

# Bachelor of Arts in Multimedia and Mass Communication

## (BAMMC)

<u>SR.NO</u>	<b>PROGRAM OUTCOME</b>
1	BAMMC program helps Students to acquire the skill of Ad making along with knowledge about various departments involved in the advertising field like Brand building, Copywriting, Consumer behavior, etc.
2	BAMMC program helps Students to acquire knowledge regarding Media Mix and how to plan Media buying and planning strategies,
3	BAMMC program helps Students to Enhance career prospects based on skill areas and make them employable in different segments of Media and Entertainment industry.
4	BAMMC program helps Students to impart skills related to Information Communication Technologies (ICTs), including digital and media literacy and competencies.
5	BAMMC program helps Students to impart the knowledge of Mass communication & Journalism covering a wide areas of studies
6	BAMMC program helps Students to apply objectivity and critical thinking for communicating to the masses through a variety of mediums such as Short Films, Documentary Films, PTC for Television, Advertising and PR Campaign, Event Management, News Paper Production for Print.
7	It has been designed to provide students with knowledge in communication skills, critical thinking and creativity, writing skills, oral presentation skills and a mastery of various mass communications media in our global information age.
8	Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
9	Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.
10	Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.

SR.NO	PROGRAM SPECIFIC OUTCOME
1	BAMMC is a career-oriented course that gives various career options to the students like moviemaking, theater, radio, journalism, copywriting, scriptwriting, branding, or PR, all these career options can be explored after getting a degree in BAMMC.
2	BAMMC course helps learners to Understand the fundamental relations between society, culture and communication.
3	BAMMC course enables learners to develop into competent and efficient Media & Entertainment Industry ready professionals
4	BAMMC course Provides advanced knowledge of communication theories and models.
5	Computer software skills are sure to be sharpened in BAMMC with software like Microsoft Word, Microsoft PowerPoint, Adobe Photoshop, and Corel Draw as well as video editing software like Pinnacle and Premier Pro.
6	To prepare socially responsible media academicians, researchers, professionals with global vision
7	Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia
8	Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms
9	Digital marketing is a blooming field in recent years. Digital marketers need to know about social media, content marketing, analytics, email marketing, and so on. Fortunately, as part of the BAMMC course,
10	The learner becomes skilled in logo design, brand building and selecting journalism if students have love for writing, editing, reporting, copywriting. At the end both are creative fields.

**SEM-I**

<b>COURSE CODE</b>	BAMMEC-101
<b>COURSE NAME</b>	Effective Communication Skills
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	1 (LANGUAGE)
<b>CO SR NO :</b>	Ability Enhancement Compulsory Course
<b>1</b>	Students get awareness about media and its way of communicating through media terminology
<b>2</b>	Students develop keen reading skills in Students
<b>3</b>	Learner will inculcate the value of critical thinking and analysing
<b>4</b>	Learner will be introduced key concepts of communication
<b>5</b>	Learner will get clear idea about the concepts of grammar use while reading, writing, speaking.
<b>6</b>	Learner will understand translation and its uses in the media world

<b>COURSE CODE</b>	BAMMFC-102
<b>COURSE NAME</b>	Foundation Course-I
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	2
<b>TYPE OF COURSE</b>	Ability Enhancement Compulsory Course
<b>CO SR NO :</b>	2
<b>1</b>	Discuss multi cultural diversity of Indian society through its demographic composition, population distribution according to religion, caste and gender
<b>2</b>	Describe linguistic diversity, regional variation.
<b>3</b>	Discuss violence against women and portrayal of women in media.
<b>4</b>	Identify inequalities faced by people with physical and mental disabilities.
<b>5</b>	Examine inequalities due to Caste system and inter group conflicts.
<b>6</b>	Narrate issues on Communalism and Regionalism

<b>COURSE CODE</b>	BAMMVC-103
<b>COURSE NAME</b>	VisualCommunication
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Core
<b>CO SR NO :</b>	3
<b>1</b>	To provide student with media tools which help them in their visualization and creative abilities
<b>2</b>	To understand the various theories of visual communication
<b>3</b>	To understand the impact of colours while visualisation
<b>4</b>	To help learners understand the channels of visual communication
<b>5</b>	To understand scripts, photography and other visual mediums
<b>6</b>	To provide student with media tools which help them in their visualisation and creative abilities

<b>COURSE CODE</b>	BAMMFMC-104
<b>COURSE NAME</b>	Fundamentals of Mass Communication
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Core I
<b>CO SR NO :</b>	4
<b>1</b>	Students get acquainted to the history, evolution, and the development of Mass Communication in the world with special reference to India
<b>2</b>	Student will study the evolution of Mass Media as an important social institution.
<b>3</b>	Student will study the major forms of mass media
<b>4</b>	Student will understand the development of Mass Communication models.
<b>5</b>	Student will develop a critical understanding of Mass Media.
<b>6</b>	Student will understand the concept of New Media and Media Convergence and its implications.

<b>COURSE CODE</b>	BAMMCA-105
<b>COURSE NAME</b>	CurrentAffair
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Core II
<b>CO SR NO :</b>	5
<b>1</b>	To give a gist about the current general information and developments in India
<b>2</b>	To increase curiosity about Current affairs of the learners
<b>3</b>	To explain the basics of news in political, economical, social fields
<b>4</b>	To learn about different beats of news while reading a newspaper
<b>5</b>	To learn about various social and political issues of Maharashtra
<b>6</b>	To understand various tools and technologies used in Journalism

<b>COURSE CODE</b>	BAMMHM-10
<b>COURSE NAME</b>	History of Media
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Discipline Specific Elective
<b>CO SR NO :</b>	6
<b>1</b>	To learn about the key events which were remarkable in the history of media
<b>2</b>	To understand the major developments seen in the Media throughout the years
<b>3</b>	History of media professionals in shaping the current media
<b>4</b>	To understand the work of press in media history
<b>5</b>	To understand the work of various media channels down the historical line
<b>6</b>	To understand the role of media icons in history

**SEM-II**

<b>COURSE CODE</b>	BAMMEC-201
<b>COURSE NAME</b>	Effective communication –II
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Ability Enhancement Compulsory Course
<b>CO SR NO :</b>	1
<b>1</b>	To understand how to write a report in media perspective
<b>2</b>	To understand organizational writing in Professional backdrop
<b>3</b>	To study Informal and Formal Writing in media
<b>4</b>	To understand right to information acts
<b>5</b>	To understand how to write press release and letter to the and features
<b>6</b>	To understand writing for publicity material

<b>COURSE CODE</b>	BAMMFC-202
<b>COURSE NAME</b>	Foundation course –II
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	2
<b>TYPE OF COURSE</b>	Ability Enhancement Compulsory Course
<b>CO SR NO :</b>	2
<b>1</b>	To study about constitution of India
<b>2</b>	To learn about the socio political issues of the country
<b>3</b>	To understand how globalisation has evolved in the Indian society
<b>4</b>	What is Human Rights and its concepts
<b>5</b>	Understanding Indian ecology and current issues related to environment
<b>6</b>	To understand managing of stress and coping with it's issues

<b>COURSE CODE</b>	BAMMCW-203
<b>COURSE NAME</b>	Content Writing
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Core
<b>CO SR NO :</b>	3
<b>1</b>	To recap the previous grammar usage and clear the confusing concepts
<b>2</b>	To provide student with tools to communicate effectively
<b>3</b>	To understand how to write in the field of media and communication
<b>4</b>	To learn enhancing of reading, writing and editing skills
<b>5</b>	To learn Writing tips and tricks for all mediums
<b>6</b>	To recap the previous grammar usage and clear the confusing concepts

<b>COURSE CODE</b>	BAMMID-204
<b>COURSE NAME</b>	Introduction to Advertising
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Core I
<b>CO SR NO :</b>	4
<b>1</b>	To provide basic understanding of advertisement and its growth
<b>2</b>	To understand the importance of advertisement in the field of media
<b>3</b>	To enhance the advertising or creativity of students while they make a campaign
<b>4</b>	To learn about the various job roles present in advertising
<b>5</b>	To understand how an advertising agency works as a profession
<b>6</b>	To keep up with the current advertising trends and fads

<b>COURSE CODE</b>	BAMMIJ-205
<b>COURSE NAME</b>	Introduction to Journalism
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Core II
<b>CO SR NO :</b>	5
<b>1</b>	To help the learners understand the history of journalism in the world and India
<b>2</b>	To understand the terms like press news and its functions in relations with journalism
<b>3</b>	To learn the process of writing a good story that could turn into a news
<b>4</b>	To learn the principles and format of journalism
<b>5</b>	To understand the current trends of writing a copy in journalism and other works done by a journalist
<b>6</b>	To understand the various job roles present in journalism background

<b>COURSE CODE</b>	BAMMMGC-206
<b>COURSE NAME</b>	Media, Gender and culture
<b>LEVEL OF COURSE</b>	BASIC
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Discipline Specific Effective
<b>CO SR NO :</b>	6
<b>1</b>	To understand the significance of media and culture and it's importance
<b>2</b>	To understand the correlation between media gender and culture
<b>3</b>	To understand the evolving perspectives of media gender and culture
<b>4</b>	To understand the influence of media on gender and culture
<b>5</b>	To help learners understand about media and globalization
<b>6</b>	To understand the meaning of media and digitalisation



**SEM-III**

<b>COURSE CODE</b>	BAMMC EM-3011
<b>COURSE NAME</b>	Electronic Media-I
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	2
<b>TYPE OF COURSE</b>	Ability Enhancement Compulsory Course
<b>CO SR NO :</b>	1
<b>1</b>	Learners will be able to learn To make the students acquainted with working of the two powerful media;
<b>2</b>	Learners will be able to learn radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
<b>3</b>	
<b>4</b>	learners will be able to learn producing audio & video materials for distribution through media .
<b>5</b>	Learners will be able to learn about television station creative services and promotions production.
<b>6</b>	Learners will be able to learn multi camera studio producing and directing

<b>COURSE CODE</b>	BAMMC CCPR-302
<b>COURSE NAME</b>	Corporate Communication and Public Relations
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Discipline Specific Core I
<b>CO SR NO :</b>	2
<b>1</b>	To understand the meaning of corporate communication and public relation
<b>2</b>	To understand what is employee communication and its relation to corporate communication and public relation
<b>3</b>	To understand the various theories of corporate communication
<b>4</b>	To help learners understand what is public relation and their rules
<b>5</b>	To understand the crisis management and communication done by professional groups
<b>6</b>	To critically analyse a particular crisis situation and understand how a corporate communication would solve it

<b>COURSE CODE</b>	BAMMC MS-303
<b>COURSE NAME</b>	<b>Media Studies</b>
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Discipline Specific Core II
<b>CO SR NO :</b>	3
<b>1</b>	To provide understanding of media theories
<b>2</b>	To understand the relation of media with culture and society
<b>3</b>	To learn media studies in the context of the current trends and globalisation
<b>4</b>	To understand the meaning of New age media and its impact
<b>5</b>	To understand how digital media works and its importance
<b>6</b>	To learn about media effects and behaviour

<b>COURSE CODE</b>	BAMMC IP-304
<b>COURSE NAME</b>	<b>Introduction to Photography</b>
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Discipline Specific Core III
<b>CO SR NO :</b>	4
<b>1</b>	To introduce to media learner the basics of Camera and photography
<b>2</b>	To introduce to media learners the ability of image into effective communication.
<b>3</b>	To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.
<b>4</b>	To practice how a picture speaks thousand words by enlightening the learner on how.
<b>5</b>	To develop the base of visualisation among learners in using pictures in practical projects.
<b>6</b>	To help learners work on a given theme or the subject into making a relevant picture or photo feature.

<b>COURSE CODE</b>	BAMMC FCO-305
<b>COURSE NAME</b>	Film Communication-I
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Discipline Specific Effective
<b>CO SR NO :</b>	5
<b>1</b>	To inculcate liking and understanding of good cinema.
<b>2</b>	To give brief introduction of world cinema
<b>3</b>	Understanding the power of visuals and sound and the ability to make use of them in effective communication.
<b>4</b>	To make students aware of a different aspects of cinema
<b>5</b>	To make students aware with a brief history of movies; the major cinema Movements.
<b>6</b>	To Insight into film techniques and aesthetics.

<b>COURSE CODE</b>	BAMMC CMM-306
<b>COURSE NAME</b>	Computers and Multimedia-I
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	2
<b>TYPE OF COURSE</b>	Practical [Core VII]
<b>CO SR NO :</b>	6
<b>1</b>	To help learners make the media industry ready.
<b>2</b>	To help learners to be aware of the minimum requirement of the software when stepping out in the industry.
<b>3</b>	To help learners work on small scale projects during the academics period
<b>4</b>	To introduce the media software to make the learners understand what goes behind the scene and help choose their stream.
<b>5</b>	To prepare learners skilled enough for independency during project papers in TY sem VI
<b>6</b>	To equip the students with an understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.

**SEM-IV**

<b>COURSE CODE</b>	BAMMC EM-4011
<b>COURSE NAME</b>	Electronic Media
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	2
<b>TYPE OF COURSE</b>	Elective01 (AEEC-1)
<b>CO SR NO :</b>	1
<b>1</b>	Understanding the two power media -Radio and Television
<b>2</b>	Exemplifying the growth and evolution of electronic media
<b>3</b>	Understanding regional media and channels
<b>4</b>	Learning about New Formats like TRP, panel discussion etc
<b>5</b>	Understanding writing for radio and television
<b>6</b>	Learning about current emerging trends in electronic media

<b>COURSE CODE</b>	BAMMC WEM 402
<b>COURSE NAME</b>	Writing and Editing for Media
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	Elective 01 [Ability Enhancement Compulsory Course]
<b>TYPE OF COURSE</b>	CORE VIII DSC D1
<b>CO SR NO :</b>	2
<b>1</b>	Providing ability to understand writing styles for various media platforms
<b>2</b>	Help learners acquire information gathering skills and techniques
<b>3</b>	To understand similarities and differences while writing for different media
<b>4</b>	learners will get to understand the various formats of writing
<b>5</b>	Understanding the importance of of writing clearly
<b>6</b>	Providing ability to understand writing styles for various media platforms

<b>COURSE CODE</b>	BAMMC MLE
<b>COURSE NAME</b>	Media Laws and ethics
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	(DSC D2) CORE IX
<b>CO SR NO :</b>	3
<b>1</b>	Providing learners with an understanding of laws related to media
<b>2</b>	Understanding laws which impact media
<b>3</b>	Sensitizing students towards social and ethical responsibility of media
<b>4</b>	Learning about various press bodies
<b>5</b>	Exemplifying media laws to the learners with specific acts
<b>6</b>	Learning about ethics and social responsibility for fake news

<b>COURSE CODE</b>	BAMMC MMR-404
<b>COURSE NAME</b>	MASS MEDIA RESEARCH
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	(DSC-D3) CORE X
<b>CO SR NO :</b>	4
<b>1</b>	Learner will be able to debate in Research approaches and equip them with tools to carry on research
<b>2</b>	Learner will understand the scope and techniques of media research, their utility and limitations
<b>3</b>	Learners will understand the Data collection methodology.
<b>4</b>	Learners will be introduced to the different kinds of content analysis.
<b>5</b>	Learners will understand how to apply research in Mass Media.
<b>6</b>	Learners will understand the Semiotics of the Mass Media

<b>COURSE CODE</b>	BAMMC FCO-405
<b>COURSE NAME</b>	Film Communication II
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	(DSC-D4) DRG
<b>CO SR NO :</b>	5
<b>1</b>	Students will get Awareness of the cinema of different regions.
<b>2</b>	Students will Understand the contribution of cinema in society.
<b>3</b>	Students will now be able to make technically and grammatically good films.
<b>4</b>	Students will learn from film making to marketing of films.
<b>5</b>	Students will learn the Economic aspects of film.
<b>6</b>	Students can make Careers in film industry

<b>COURSE CODE</b>	BAMMC CMM-406
<b>COURSE NAME</b>	Computer Multimedia II
<b>LEVEL OF COURSE</b>	Medium
<b>COURSE CREDIT</b>	2
<b>TYPE OF COURSE</b>	(Practical) DRG
<b>CO SR NO :</b>	6
<b>1</b>	To help learners be media industry ready.
<b>2</b>	This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
<b>3</b>	To introduce the media software to make the learner understand what goes behind the scene and help them choose their stream.
<b>4</b>	To prepare learners skilled enough for independence during project papers in TY sem.VI.
<b>5</b>	To help learners work on small scale projects during the academic period.
<b>6</b>	Learners will be able to design softwares for media use

**SEM-V**

<b>COURSE CODE</b>	BAMMC DRGA-501
<b>COURSE NAME</b>	COPY WRITING
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Compulsory Code
<b>CO SR NO :</b>	1
<b>1</b>	The student will be familiar with the concept of copywriting as selling through writing
<b>2</b>	The student will learn the process of creating original, strategic, compelling copy for various mediums
<b>3</b>	In an ad agency, as a copywriter, one cannot “Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
<b>4</b>	To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity
<b>5</b>	train students to generate, develop and express ideas Effectively.
<b>6</b>	There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

<b>COURSE CODE</b>	BAMMC DRGA-502
<b>COURSE NAME</b>	ADVERTISING & MARKETING RESEARCH
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Compulsory Code
<b>CO SR NO :</b>	2
<b>1</b>	The course is designed to inculcate the analytical abilities and research skills among the students.
<b>2</b>	To understand research methodologies – Qualitative Vs Quantitative
<b>3</b>	To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
<b>4</b>	To understand the scope and techniques of Advertising and Marketing research, and their utility.
<b>5</b>	To inculcate the analytical abilities and research skills among the students.
<b>6</b>	Learner will be able to develop their analytical skill

<b>COURSE CODE</b>	BAMMC EABB 1502
<b>COURSE NAME</b>	BRAND BUILDING
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives 1
<b>CO SR NO :</b>	3
<b>1</b>	To understand the awareness and growing importance of Brand Building
<b>2</b>	To know how to build, sustain and grow brands
<b>3</b>	To know the various new way of building brands
<b>4</b>	To know about the global perspective of brand building.
<b>5</b>	To know the concept of Brands and to study the process of building brands.
<b>6</b>	Brand building study intends to study its importance to the consumer and advertisers.



<b>COURSE CODE</b>	BAMMC EAAM 1503
<b>COURSE NAME</b>	AGENCY MANAGEMENT
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives 2
<b>CO SR NO :</b>	4
<b>1</b>	To acquaint the students with concepts, techniques and give experience in the field of ad agency
<b>2</b>	To make students understand application of concepts for developing an effective advertising campaign.
<b>3</b>	To make students know how an ad agency works and what opportunities exist
<b>4</b>	To familiarize students with the different aspects of running an ad agency
<b>5</b>	To inculcate competencies to undertake professional work in the field of advertising.
<b>6</b>	To acquaint the students with concepts, techniques for developing an effective advertising campaign

<b>COURSE CODE</b>	BAMMC EAAM 1503
<b>COURSE NAME</b>	CONSUMER BEHAVIOUR
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives 3
<b>CO SR NO :</b>	4
<b>1</b>	To understand role of marketing in influencing consumer behaviour.
<b>2</b>	To analyze the role of marketer & the consumer in advertising.
<b>3</b>	To sensitize the students to the changing trends in consumer behaviour.
<b>4</b>	To explain the consumer behavior and marketing concepts.
<b>5</b>	To interpret psychographic influences on consumer behaviour
<b>6</b>	To analyze social and cultural influences on consumer behaviour.

<b>COURSE CODE</b>	BAMMC EAAM 1503
<b>COURSE NAME</b>	Direct Marketing & E- Commerce
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives 4
<b>CO SR NO :</b>	4
<b>1</b>	Learners will comprehend the increasing significance of E- Commerce and its applications in Business and Various Sectors
<b>2</b>	Learners will competent with Digital Marketing activities on various Social Media platforms and its emerging significance in Business
<b>3</b>	Learners will recognize the Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organization
<b>4</b>	Learners will identify the current Payment, Security, Privacy and Legal Issues in ECommerce.
<b>5</b>	Learner will get an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
<b>6</b>	Learner understand the various techniques of direct marketing and its advantages

**SEM VI**

<b>COURSE CODE</b>	BAMMC DRGA-601
<b>COURSE NAME</b>	Digital Media
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Compulsory Code
<b>CO SR NO :</b>	1
<b>1</b>	To evaluate the role of digital marketing platform & analyse the key goals & stages of digital campaigns
<b>2</b>	To describe digital marketing plans
<b>3</b>	To analyse the challenges while working as digital marketer & will identify different types of cyber law
<b>4</b>	Understand the of use key digital marketing tools
<b>5</b>	Learn to develop digital marketing plans
<b>6</b>	Understand digital marketing platform

<b>COURSE CODE</b>	BAMMC DRGA-602
<b>COURSE NAME</b>	Advertising Design
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	4
<b>TYPE OF COURSE</b>	Compulsory Code
<b>CO SR NO :</b>	6
<b>1</b>	To describe, examine and recognize agency departments, role of each department and design as a language of emotions
<b>2</b>	To discover, discuss and explain negative space and optical illusions
<b>3</b>	To articulate, compute and explain word expression and logo,
<b>4</b>	To analyse, explain and illustrate layout and use of picture as means to select target audience
<b>5</b>	To debate, distinguish and summarise typography
<b>6</b>	To compile, formulate and infer art direction for different media and campaign planning

<b>COURSE CODE</b>	BAMMC EAAC 2601
<b>COURSE NAME</b>	Advertiisng in Contemporary Society
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives
<b>CO SR NO :</b>	3
<b>1</b>	To understand Liberalization and its impact on the economy and other areas of Indian society
<b>2</b>	To compare and analyse the advertising environment of different countries
<b>3</b>	To understand the environment of Advertising in Contemporary Society
<b>4</b>	To understand the different types of Advertising
<b>5</b>	To understand social marketing and advertising
<b>6</b>	To understand the various areas for Social Marketing

<b>COURSE CODE</b>	BAMMC EABM 2602
<b>COURSE NAME</b>	Brand Management
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives
<b>CO SR NO :</b>	4
<b>1</b>	To identify, describe and state brand and brand management in the market. To understand challenges and opportunities brand equity models
<b>2</b>	To classify and indicate planning and implementing brand marketing programs
<b>3</b>	To understand marketing such as experiential marketing, One to One marketing etc. and product strategy.
<b>4</b>	To understand meaning, importance, objectives and sources of brand equity, and steps of brand building.
<b>5</b>	To categories, evaluate and illustrate measuring and interpreting brand performance.
<b>6</b>	To understand online brand promotions, role of brand ambassadors, celebrities, loyalty program.

<b>COURSE CODE</b>	BAMMC EAMP 2603
<b>COURSE NAME</b>	Media Planning & Buying
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives
<b>CO SR NO :</b>	5
<b>1</b>	Define, describe, illustrate and explain media planning and it's selection. List down, discuss, explain and illustrate the source of media research.
<b>2</b>	Identify, describe, determine and evaluate the process of media planning. Name, compare, develop and analyze the criteria for selecting media vehicles.
<b>3</b>	Identify, describe, determine and select suitable media options. Define, discuss, illustrate and explain the concept of communication mix.
<b>4</b>	Identify, discuss, explain and analyze the negotiation skills in media buying. Name, classify, examine and evaluate various digital channels. Read, express, solve and evaluate steps in digital media buying
<b>5</b>	To describe, define, discuss, scope and overview of rural marketing and its evolution.
<b>6</b>	To understand budget allocation for a Media plan

<b>COURSE CODE</b>	BAMMC EARM 2605
<b>COURSE NAME</b>	Rural Marketing & Advertising
<b>LEVEL OF COURSE</b>	ADVANCE
<b>COURSE CREDIT</b>	3
<b>TYPE OF COURSE</b>	Electives
<b>CO SR NO :</b>	6
<b>1</b>	To explain demography of rural marketing, rural demands, lifestyle of rural India.
<b>2</b>	To describe and explore rural marketing strategies, product services and challenges and innovation measures.
<b>3</b>	To understand meaning and definition of rural advertising, rural communication, sales promotion strategies
<b>4</b>	To explain traditional and modern media such as puppetry, dance, drama and cinema hall.
<b>5</b>	To understand rural consumers and effects of conventional and non-conventional media.
<b>6</b>	To explain traditional and modern media such as puppetry, dance, drama and cinema hall.