

BMM COURSE OUTCOME

Sr No.	Subject	Course Outcome
1.	Content Writing	<ol style="list-style-type: none"> 1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought
2.	Foundation Course I & II	<ol style="list-style-type: none"> 1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.
3.	Visual Communication	<ol style="list-style-type: none"> 1. To provide students with tools that would help them visualize and communicate. 2. Understanding Visual communication as part of Mass Communication 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication 4. To acquire basic knowledge in theories and languages of Visual Communication 5. The ability to understand and analyze visual communication from a critical perspective
4.	Fundamentals of Mass Communication	<ol style="list-style-type: none"> 1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. 2. To study the evolution of Mass Media as an important social institution. 3. To understand the development of Mass Communication models.

		<ol style="list-style-type: none"> 4. To develop a critical understanding of Mass Media. 5. To understand the concept of New Media and Media Convergence and its implications.
5.	Current Affairs	<ol style="list-style-type: none"> 1. To provide learners with overview on current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media 3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. 4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture
6.	History of Media	<ol style="list-style-type: none"> 1. Learner will be able to understand Media history through key events in the cultural history 2. To enable the learner to understand the major developments in media history. 3. To understand the history and role of professionals in shaping communications. 4. To understand the values that shaped and continues to influence Indian mass media. 5. Learner will develop the ability to think and analyze about media. 6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media
7.	Effective Communication I & II	<ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.

8.	Introduction to Advertising	<ol style="list-style-type: none"> 1. To provide the students with basic understanding of advertising, growth, importance and types. 2. To understand an effective advertisement campaigns, tools, models etc. 3. To comprehend the role of advertising , various departments, careers and creativity 4. To provide students with various advertising trends, and future.
9.	Introduction to Journalism	<ol style="list-style-type: none"> 1. To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
10.	Media Gender and Culture	<ol style="list-style-type: none"> 1. To discuss the significance of culture and the media industry. 2. To understand the association between the media, gender and culture in the society. 3. To stress on the changing perspectives of media, gender and culture in the globalised era.
11.	Financial Management for Marketing and Advertising	<ol style="list-style-type: none"> 1. To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units. 2. To enable the understanding of the need for financial planning through Budgets and their benefits. To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.
12.	- The Principles & Practice of Direct Marketing	<ol style="list-style-type: none"> 1. To understand the concept and importance of Direct Marketing 2. To understand the various techniques of direct marketing and its advantages
13.	Agency Management	<ol style="list-style-type: none"> 1. To acquaint the students with concepts,

		<p>techniques for developing an effective advertising campaign.</p> <ol style="list-style-type: none"> 2. To familiarize students with the different aspects of running an ad agency 3. To inculcate competencies to undertake professional work in the field of advertising.
14.	Advertising And Marketing Research	<ol style="list-style-type: none"> 1. To inculcate the analytical abilities and research skills among the students. To understand research methodologies – Qualitative vs Quantitative 2. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 3. To understand the scope and techniques of Advertising and Marketing research, and their utility
15.	Legal Environment & Advertising Ethics	<ol style="list-style-type: none"> 1. To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media. 2. To emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally. 3. To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection. 4. Advertising as a profession today & how to protect it the future of advertising a. The socio – economic criticisms b. Why Advertising needs to be socially responsible? c. The need for Critiques in Advertising 5. (The syllabus has been redesigned to include advertising in both traditional & New Media.
16.	Contemporary Issues	<ol style="list-style-type: none"> 1. To understand and analyze some of the present day environmental, political, economic and social concerns and issues. 2. To understand the present day problem and challenges.
17.	Digital Media	<ol style="list-style-type: none"> 1. To understand digital marketing platform.

		<ol style="list-style-type: none"> 2. To understand the key goals and stages of digital campaigns Understand the of use key digital marketing tools Learn to develop digital marketing plans
18.	Understanding Cinema	<ol style="list-style-type: none"> 1. This paper should aim to sensitize the students towards Cinema as a 2. Medium of Mass Communication and help them to become critical viewers of movies today.
19.	Cultural studies	<ol style="list-style-type: none"> 1. To create awareness on cultural theories and its relevance in media 2. To discuss the importance of cultural studies and its role in mass media. 3. To understand the cultural concepts and its impact on the media
20.	Introduction To Creative Writing	<ol style="list-style-type: none"> 1. To encourage students to read stories, poems, plays 2. To develop further and build upon the writing and analytical skills acquired in 3. To acquaint students with basic concepts in literary writing. 4. To prepare students to write for media.
21.	Introduction to Public Relations	<ol style="list-style-type: none"> 1. To prepare students for effective & ethical public communication on behalf of organisations. 2. To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management. 3. To equip students with basic skills to write & develop Press Release& other PR communication. 4. To design a PR campaign.
22.	Mass Media Research	<ol style="list-style-type: none"> 1. To introduce students to debates in Research approaches and equip them with tools to carry on research 2. To understand the scope and techniques of media research, their utility and limitations
23.	Introduction to Journalism	To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create

		awareness
24.	Print Production And Photography	To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.
25.	Organisational Behaviour.	<ol style="list-style-type: none"> 1. To impart knowledge of the basic concepts and facets of organizational behaviour. 2. To highlight the role of psychological factors & process at work. 3. To foster management skills among students.
26.	Radio & Television	<ol style="list-style-type: none"> 1. To acquaint students with the working of two powerful media i.e radio and television. 2. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
27.	Introduction to Advertising	<ol style="list-style-type: none"> 1. To introduce Students to the basic steps in advertising 2. To help students understand the creations of an ad campaign 3. To understand the structure of an Ad Agency
28.	Media Planning & Buying	<ol style="list-style-type: none"> 1. To develop knowledge of various characteristics of media. 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation 4. To understand budget allocation for a Media plan
29.	Brand Building	<ol style="list-style-type: none"> 1. To study the concept of Brands 2. To study the process of building brands 3. To study its importance to the consumer and advertisers
30.	Advertising In Contemporary Society	<ol style="list-style-type: none"> 1. To understand the environment in Contemporary Society 2. To understand Liberalization and its impact on the economy

		<ol style="list-style-type: none"> 3. To study contemporary advertising and society
31.	Consumer Behaviour	<ol style="list-style-type: none"> 1. To understand role of marketing in influencing consumer behaviour. 2. To analyze the role of marketer& the consumer in advertising. 3. To sensitize the students to the changing trends in consumer behaviour.
32.	Copywriting	<ol style="list-style-type: none"> 1. To familiarize the students with the concept of copywriting as selling through writing 2. To learn the process of creating original, strategic, compelling copy for various media 3. To train students to generate, develop and express ideas effectively
33.	Ad Design	<ol style="list-style-type: none"> 1. To make students understand the process of planning & production of advertisement 2. To highlight the importance of visual communication 3. To provide practical training in the field of advertising