advertising in an Ad Agency: ● Accounts department: Client handling, Strategy planning ● Media department: Media research, Media planning, Buying & billing ● Creative department: Prime calibre, All of visualisation, Creative thinking, Execution, ● Production department: (in-house or outsource) Photography, TVC, Print of promotional material 2. Process of Design: Finding a Client & Marketing Problem Research of: ● Product (features & benefits) Unique or Distinctive point ● Market: (TA) Psychographic, Demographic, Behavioural ● Message Strategy: What to say & How to say (Mood & Tone of Voice) ● Competition & claim (Finding unique Competitive Position) ● Visualisation & Copy (Ideation process & Creative outcome) ● Illustration: Choosing one among (Rough layouts to Finalising best) ● Execution: Graphic design (Working on the Software) 3. Art Direction: ● Role of art director in various media ● Detailing in illustration ● Detailing in TVC: Location, Models, Costume, Working on storyboard. 4. Analysis of Ads & TVCs: Media-wise change in Design Strategy 5. Discussion of existing ads: ● Print ads: For layout, Colour, Message, Printing & Paper Quality, ● TVCs: AV, Pace, Tone, Types, Stages, Storyboard ● Innovative, Ambient, Transit for relevancy (Non-Traditional media) ● PoS: For size, Place, Consumer psychology on the shopping floor	
Module 2: Design Basics: Language of Visuals & its Grammar (12 hours)	
1. Elements of Design: Point, Line, Shape, Size, Tone, Colour, Texture, Space, Value, Movement 2. Principles of Design: Proportions, Contrast. Harmony, Balance, Rhythm, Unity 3. Rules of Design: Emphasis, Proximity, Alignment, Repetition, Hierarchy, Eye movement, Syntax, Gestalt principles & their application in design (Unified whole) 4. Optical Illusions: Shapes & Proportions, Tones & Contrast, Lines & length, Depth & Space, 5. Typography: Classification, Combination, Typo Chart, Font- palate Treatment: Scale, Tracking, Kerning, Leading, skew, Alignment	
Module 3: Layout: The Blue Print Logical and Aesthetic Arrangement of Elements (12 hours)	
1. Types of Layout: Mondrian, Grid, Picture window, Radial, Split, Big type, All text, All art, Circus 2. Stages of Layout: Thumbnail sketches, Rough layout, Finished rough, Comprehensive layout 3. Choosing a Picture: Strong visual capable of selecting Target Group, Suitable with headline, Trial close. Image of Problem, dream, Demonstration, Comparison, Glorification, Symbolic, Typographic, Unusual visual, Metaphoric 4. Choosing Typography: Splitting text into parts of copy, Choosing appropriate typeface for headline, slogan, body 5. Putting all together: Choosing canvas size, Trying formats, Orientations, Various proportions of verbal & Visual, background, Alignment, Hierarchy, Harmony, Mood and atmosphere	
Module 4: Planning Campaign: Working on Final Project (12 hours)	
1. Selecting Client: ● Branding: Designing a Logo, Finalising colour, Type based, Shape based, Combination, Symbolic, Mascot, ● Tagline: Brand promise, Positioning statement, Legacy, ● Advertising: Finalising what to sell. Research, USP, Positioning strategy, Tone 2. Research: ● Product/Service (features & benefits) ● Market: Wants & Needs, Psycho & Demography, Buying motives, Purchase behaviour ● Message Strategy: Words that may click the minds of Target audience, ● Tone & Voice ● Competition Research: Close competitors, Their claim & promise to audience, Market position, Weaknesses & Strengths 3. Creative Brief:	

	- Creating a case paper based on the above research, Finalising Message strategy, Planning a copy platform 4. Ideation stage: - Coming to big idea, Trying various idea generation techniques, 5. Visualising Layout: - Choosing appropriate image/s & working on rough layout, Scribbles	
	Module 5: Execution: Working on Software (12 hours)	
	- Logo Design: - Corel Draw/Illustrator - Designing Logo, Deciding the colour scheme (Logo is vector based) - Modifying Typo, Using glyphs, - Considering shape as Brand identity - Logo Manual: Design Philosophy - Creating a Logo design Philosophy - Explaining the logic behind choice of Type, Choice of colour, Reason for shape, Tagline as brand promise. - Making all compact. Creating 4 diff sizes & also reverse - Stationary: Corporate communication - Visiting card, Letterhead, envelop in thematic consistency - Advertising: Communication Designs - Press ads: Newspaper as Media series of three ads with synergy - Print ads: magazine as media series of two ads - OOH: Outdoor Traditional hoarding/ Billboards/ 3D billboards/ - Transit Ads in public transport places - Ambient/Innovative, Point of sale ads - Electronic Media: - TVC storyboard – Description, OSD, SFX, VFX, VO - Internet: Web ads: Banner, Scroll, Pop-up - Social media: Facebook, Instagram posts	
	Note: - Students have to choose an existing product with new fresh brand name & new logo & not the existing brand. - Students should not be encouraged to bring in ‘innovation’ in the product or ‘invent’ totally new. Invention is job of engineers & we are in communication. - If agency has to rely on innovation for the advertisement, then it’s a failure of their efficiency. - The viva will be based on the project & the evaluation will be based on its effectiveness as communication design. - Make students aware that marketing & advertising are different things & advertising has to be self-explanatory. If student has to verbally push to sell ‘his work’ then the work is weak.	
10	Text Books: - Art & Ideas: G. S. Rege - Art & Production: N. N. Sarkar - Graphic Design Solutions: Robin Landa - Elements of Graphic Design: Alexander White - Ogilvy on Advertising : David Ogilvy - Advertising Design: Arvind Parulekar	
11	Reference Books: - Art & Ideas: G. S. Rege - Art & Production: N. N. Sarkar - Graphic Design Solutions: Robin Landa - Elements of Graphic Design: Alexander White - Ogilvy on Advertising : David Ogilvy - Advertising Design: Arvind Parulekar	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60%

		Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Learning process in art has five phases: ● Appreciation ● Imitation ● Illumination ● Inspiration ● Creation 2. To take the Learners through all these phases the internal assessment comprised of: ● Journal: (Appreciation by Analysis) <i>Collection of print ads (60) from magazine & Newspaper as well as closest Competitors' advertisements. Learners are supposed to analyse the ads in the journal book for the layouts, colour harmonies used, typography, mood, type of headlines & visual path along with various design aspects. Logos has to be analysed for their shape, symbolism, typo treatment, uniqueness, connectivity to the industry & unity as well as alignment within logo elements.</i> ● Sketch Book: (Imitation and Illumination) <i>The exercise in the book is based on various design principles such as harmony, contrast, illusions & to carry out rough layout & rough designs for new logo and advertisement rough layouts. This also comprise of idea generation & rough story board.</i>
14.	External: Project Paper	1. Final Campaign: (Inspiration and Creation): Research, Creative brief & finalised layouts for press & print media that will follow synergy. Learner to start campaign on approval of creative brief. ● Advertising Campaign Project ● Viva voce based on Project and Theory Note: There will be NO theory paper of the subject and the final project as well as viva voce for external assessment of the learner by an external examiner appointed by University of Mumbai.

Sem.- VI

Sem – VI
Vertical – 1
Major
Mandatory
(4+4+4+2)

Syllabus

B.A. (Multimedia and Mass Communication)
(Sem.- VI)

Title of Paper: ADVERTISING AND MARKETING RESEARCH

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	This course introduces students to the concepts, methods, tools, and applications of Advertising and Marketing Research in the contemporary media and communication industry. The course focuses on understanding consumer insights, market trends, audience behaviour, advertising effectiveness, media analytics, and data-driven decision-making used by brands and agencies in developing successful communication strategies.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To introduce students to the principles, scope, and importance of Advertising and Marketing Research in media and communication industries. 2. To familiarize learners with research methods, data collection techniques, sampling procedures, and research report preparation. 3. To develop the ability to analyze consumer behaviour, audience preferences, advertising effectiveness, and market trends through research. 4. To enable students to apply research findings in advertising strategy, media planning, brand communication, and marketing decision-making.	
8	Course Outcomes: 1. Understand the fundamentals and applications of advertising and marketing research. 2. Design basic research studies using appropriate qualitative and quantitative methods. 3. Analyze consumer and market data for communication and branding decisions. 4. Evaluate advertising campaigns and media effectiveness through research tools. 5. Prepare research reports and presentations using analytical and interpretation skills	

9	Modules:
	Module 1: Introduction to Advertising and Marketing Research. (15 Marks)

1. Introduction to Research: Meaning, nature and importance of research; Scope of marketing and advertising research; Evolution of advertising research; Research in media and communication industries; Objectives and functions of research 2. Types of Research: Basic and applied research; Qualitative and quantitative research; Exploratory, descriptive and causal research; Experimental research; Online and digital research methods 3. Research Process: Identification of research problem; Defining objectives and hypotheses; Research planning and execution; Data interpretation and report preparation; Ethical considerations in research 4. Role of Research in Advertising and Marketing: Consumer insights and audience understanding; Brand positioning and strategy development; Advertising effectiveness evaluation; Product and market analysis; Research for media planning and campaign execution 5. Industry Applications: Research in advertising agencies; Media audience measurement; Digital analytics and social listening; Market intelligence and trend forecasting; Case studies of successful research-driven campaigns
Module 2: Research Design, Data Collection and Sampling (15 Marks)
1. Research Design: Meaning and importance of research design; Types of research design; Planning research studies; Variables and hypothesis formulation; Reliability and validity in research 2. Data Collection Methods: Primary and secondary data; Observation method; Survey method; Interview techniques; Focus group discussions; Questionnaire design and online surveys; Experimentation; Projective techniques 3. Sampling Techniques: Meaning and importance of sampling; Census versus sampling; Probability sampling methods; Non-probability sampling methods; Sample size determination 4. Measurement and Scaling: Meaning and importance of scaling; Nominal, ordinal, interval and ratio scales; Likert scale and semantic differential scale; Attitude measurement techniques 5. Digital Research Tools: Google Forms and online surveys; Website analytics tools; Social media analytics; Mobile research methods; AI-assisted research and audience tracking
Module 3: Consumer, Media and Advertising Research (15 Hours)
1. Consumer Research: Consumer behaviour analysis; Motivation and perception studies; Brand awareness and recall studies; Customer satisfaction research; Buying behaviour analysis 2. Advertising Research: Pre-testing and post-testing of advertisements; Copy testing methods; Concept testing; Advertising effectiveness measurement; Emotional and behavioural response analysis 3. Media Research: Meaning and importance of media research; Television audience measurement; Radio audience research; Print readership studies; Digital and social media analytics 4. Brand and Market Research: Brand image and perception studies; Competitor analysis; Market segmentation research; Product positioning studies; Market potential analysis 5. Contemporary Research Practices: Influencer marketing analytics; Social listening and sentiment analysis; Viral campaign measurement; Data-driven storytelling; Research in OTT and streaming platforms
Module 4: Data Analysis, Report Writing and Emerging Trends (15 Hours)

	1. Data Processing and Analysis: Editing, coding and classification of data; Tabulation and interpretation; Use of charts, graphs and visual representation; Introduction to statistical tools; Basic data interpretation techniques 2. Report Writing: Meaning and importance of research reports; Structure of research report; Executive summary and findings; Writing conclusions and recommendations, Presentation skills for research projects 3. Research Ethics and Challenges: Ethical issues in research; Data privacy and confidentiality; Plagiarism and authenticity; Bias and limitations in research; Challenges in digital and online research 4. Emerging Trends in Advertising and Marketing Research: Big data and predictive analytics; Artificial intelligence in market research; Neuromarketing and behavioural analytics; Real-time analytics and dashboards; Automation in audience research 5. Case Studies and Practical Applications: Advertising campaign analysis; Market survey projects; Brand tracking studies; Consumer perception studies; Industry-based research presentations	
10	Text Books: 1. Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2016). <i>Marketing research</i> (12th ed.). Wiley. 2. Malhotra, N. K., & Dash, S. (2016). <i>Marketing research: An applied orientation</i> (7th ed.). Pearson Education. 3. Kothari, C. R., & Garg, G. (2019). <i>Research methodology: Methods and techniques</i> (4th ed.). New Age International. 4. Belch, G. E., & Belch, M. A. (2021). <i>Advertising and promotion: An integrated marketing communications perspective</i> (12th ed.). McGraw-Hill Education. 5. Kumar, R. (2018). <i>Research methodology: A step-by-step guide for beginners</i> (5th ed.). Sage Publications.	
11	Reference Books: 1. Aaker, D. A., Kumar, V., Leone, R. P., & Day, G. S. (2016). <i>Marketing research</i> (12th ed.). Wiley. 2. Malhotra, N. K., & Dash, S. (2016). <i>Marketing research: An applied orientation</i> (7th ed.). Pearson Education. 3. Kothari, C. R., & Garg, G. (2019). <i>Research methodology: Methods and techniques</i> (4th ed.). New Age International. 4. Belch, G. E., & Belch, M. A. (2021). <i>Advertising and promotion: An integrated marketing communications perspective</i> (12th ed.). McGraw-Hill Education. 5. Kumar, R. (2018). <i>Research methodology: A step-by-step guide for beginners</i> (5th ed.). Sage Publications.	
12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Suggested Internal Activities: 1. Conduct a small-scale consumer behaviour survey. 2. Prepare a questionnaire for advertising or brand research. 3. Analyze a digital or social media campaign using research tools. 4. Study audience preferences toward a brand or media platform.

		5. Conduct a comparative analysis of advertising campaigns. 6. Prepare a research report on media consumption habits. 7. Group presentation on advertising effectiveness studies. 8. Case study analysis of research-driven marketing campaigns.
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Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: AGENCY MANAGEMENT

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Advertising Agency Management is a specialized subject that provides students with an in-depth understanding of how advertising agencies function, operate, and sustain in a competitive environment. The course focuses on agency structure, client servicing, campaign planning, financial management, and emerging trends in agency operations. It equips students with both theoretical knowledge and practical insights into managing advertising agencies effectively.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	4 credits
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the structure, roles, and functions of advertising agencies. 2. To familiarize students with client servicing, account planning, and creative processes. 3. To develop knowledge of agency operations including financial and media management. 4. To provide insights into agency-client relationships and campaign execution. 5. To equip students with skills required for professional roles in advertising agencies.	
8	Course Outcomes: 1. Explain the working and organizational structure of advertising agencies. 2. Analyze client-agency relationships and account management strategies. 3. Apply creative and strategic planning in campaign development. 4. Evaluate financial, ethical, and operational aspects of agency management. 5. Develop competencies required for careers in advertising agencies and media firms	

9	Modules:
	Module 1: Introduction to Advertising Agencies (15 Marks)
	1. Meaning, evolution, and importance of advertising agencies 2. Types of agencies: Full-service, Creative boutiques, Media agencies, Digital agencies 3. Structure of an advertising agency 4. Functions and roles of departments: • Account Management • Creative Department • Media Planning • Research 5. Agency vs In-house advertising
	Module 2: Account Planning & Client Servicing (15 Marks)
	1. Meaning and importance of account planning 2. Role of Account Planner 3. Account planning process 4. Client servicing: • Client expectations and briefing • Client-agency relationship • The 3P's of service (People, Process, Physical Evidence) • Stages in the client-agency relationship e. • How Agencies Gain Clients • Why Agencies Lose Clients 5. Pitching for clients: • Types of pitches • Presentation techniques 6. The Gap Model of Service Quality 7. Case studies of successful campaign
	Module 3: Agency Operations and Finance (15 Hours)
	1. Agency compensation methods: • Commission system • Fee-based system • Performance-based system 2. Financial management in agencies 3. Agency growth and sustainability 4. The Pitch: request for Agency proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR
	Module 4: Entrepreneurship (15 Hours)
	1. Entrepreneurship- Definitions, Meaning Concept, Functions, Need and Importance. 2. Business Plan 3. Marketing Plan 4. Communication Plan • Inverted Pyramid of communication effect • AIDA • DAGMAR 5. Sources of capital for starting own agency

10	Text Books: 1. Atish Singh – <i>Agency Management</i> 2. Piyush Pandey – <i>Pandeymonium</i> 3. Anand Halve – <i>Adkatha: The Story of Indian Advertising</i> 4. Arun Chaudhuri – <i>Indian Advertising: Laughter & Tears</i> 5. Subroto Sengupta – <i>Brand Positioning: Strategies for Competitive Advantage</i> 6. S.A. Chunawalla & K.C. Sethia – <i>Foundations of Advertising Theory & Practice</i>		
11	Reference Books: 1. Atish Singh – <i>Agency Management</i> 2. Piyush Pandey – <i>Pandeymonium</i> 3. Anand Halve – <i>Adkatha: The Story of Indian Advertising</i> 4. Arun Chaudhuri – <i>Indian Advertising: Laughter & Tears</i> 5. Subroto Sengupta – <i>Brand Positioning: Strategies for Competitive Advantage</i> 6. S.A. Chunawalla & K.C. Sethia – <i>Foundations of Advertising Theory & Practice</i>		
12	<table border="1"> <tr> <td data-bbox="209 629 858 786">Internal Continuous Assessment: 40%</td><td data-bbox="858 629 1465 786"> External, Semester End Examination 60% Individual Passing in Internal and External Examination </td></tr> </table>	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination		
13	<table border="1"> <tr> <td data-bbox="209 786 858 1480"> Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3) </td><td data-bbox="858 786 1465 1480"> 1. Individual/ group project should be given to develop an Advertising agency. 2. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week. 3. The college should support the Incubation projects or the start-up agency of their own students </td></tr> </table>	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Individual/ group project should be given to develop an Advertising agency. 2. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week. 3. The college should support the Incubation projects or the start-up agency of their own students
Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	1. Individual/ group project should be given to develop an Advertising agency. 2. Starting and maintaining a blog –the learner shall make the blog after consultation with the teacher concerned during the period of learning of the course and run the blog for the period of the course. The subject of the blog should be any one social issue. The blog shall be supervised by the concerned teacher and marks shall be assigned for quality of language, design and layout, frequency of updating, the quality of comment by the blogger, interactivity on the blog. The blog must be updated a minimum of twice a week. 3. The college should support the Incubation projects or the start-up agency of their own students		

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: INTEGRATED MARKETING COMMUNICATION

Sr. No.	Heading	Particulars
1	Description the course : Including but Not limited to :	Integrating Marketing Communication (IMC) focuses on the strategic coordination of various promotional tools and communication channels to deliver a consistent and compelling brand message. This course introduces students to the evolution, principles, and application of IMC in the digital and traditional media ecosystem. It emphasizes synergy across advertising, public relations, sales promotion, digital marketing, and direct marketing with a strong focus on Indian market dynamics.
2	Vertical :	Major
3	Type :	Theory
4	Credit:	2 credits
5	Hours Allotted :	30 Hours
6	Marks Allotted:	50 Marks
7	Course Objectives: 1. Understand the concept, evolution, and importance of IMC in modern marketing. 2. Develop the ability to design integrated communication strategies. 3. Analyze the role of different media platforms in IMC campaigns. 4. Equip students with skills to plan, execute, and evaluate IMC campaigns. 5. Provide insights into Indian case studies and industry practices.	
8	Course Outcomes: 1. Explain the principles and frameworks of IMC. 2. Design cohesive marketing communication strategies across multiple platforms. 3. Evaluate the effectiveness of integrated campaigns. 4. Apply IMC tools in real-world media and business scenarios. 5. Create IMC plans tailored to Indian consumers and market conditions.	

9	Modules:								
	<table border="1"> <tr> <th data-bbox="209 159 991 255">Module 1: Fundamentals of IMC and Communication Tools</th><th data-bbox="991 159 1463 255">(15 Marks)</th></tr> <tr> <td colspan="2" data-bbox="209 255 991 871"> 1. Introduction to Integrated Marketing Communication: Meaning, nature and scope of IMC; Evolution from traditional promotion to IMC; Importance of IMC in branding and marketing; IMC versus traditional marketing communication; IMC in Indian and global context 2. Marketing Communication Process: Elements of communication; Sender, encoding, message, channel, receiver and feedback; Communication barriers and noise; Models of communication: AIDA Model and DAGMAR Model 3. IMC Tools and Techniques: Advertising and its role in IMC; Public Relations and corporate communication; Sales promotion techniques; Direct marketing and personal selling; Event marketing and sponsorships 4. Digital Integration in IMC: Social media marketing; Influencer marketing; Content marketing; Email and mobile marketing; Integration of ATL, BTL and TTL strategies 5. Media Integration and Consumer Engagement: Role of media planning in IMC; Multi-platform communication strategies; Audience targeting and segmentation; Building brand consistency and engagement; Case studies of Indian integrated campaigns </td></tr> <tr> <th data-bbox="209 871 1091 949">Module 2: IMC Strategy, Campaign Planning and Emerging Trends</th><th data-bbox="1091 871 1463 949">(15 Marks)</th></tr> <tr> <td colspan="2" data-bbox="209 949 991 1576"> 1. IMC Planning and Strategy Development: IMC planning process; Situation analysis and SWOT analysis; Target audience identification; Communication objectives; Brand positioning and message strategy 2. Campaign Planning and Execution: Creative strategy and execution; Media mix decisions; Campaign scheduling and budgeting; Budgeting methods: Objective and Task Method, Percentage of Sales Method and Competitive Parity Method 3. Measuring IMC Effectiveness: Campaign evaluation techniques; Measuring communication effectiveness; Return on Investment (ROI) in communication, Integrated campaign audits; Consumer response and engagement metrics 4. Ethical Issues and Challenges in IMC: Ethical concerns in advertising and promotion; Consumer privacy and data protection; Misleading communication and surrogate advertising; Regulatory guidelines in marketing communication 5. Emerging Trends in IMC: Artificial Intelligence in marketing communication; Omnichannel marketing; Data-driven communication strategies; Experiential and immersive marketing; Digital transformation and future trends in IMC </td></tr> </table>	Module 1: Fundamentals of IMC and Communication Tools	(15 Marks)	1. Introduction to Integrated Marketing Communication: Meaning, nature and scope of IMC; Evolution from traditional promotion to IMC; Importance of IMC in branding and marketing; IMC versus traditional marketing communication; IMC in Indian and global context 2. Marketing Communication Process: Elements of communication; Sender, encoding, message, channel, receiver and feedback; Communication barriers and noise; Models of communication: AIDA Model and DAGMAR Model 3. IMC Tools and Techniques: Advertising and its role in IMC; Public Relations and corporate communication; Sales promotion techniques; Direct marketing and personal selling; Event marketing and sponsorships 4. Digital Integration in IMC: Social media marketing; Influencer marketing; Content marketing; Email and mobile marketing; Integration of ATL, BTL and TTL strategies 5. Media Integration and Consumer Engagement: Role of media planning in IMC; Multi-platform communication strategies; Audience targeting and segmentation; Building brand consistency and engagement; Case studies of Indian integrated campaigns		Module 2: IMC Strategy, Campaign Planning and Emerging Trends	(15 Marks)	1. IMC Planning and Strategy Development: IMC planning process; Situation analysis and SWOT analysis; Target audience identification; Communication objectives; Brand positioning and message strategy 2. Campaign Planning and Execution: Creative strategy and execution; Media mix decisions; Campaign scheduling and budgeting; Budgeting methods: Objective and Task Method, Percentage of Sales Method and Competitive Parity Method 3. Measuring IMC Effectiveness: Campaign evaluation techniques; Measuring communication effectiveness; Return on Investment (ROI) in communication, Integrated campaign audits; Consumer response and engagement metrics 4. Ethical Issues and Challenges in IMC: Ethical concerns in advertising and promotion; Consumer privacy and data protection; Misleading communication and surrogate advertising; Regulatory guidelines in marketing communication 5. Emerging Trends in IMC: Artificial Intelligence in marketing communication; Omnichannel marketing; Data-driven communication strategies; Experiential and immersive marketing; Digital transformation and future trends in IMC	
Module 1: Fundamentals of IMC and Communication Tools	(15 Marks)								
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12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc. (at least 3)	1. Develop a full IMC campaign for an Indian brand/startup 2. Create: • Communication strategy • Media plan • Creative message 3. Present campaign with measurable KPIs

Sem- VI

Vertical – 1

Electives

(4)

B.A. (Multimedia and Mass Communication) (Sem.- VI)

Title of Paper: ADVERTISING & SALES PROMOTION

Sr. No.	Heading	Particulars
1	Description the course :	This course provides an in-depth understanding of the principles, strategies, and practices of advertising and sales promotion in contemporary markets. It explores the role of advertising in brand building and communication, along with tools and techniques of sales promotion used to stimulate consumer demand. The course emphasizes Indian market dynamics, real-life case studies, and integrated promotional strategies across traditional and digital media.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the fundamentals and evolution of advertising. 2. To develop knowledge of advertising planning, strategy, and execution. 3. To examine various sales promotion tools and techniques used in the Indian market. 4. To integrate advertising with sales promotion for effective marketing communication. 5. To analyze consumer behavior in response to promotional strategies.	
8	Course Outcomes: 1. Explain the role and functions of advertising in marketing communication. 2. Design basic advertising campaigns aligned with marketing objectives. 3. Evaluate different sales promotion strategies and their effectiveness. 4. Apply integrated advertising and sales promotion techniques in real-world scenarios. 5. Analyze case studies from Indian industries to understand practical applications	

9	Modules:
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	Module 1: Sales Promotion Concepts and Tools (15 hours)
	1.1 Introduction to Sales Promotion • Meaning, nature, and importance • Difference between advertising and sales promotion 1.2 Consumer-Oriented Sales Promotion Tools • Coupons, discounts, cashbacks • Free samples, contests, premiums 1.3 Trade-Oriented Sales Promotion Tools • Trade discounts • Dealer incentives, point-of-purchase displays 1.4 Sales Promotion in India • Retail promotions • Festival-based promotions (Diwali, Eid, etc.)
	Module 2: Integrated Advertising & Sales Promotion (15 hours)
	2.1 Integrated Marketing Communication (IMC) • Concept and importance • Role of advertising and sales promotion in IMC 2.2 Digital Advertising & Promotion • Social media advertising • Influencer marketing • Online sales promotions 2.3 Campaign Planning • Designing integrated campaigns • Case studies (Indian brands) 2.4 Ethical and Legal Aspects • Advertising ethics in India • Role of ASCI (Advertising Standards Council of India)
	Module 3: Advanced Sales Promotion Strategy & Consumer Behaviour (15 hours)
	3.1 Strategic Role of Sales Promotion • Sales promotion as a short-term vs long-term tool • Role in competitive markets (FMCG, Retail, E-commerce) • Push vs Pull strategies 3.2 Consumer Behavior & Sales Promotion • Psychological triggers (urgency, scarcity, rewards) • Impact of discounts on brand perception • Deal-prone vs brand-loyal consumers 3.3 Designing Effective Promotion Campaigns • Setting promotion objectives (trial, repeat purchase, stock clearance) • Selecting the right promotion mix • Timing and seasonality 3.4 Evaluation of Sales Promotion Effectiveness • Pre and post campaign analysis • ROI of promotions • Sales lift vs brand dilution
	Module 4: Sales Promotion in Digital, Retail & Emerging Markets (15 Hours)
	4.1 Digital Sales Promotion Tools • Coupon codes, flash sales, cashback offers • App-based promotions (wallets, fintech platforms) • Gamification in promotions 4.2 E-commerce & Retail Promotions • Marketplace promotions (Amazon, Flipkart models) • Big Billion Days / Festive sales strategies • In-store vs online promotional integration

	4.3 Trade & Channel Promotions • Dealer contests and incentives • Retail merchandising strategies • Trade relationships and channel motivation 4.4 Rural & Tier-II/Tier-III Market Promotions (Indian Context) • Haats, melas, van campaigns • Local influencer strategies • Low-cost, high-impact promotions	
10	Text Books: 1. Belch, George E. & Belch, Michael A. (Indian Edition) – <i>Advertising and Promotion</i> 2. Ramaswamy, V.S. & Namakumari, S. – <i>Marketing Management (Indian Context)</i> 3. Gupta, S.L. – <i>Sales and Distribution Management</i> 4. Kapoor, Neeru – <i>Advertising and Personal Selling</i>	
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12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination
13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given to • Design a festival sales promotion campaign (Diwali/Etc) • Create a Flipkart/Amazon-style campaign strategy • Analyze a real promotion (e.g., Buy 1 Get 1 impact on brand)

Syllabus

B.A. (Multimedia and Mass Communication)

(Sem.- VI)

Title of Paper: RURAL MARKETING AND ADVERTISING

Sr. No.	Heading	Particulars
1	Description the course :	This course provides an in-depth understanding of the principles, strategies, and practices of advertising and sales promotion in contemporary markets. It explores the role of advertising in brand building and communication, along with tools and techniques of sales promotion used to stimulate consumer demand. The course emphasizes Indian market dynamics, real-life case studies, and integrated promotional strategies across traditional and digital media.
2	Vertical :	Major - elective
3	Type :	Theory
4	Credit:	4 credits (1 credit = 15 Hours for Theory or 30 Hours of Practical work in a semester)
5	Hours Allotted :	60 Hours
6	Marks Allotted:	100 Marks
7	Course Objectives: 1. To understand the structure and dynamics of rural markets in India 2. To analyse rural consumer behavior and purchasing patterns 3. To explore distribution, pricing, and product strategies for rural markets 4. To develop effective rural advertising and communication strategies 5. To study case studies of successful rural campaigns in India.	
8	Course Outcomes: 1. Explain the importance and potential of rural markets in India 2. Design marketing strategies suited for rural consumers 3. Create rural-specific advertising campaigns 4. Evaluate media channels and communication effectiveness in rural areas 5. Apply practical knowledge through case analysis and field insights	

9	Modules:	
	Module 1: Sales Promotion Concepts and Tools	(15 hours)
	1. Definition and scope of rural marketing 2. Evolution of rural marketing in India 3. Rural vs Urban markets – key differences 4. Demographic, economic and socio-cultural profile of rural India 5. Role of agriculture, income patterns and rural economy 6. Government initiatives and schemes impacting rural markets (e.g., Digital India, PMGSY) 7. Emerging opportunities in rural markets	
	Module 2: Rural Consumer Behaviour	(15 hours)
	1. Characteristics of rural consumers 2. Factors influencing rural buying behavior 3. Role of family, community and opinion leaders 4. Cultural values, traditions and belief systems 5. Brand awareness and brand loyalty in rural markets 6. Rural decision-making process 7. Challenges in understanding rural consumers	
	Module 3: Rural Marketing Strategies	(15 hours)
	1. Product strategies for rural markets (design, packaging, affordability) 2. Pricing strategies (low unit packs, sachet marketing) 3. Distribution strategies (haats, mandis, rural retail, last-mile delivery) 4. Role of intermediaries and rural supply chain 5. Role of microfinance, self-help groups (SHGs) and cooperatives 6. Use of technology in rural marketing (mobile penetration, digital payments) 7. Case studies (e.g., FMCG, telecom, agri-products in rural India)	
10	Module 4: Rural Advertising & Communication	(15 Hours)
	1. Principles of rural communication 2. Challenges in rural advertising (literacy, language diversity, media reach) 3. Traditional media: folk media, melas, puppetry, wall paintings 4. Modern media: radio, TV, mobile, social media in rural context 5. Integrated rural communication strategies 6. Role of influencers: village leaders, local opinion makers 7. Designing rural advertising campaigns (message, language, visuals) 8. Case studies of successful rural campaigns in India	
11	Text Books: 1. Kashyap, Pradeep – <i>Rural Marketing</i> 2. Krishnamacharyulu & Lalitha Ramakrishnan – <i>Rural Marketing: Text and Cases</i> 3. Dogra & Ghuman – <i>Rural Marketing: Concepts and Practices</i> 4. Badi & Badi – <i>Rural Marketing</i> 5. Mathur, U.C. – <i>Rural Marketing</i>	
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12	Internal Continuous Assessment: 40%	External, Semester End Examination 60% Individual Passing in Internal and External Examination

13	Continuous Evaluation through: Quizzes, Class Tests, presentation, project, role play, creative writing, assignment etc.(at least 3)	Individual/ group project should be given • Secondary research on rural consumption trends in India • Field visit / survey of a nearby rural or semi-rural market • Consumer profiling exercise • Develop a rural marketing strategy for a selected product • Create a rural advertising campaign (print/audio/video concept) • Group presentation on rural campaign effectiveness
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QUESTION PAPER PATTERN

(External and Internal)

Semester End Examination: 60 Marks

Time : 2.00 hr

QUESTION PAPER PATTERN

Question.1. is compulsory

Attempt any 3 from Q2. –Q.5

Each question carries 15 Marks

Question No	Questions	Marks
Q 1	Practical/ Case study	15
Q 2	Practical/ Theory	15
Q 3	Practical/ Theory	15
Q 4	Practical/ Theory	15
Q 5	Practical/ Theory	15
	TOTAL	60

Note:

1. Equal Weightage is to be given to all the modules.
2. 15 marks question may subdivide into 7.5 marks each. Internal option shall be given, i.e attempt any two out of three. For direct 15 Marks question option should be given. Attempt any one out of two.
3. Use of simple calculator is allowed in the examination.
4. Wherever possible more importance is to be given to the practical problems.

Continuous Evaluation: Internal (40 marks)

	Assessment/ Evaluation	Marks
1	Practical based projects.	20
2	Participation in Workshop / Conference/ Seminar/ Live Case Study/ Field Visit/ Certificate Course. (Physical/online mode)	20

Letter Grades and Grade Points:

Semester GPA/ Programme CGPA Semester/ Programme	% of Marks	Alpha-Sign/ Letter Grade Result	Grading Point
9.00 - 10.00	90.0 - 100	O (Outstanding)	10
8.00 - < 9.00	80.0 - < 90.0	A+ (Excellent)	9
7.00 - < 8.00	70.0 - < 80.0	A (Very Good)	8
6.00 - < 7.00	60.0 - < 70.0	B+ (Good)	7
5.50 - < 6.00	55.0 - < 60.0	B (Above Average)	6
5.00 - < 5.50	50.0 - < 55.0	C (Average)	5
4.00 - < 5.00	40.0 - < 50.0	P (Pass)	4
Below 4.00	Below 40.0	F (Fail)	0
Ab (Absent)	-	Ab (Absent)	0

Sign of the BOS
Dr. Navita Kulkarni
Chairperson
BOS/Ad-hoc BOS in
Mass Media

Sign of the
Offg. Associate
Dean
Dr. Suchitra Naik
Faculty of
Humanities

Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sign of the
Offg. Dean
Prof. Anil Singh
Faculty of
Humanities

As Per NEP 2020

University of Mumbai



Vertical-6

Syllabus for Community Engagement Project (CEP)

Faculty of _____

Board of Studies in _____

Name of the Programme –

Semester

V

Credits

2

Duration

30 hrs (Field Work+ Survey)
+ 15hrs (Discussion + Report Writing)
: Total - 45 hrs

From the Academic Year

2026-27

Name of Faculty:- __Prof Kavita Makhija, Dr. Gajendra Deoda_____

Name of Programme :- __BAMMC_____

Duration :- 30 hrs (Field Work+ Survey) + 15hrs (Discussion + Report Writing) : Total - 45 hrs

Indicative Topics for CEP

Sr. No.	Name of the Topic
1	Digital literacy for senior citizens
2	Cyber-Safety Campaigns
3	Fact-Checking Workshops for Schools to identify "fake news on social media
4	Ethical Advertising & Representation
5	Civic Rights & Consumer Awareness Drive
6	Mental Health Stigma Reduction
7	Waste Segregation & Plastic Ban Campaigns:
8	Sustainable Consumption Marketing
9	Simplifying Public Policies
10	Nutritional Literacy for Anganwadis/ Daycares
11	Road Safety & Traffic Awareness
12	Combating Health Misinformation on Whatsapp groups
13	Financial Literacy Campaigns for workers
14	Hyper-Local Tourism & Culture Storytelling
15	Digital Makeovers for Street Vendors
16	Civic Issue Mapping survey
17	Digital Literacy for Older Generations
18	Community safety measures for women
19	Survey on policies meant for women
20	Safety measures for children
21	The "Two-Bin" Neighborhood Campaign
22	Society Composting Setup:
23	E-Waste Collection Hubs:
24	Marketplace Single-Use Plastic Audit:
25	Public Restroom Sanitation Index: Students survey,

The topics are indicative and the faculty members should allot Community Engagement Project that are relevant and important as per core Subject. The Community Engagement Project may be taken individual or in a group up to 5 students with proper guidance from Faculty.

Evaluation Pattern:-

Evaluation during CEP Program involves two key components :-

External Evaluation 60%

Internal Evaluation 40%

Evaluation Chart

(i) External Evaluation (Marks 30)

Criteria	Marks
Objectives, Literature Review , Methodology, Data Analysis, Conclusion and Recommendations	15
Overall Project Report Structure and Style	5
Presentation Skills & Communication	10
Total	30

(ii) Internal Evaluation by Guide (Marks 20)

Criteria	Marks
Attendance, Community interactions completion and interaction with Supervisor	10
Overall Report quality	10
Total	20

*** Please see the Guidelines for Community Engagement Project for UG Students, as per NEP 2020**

Sign of the BOS
Name_____
Chairman/
Co-Ordinator
BOS/ Ad-hoc BOS in

Sign of the
Offg. Associate
Dean
Dr. Suchitra Naik
Faculty of
Humanities

Sign of the
Offg. Associate Dean
Prof. Manisha
Karne
Faculty of Humanities

Sign of the
Offg. Dean
Prof. Anil Singh
Faculty of
Humanities