SEMESTER – V

1. Name of the Faculty: Mass Communication					
2. Course Name	**FUNDAMENTALS OF RESEARCH METHODOLOGY**		**L**	**T**	**P**
3. Course Code	JM301		3	1	0
4. Type of Course (use tick mark)			**Core ()**	**DE ( )**	**FC (√)**
5. Pre-requisite (ifany)	10+2 in any discipline	**6. Frequency (use tickmarks) Even ()**	**Odd (√)**	**Either Sem ( )**	**Every Sem ( )**

7. Total Number of Lectures, Tutorials, Practicals

Lectures = 30	Tutorials = 10	Practical = Nil

8. COURSE OBJECTIVES: The main objective of this course is to introduce principle sand types of research methodology to students and get them acqauainted with the importance of ethical research practices, tools of research, Research Design, Qualitative and Quantitative research and basic data analysis tools

9. COURSE OUTCOMES (CO):
After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Student should understand the need and practice of research in academia
CO2	Students should be able to identify various types of research design and research tools
CO3	Students will be able to outline the requirements of Quantitative Research
CO4	Students will be able to outline the requirements of Qualitative Research
CO5	Students will be introduced to various research referencing styles and be able to apply their knowledge and write and submit a basic research papers

10. Unit wise detailed content

Unit-1	Number of lectures = 08	Title of the unit: Need for Research, Various Research types	Mapped CO: 1

Concept of Research, finding a research gap and arriving at a topic, research ethics, plagiarism

Unit-2	Number of lectures =08	Title of the unit: Various types of research design and research tools	Mapped CO: 2

Introduction to Research Design, Writing Literature reviews, Format of a basic Research paper, Research Methodology

Unit-3	Number of lectures =08	Title of the unit: Qualitative Research Design	Mapped CO: 3

Importance of Qualitative Research Design, Designing a Questionnaire/ Structured interview design, Types of Methods—Interview/ Focused Group Discussion

Unit-4	Number of lectures = 08	Title of the unit: Quatitative Research Design	Mapped CO: 4

Importance of Quantitative Research Design, Statistical tools for Quantitative Research Design, Methods of data analysis, Using software for data analysis

Unit-5	Number of lectures = 08	Title of the unit: Governments curbs and regulation on the Media, TRP game and newspaper rankings	Mapped CO: 5

Introduction to referencing styles and research resources, Structuring a research paper, writing a research paper with correct referencing

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	1	3	3	3
CO2	2	3	1	1	2	1	2	1	3	2	3
CO3	2	2	1	1	1	1	2	2	3	3	3
CO4	2	2	1	1	2	1	2	2	3	2	3
CO5	2	1	1	1	2	1	2	3	3	3	2

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.voxco.com/blog/research-design/#:~:text=Research%20design%20refers%20to%20the,in%20the%20future%20as%20well.
2. https://www.scribbr.com/methodology/research-design/
3. https://research-methodology.net/research-methodology/research-design/
4. https://www.youtube.com/watch?v=ISX4oRf9pBE

13. Books recommended:

1. Creswell, J. W. (2014). Research Design: Qualitative, Quantitative and Mixed Methods Approaches (4th ed.). Thousand Oaks, CA: Sage
2. Patricia Leavy, Research Design Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches

1. Name of the Faculty: Mass Communication						
2. Course Name	EVENT MANAGEMENT			**L**	**T**	**P**
3. Course Code	JM302			3	1	0
4. Type of Course (use tick mark)				Core ( )	DE ( )	FC (√)
5. Pre-requisite (ifany)	10+2 in any discipline	**6.**	**Frequency (use tickmarks)** Even ( )	Odd (√)	Either Sem ( )	Every Sem ( )

7. Total Number of Lectures, Tutorials, Practicals

Lectures = 30	Tutorials = 10	Practical = Nil

COURSE OBJECTIVES: Event management is one of the best communication tools used by companies to reach millions of people, their target audience, for all their marketing, advertising and promotional activities. It is, therefore, very important to understand the role and purpose(s) of special events in an organization, to study the techniques and strategies required to plan successful events and also to promote, conduct and implement special events for the targeted markets.

9. COURSE OUTCOMES (CO):
After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Student should learn about the importance and role of event management
CO2	Students be understand various types of events and their structure and organization
CO3	Students should be able to inculcate the skills suited for managing events
CO4	Students should participate in managing events and get hand-on experience
CO5	Students should be able to analyze event impact and develop basic reports pre and post event

10. Unit wise detailed content

Unit-1	Number of lectures = 08	Title of the unit: Introduction to Event Management.	Mapped CO:1

Introduction to Event Management, Various types of Events and their categories and needs,Role& Scope of Event Management, Corporate needs for events,

Unit-2	Number of lectures =08	Title of the unit: Event Planing and resources	Mapped CO:1,2

Conceptualization, Event Planning & Proposal, Organizational Culture, Target audience for events, Event Formats—meetings, seminars, conferences

Unit-3	Number of lectures = 08	Title of the unit: Event Managing Skills	Mapped CO:2,3

Event Management Skills, Team Building, Managing and Event, Creating templates for events, on ground practice, Creatives in Events : Briefing the creative team, research, referencing, execution of creatives

Unit-4	Number of lectures = 08	Title of the unit: Event Marketing and Advertising	Mapped CO:2,4,5

Events – Marketing, Advertising, Promotion, Event Management – A PR Tool, Case Studies, Experiential Event Marketing,

Unit-5	Number of lectures = 08	Title of the unit: Event strategies	Mapped CO:

Event Budgeting & Accounting, Entertainment Marketing & Communication, Events as Services Marketing- Role & Scope, Production & Costing Special Events and MICE

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	2	3	3	3
CO2	2	2	1	3	1	1	2	3	3	3	3
CO3	2	2	2	2	1	2	1	1	2	3	3
CO4	2	2	1	2	1	1	2	2	3	3	3
CO5	2	1	1	2	1	1	2	3	3	3	3

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.youtube.com/watch?v=LgMbITJUdM0
2. https://www.youtube.com/watch?v=IML9R2et2nI&list=RDCMUCN83rA0uafgaB0lVtFAqSug&start_radio=1&rv=IML9R2et2nI&t=30ch?v=NrYFGu12bCg
3.https://www.youtube.com/watch?v=WxHWjmwNpdo
4. https://www.youtube.com/watch?v=oKvmMDndiuk

13. Books recommended:

1. The Accidental Creative: How to be Brilliant at a Moment's Notice By Todd Henry
2. The Wiley Series of Event Management Books
3. Event Management, Glenn Bowdin, Johnny Allen, William O'Toole, Rob Harris and Ian McDonnell
4. Event Marketing & Management, Sanjaya Singh Gaur, Sanjay V Saggere, Vikas Publishing House P Ltd
5. Event Management & Marketing N KelaiSelvan , ICFAI University Press
6. Successful Event Management: A Practical Handbook by Anton Shone and Bryn Parry
7. Brains on Fire: Igniting Powerful, Sustainable, Word of Mouth Movements Robbin Phillips
8. The Business of Event Planning: Behind-the-Scenes Secrets of Success Special Events by Judy Allen
9. Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, etc. Judy Allen

1 Name of the faculty: Mass Communication					
2. Course Name	**ADVERTISING DESIGN**	**L**	**T**	**P**	
3. Course Code	**JM303**	3	1	0	
4. Type of Course (use tick mark)		**Core ()**	**DE ( )**	**FC (√)**	
5. Pre-requisite (ifany)	10+2 in any discipline	**6. Frequency (use tickmarks)**	Even ()	Odd (√) Either Sem ( ) Every Sem ( )	

7. Total Number of Lectures, Tutorials, Practicals

Lectures = 30	Tutorials = 10	Practical = Nil

8. COURSE OBJECTIVES: Introducing the basic concepts of advertising, market strategies, writing for advertising and better understanding the advertising design

9. COURSE OUTCOMES (CO):
After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Student will learn about basic concepts of advertising
CO2	Students will learn about different kinds of advertising, creative writing for advertising
CO3	Students will learn about advertising design
CO4	Students will learn about modern communication theories
CO5	Students will learn about regulation in advertising and marketing strategies

10. Unit wise detailed content

Unit-1	Number of lectures = 08	Title of the unit: Introduction to advertising	Mapped CO: 1
Concept, meaning and definitions			
Unit-2	Number of lectures =08	Title of the unit: Scope and impact of advertising	Mapped CO:2, 3
Social and economic benefits of advertising			
Unit-3	Number of lectures = 08	Title of the unit: Types of advertising	Mapped CO:3
4 types of advertising			
Unit-4	Number of lectures = 08	Title of the unit: Market and advertising strategies	Mapped CO:5
Different segments of market, target audience and strategy of advertising			
Unit-5	Number of lectures = 08	Title of the unit: Web advertising	Mapped CO:5
Search engine optimization (SEO), Pay-per-click (PPC) advertising, Social media marketing			

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	1	2	3	2
CO2	2	2	2	3	1	1	2	2	1	2	1
CO3	2	1	1	2	1	3	2	1	2	1	2
CO4	3	2	1	2	1	2	2	1	2	3	1
CO5	2	1	2	2	2	1	2	2	1	2	3

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.youtube.com/watch?v=2fPdYh-KKI0
2. https://www.youtube.com/watch?v=xpl_q6Yt9YE

13. Books recommended:

1. Advertising management by jaishreejethani
2. Advertising by Ruchigupta
3. Advertising and IMC: principles and practice.

1. Name of the Faculty: MASS COMMUNICATIN						
2. Course Name	FILM & VIDEO PRODUCTION			L	T	P
3. Course Code	JM304			1	1	2
4. Type of Course (use tick mark)				Core ( )	DE ( )	FC (√)
5. Pre-requisite (ifany)	10+2 in any discipline	6. Frequency (use tickmarks)	Even ( )	Odd (√)	Either Sem ( )	Every Sem ( )

7. Total Number of Lectures, Tutorials, Practicals		
Lectures = 10	Tutorials = 10	Practical = 20

8. COURSE OBJECTIVES: Help students understand and appreciate the craft of Film making, and develop the aesthetic and creative sense required for the creating quality films.

9. COURSE OUTCOMES (CO):

After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Understand the craft of Film Making.
CO2	Learn about the different stages of Production.
CO3	Engage in the synopsis writing process.
CO4	Appreciate Good content and embrace the best practices.
CO5	Acquire skills of Documentary and Fiction storytelling.

10. Unit wise detailed content

Unit-1	Number of lectures = 08	Title of the unit: What is a Film	Mapped CO: 1, 5

What is a Film, Script and Structure, Style and Narrative Strategies, Story telling and Visual imagination.

Unit-2	Number of lectures =08	Title of the unit: Idea to Story	Mapped CO: 1, 2, 3

From an idea to a story, Screenplay, Shot Division, Visual Treatment.

Unit-3	Number of lectures = 08	Title of the unit: Cinematography	Mapped CO: 2, 4

Different Cameras and Formats, Camera Movement, Camera Angles, Framing and looking space, Headroom, 180 degree rule, Rule of Thirds, Types of Shots.

Unit-4	Number of lectures = 08	Title of the unit: Proposal and Pitching	Mapped CO: 3, 4

Writing a synopsis, Budgeting, Pitching, Fundraising, Film Festivals.

Unit-5	Number of lectures = 08	Title of the unit: Editing and Sound Design	Mapped CO:2, 5

Working with Timeline, Editing on Premiere Pro, Adding sound effects and music, creating a montage.

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	2	3	1	2	1
CO2	2	2	1	3	2	2	2	3	2	2	2
CO3	2	1	1	2	1	1	2	2	3	2	3
CO4	2	3	1	1	1	2	2	3	2	3	2
CO5	3	1	1	1	1	1	2	3	3	2	3

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.youtube.com/user/RJFilmSchool/videos
2. https://www.youtube.com/c/TylerMowery/videos
3. https://www.youtube.com/c/BehindtheCurtain/videos
4. https://www.youtube.com/channel/UCErSSa3CaP_GJxmFpdjG9Jw
5. https://www.youtube.com/c/JustWrite/videos
6. https://www.youtube.com/c/StudioBinder
7. https://www.youtube.com/user/Nerdwriter1
8. https://www.youtube.com/c/TomorrowsFilmmakers/videos
   1. https://www.youtube.com/c/TheCloserLook/videos

13. Books recommended:

4. Leonard C. Shyles. 2007. The Art of Video Production. Sage Publications, Inc., USA.
5. Katz, S. D. (2019). Film directing shot by shot: Visualizing from concept to screen.
6. Susan Hayward, Cinema studies : the key concepts /. 3rd Edition, London: Routledge, 2006.
7. Video production handbook, Gerald Millerson, Focal Press, 1992.

1. Name of the Faculty: Mass Communication						
2. Course Name	**FILM & VIDEO PRODUCTION PROJECT**			**L**	**T**	**P**
3. Course Code	JM05			0	0	8
4. Type of Course (use tick mark)				Core ()	DE ( )	FC (√)
5. Pre-requisite (ifany)	10+2 in any discipline	**6. Frequency (use tickmarks)**	Even (√)	Odd ( )	Either Sem ( )	Every Sem ( )

7. Total Number of Lectures, Tutorials, Practicals

Lectures = Nil	Tutorials = Nil	Practical = 80

8. COURSE OBJECTIVES: To learn and practice the craft of making Films, and produce a short film.

9. COURSE OUTCOMES (CO):
After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Equip the students with the tools required in making films.
CO2	Provide an Immersive experience of the film making process.
CO3	Familarise the students with the equipment and software used in film making.
CO4	Guide students in conceiving ideas and write screenplays.
CO5	Help students create a short film.

10. Unit wise detailed content

1. Conceptualisation, Pitch and Proposal
2. Planning, Writing, Shooting and Editing a short video
3. Planning, Writing, Shooting and Editing a short documentary
4. Planning, Writing, Shooting and Editing a short sketch video
5. Planning, Writing, Shooting and Editing a short film

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	2	2	2	2	2	2	2	2
CO2	2	2	1	2	1	1	2	3	3	2	2
CO3	2	3	1	2	2	2	2	3	2	2	3
CO4	3	3	3	1	3	1	3	2	3	3	3
CO5	3	3	3	1	3	2	2	2	3	1	3

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.youtube.com/user/RJFilmSchool/videos
2. https://www.youtube.com/c/TylerMowery/videos
3. https://www.youtube.com/c/BehindtheCurtain/videos
4. https://www.youtube.com/channel/UCErSSa3CaP_GJxmFpdjG9Jw
5. https://www.youtube.com/c/JustWrite/videos
6. https://www.youtube.com/c/StudioBinder
7. https://www.youtube.com/user/Nerdwriter1
8. https://www.youtube.com/c/TomorrowsFilmmakers/videos
9. https://www.youtube.com/c/TheCloserLook/videos

13. Books recommended:

1. The Art of Video Production, Leonard C. Shyles, 2007 Sage Publications, Inc., USA.
2. Film Directing Shot By Shot: Visualizing From Concept To Screen, London: Routledge, 2006.
3. Cinema studies : the key concepts , Susan Hayward, Lo Katz, S. D. 3rd Edition, 2019
4. Video production handbook, Gerald Millerson, Focal Press, 1992.

1. Name of the Faculty: Mass Communication										

2. Course Name	Event Management Project			L	T	P
3. Course Code	JM306			0	0	8
4. Type of Course (use tick mark)				Core (√)	DE ( )	FC ()
5. Pre-requisite (Ifany)	10+2 in any discipline	6. Frequency (use tickmarks)	Even ( )	Odd (√)	Either Sem ( )	Every Sem ( )

7. Total Number of Lectures, Tutorials, Practicals

Lectures = 0	Tutorials = 0	Practical = 80

8. COURSE OBJECTIVES: After studying this course students be able to design events, event flow charts and make event budget and maintain accounts for the same

9. COURSE OUTCOMES (CO):
After the successful course completion, learners will develop following attributes:

COURSE OUTCOME (CO)	ATTRIBUTES
CO1	Student be learn to apply his learning of event management to the project
CO2	Students will be involved with event marketing and planning teams in the University
CO3	Students shall actively Participate in Events and their mapping
CO4	Students will creating templates for smooth run of events
CO5	Students will do event budgeting and design alternative creatives

10. Unit wise detailed content

1. Conceptualization, Event Planning Pitch & Proposal
2. Team work exercises
3. Event flow design
4. Meetings, Seminars & Conferences
5. Preparing Event Budget &maintaining Accounts
6. Special Event Design: Presentations / Parties & Weddings: Planning & Logistics
7. Entertainment – (Cultural Events)

11. CO-PO mapping

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4
CO1	2	3	1	2	1	2	1	3	3	3	2
CO2	3	3	1	2	1	2	2	3	3	3	2
CO3	2	2	2	1	2	1	2	3	3	3	2
CO4	2	3	1	2	1	2	2	3	3	3	2
CO5	3	1	1	2	1	1	2	3	3	3	2

3 Strong contribution, 2 Average contribution, 1 Low contribution

12. Brief description of self-learning / E-learning component

1. https://www.youtube.com/watch?v=LgMbITJUdM0
2. https://www.youtube.com/watch?v=IML9R2et2nI&list=RDCMUCN83rA0uafgaB0lVtFAqSug&start_radio=1&rv=IML9R2et2nI&t=30ch?v=NrYFGu12bCg
3. https://www.youtube.com/watch?v=WxHWjmwNpdo
4. https://www.youtube.com/watch?v=oKvmMDndiuk