

Bachelor of Arts in
Multimedia & Mass
Communication
(B.A.MMC)

Programme Outcome,
Programme Specific Outcome
& Course Outcome

PROGRAMME OUTCOME

PO1 - 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.

PO2 - To cater to the growing demand of the job market related to advertising, journalism, T.V, radio, film, newspaper, magazine, Industry, etc.

PROGRAMME SPECIFIC OUTCOME

PSO1- Career-oriented course that throws umpteen options at the end of three years. Moviemaking, theatre, radio, journalism, copywriting, scriptwriting, branding, or PR, can be explored after getting a degree in BMM.

PSO2- Acquiring knowledge across fields (arts/science/commerce) is made possible.

PSO3- Subjects like political science, technicalities of radio and television are taught to understand the workings of both these forms of Media.

COURSE OUTCOME
FYBMM SEMESTER – I

1	Effective Communication-I	<p>CO1- To make the students aware of the functional and operational use of language in media.</p> <p>CO2- To equip or enhance students with structural and analytical reading, writing, and thinking skills.</p> <p>CO3- To introduce key concepts of communications.</p> <p>CO4- exhibit structural and analytical listening, speaking, reading, writing and thinking skills.</p>
2	Foundation Course- I	<p>CO1- To introduce students to the overview of the Indian Society.</p> <p>CO2- To help them understand the constitution of India.</p> <p>CO3- To acquaint them with the socio-political problems of India.</p> <p>CO4- understand significant changes and factors that have influenced the cultural, economic, environmental and political fabric of Indian society</p>
3	Visual Communication	<p>CO1- To provide students with tools that would help them visualize and communicate.</p> <p>CO2- Understanding Visual communication as part of Mass Communication</p> <p>CO3- To acquire basic knowledge to be able to carry out a project in the field of visual communication</p> <p>CO4- To acquire basic knowledge in theories and languages of Visual Communication</p>
4	Fundamentals Of Mass Communication	<p>CO1- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.</p> <p>CO2- To study the evolution of Mass Media as an important social institution.</p> <p>CO3- To understand the development of Mass Communication models.</p> <p>CO4- To develop a critical understanding of Mass Media.</p>

5	Current Affairs	<p>CO1- To provide learners with overview on current developments in various fields.</p> <p>CO2- To generate interest among the learners about burning issues covered in the media</p> <p>CO3- To equip them with a basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</p> <p>CO4- Twenty minutes of newspaper reading and discussion is mandatory in every lecture</p>
6	History Of Media	<p>CO1- The learner will be able to understand Media history through key events in the cultural history</p> <p>CO2- To enable the learner to understand the major developments in media history.</p> <p>CO3- To understand the history and role of professionals in shaping communications.</p> <p>CO4- To understand the values that shaped and continue to influence Indian mass media.</p>

FYBMM SEMESTER – II		
1	Effective Communication Skills -II	<p>CO1- To make the students aware of the use of language in media and organization.</p> <p>CO2- To equip or enhance students with structural and analytical reading, writing, and thinking skills.</p> <p>CO3- To introduce key concepts of communications.</p> <p>CO4- Effectively communicate in an organizational and unorganized setting.</p>
2	Foundation Course II	<p>CO1- To introduce students to the overview of the Indian Society.</p> <p>CO2- To help them understand the constitution of India.</p> <p>CO3- To acquaint them with the socio-political problems of India.</p> <p>CO4- Exhibit compassion towards socially deprived and disadvantaged people.</p>
3	Content Writing	<p>CO1- To provide students with tools that would help them communicate effectively.</p> <p>CO2- Understanding crisp writing as part of Mass Communication</p> <p>CO3- The ability to draw the essence of situations and develop clarity of thought.</p> <p>CO4- Learners will be able to use visual aid and keep the audience in mind.</p>
4	Introduction To Advertising	<p>CO1- To provide the students with a basic understanding of advertising, growth, importance and types.</p> <p>CO2- To understand an effective advertisement campaign, tools, models, etc.</p> <p>CO3- To comprehend the role of advertising, various departments, careers and creativity</p> <p>CO4- To provide students with various advertising trends, and future.</p>
5	Introduction To Journalism	<p>CO1- To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.</p> <p>CO2- Make use of the news processes.</p> <p>CO3- Examine the principles of good journalism to appreciate the importance of ethics.</p>

		CO4 -Cover and write balanced reports through objectivity, accuracy and brevity.
6	Media Gender & Culture	<p>CO1- To discuss the significance of culture and the media industry.</p> <p>CO2- To understand the association between the media, gender and culture in the society.</p> <p>CO3- To stress the changing perspectives of media,gender and culture in the globalized era.</p> <p>CO4- Analyze changing perspectives of media, gender andculture in the globalized era</p>

SYBMM SEMESTER –III		
1	Electronic Media – I	<p>CO1- To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.</p> <p>CO2- To meet the requirements of audio format contentcreation.</p> <p>CO3-The content is useful for both advertising and journalism students in order to further their careers in their respective fields</p> <p>CO4-Demonstrate the use of emerging trends to show theapplication of acquired skills</p>
2	Corporate Communication and Public Relations	<p>CO1- To provide the students with basic understanding of the concepts of corporate communication and public relations.</p> <p>CO2- To introduce the various elements of corporate communication and consider their roles in managing media organizations.</p> <p>CO3- To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</p> <p>CO4- To develop a critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</p>
3	Media Studies	<p>CO1- To provide an understanding of media theories</p> <p>CO2- To understand the relationship of media with culture and society</p> <p>CO3- To understand Media Studies in the context of trends in Global Media.</p> <p>CO4- To understand media theories to draw inference from thepast research.</p>

4	Introduction To Photography	<p>CO1- To introduce to media learners the ability of image into effective communication.</p> <p>CO2- To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</p> <p>CO3- To practice how a picture speaks a thousand words by enlightening the learner on how.</p> <p>CO4- To develop the base of visualization among learners in using pictures in practical projects.</p>
5	Film Communication-I	<p>CO1- To inculcate liking and understanding of good cinema.</p> <p>CO2- To make students aware with a brief history of movies; the major cinema movements.</p> <p>CO3- Understanding the power of visuals and sound and the ability to make use of them is ineffective communication.</p> <p>CO4- Insight into film techniques and aesthetics.</p>
6	Computers Multimedia- I	<p>CO1- To help learners make the media industry-ready. This will help learners to be aware of the minimum requirement of the software when stepping out into the industry.</p> <p>CO2- To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.</p> <p>CO3- To prepare learners skilled enough for independence during project papers in TY Sem VI.</p> <p>CO4- To help learners work on small-scale projects during the academic period.</p>

SYBAMMC SEMESTER –IV		
1	Electronic Media-II	<p>CO1- To make the students acquainted with the working of the two powerful media; i.e. radio and television.</p> <p>CO2-Analyse the process of working on ideas in electronic media.</p> <p>CO3-Exhibit advanced critical thinking skills and analyse visual and aural text.</p> <p>CO4-Evaluate the combination of theory, and hands-on digital work in development of original ideas in digital media create basic audio- and audio-visual content</p>
2	Writing And Editing for Media	<p>CO1- Provide the ability to understand writing styles that fit various media platforms.</p> <p>CO2- It would help the learner acquire information- gathering skills and techniques.</p> <p>CO3- On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.</p> <p>CO4- The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.</p>
3	Media Laws And Ethics	<p>CO1-To provide the learners with an understanding of laws those impact the media.</p> <p>CO2-To sensitize them towards social and ethical responsibility of media.</p> <p>CO3-Interpret the Media establishments and infrastructure.</p> <p>CO4- Evaluate Stereotyping system within media</p>
4	Mass Media Research	<p>CO1- To introduce students to debates in Research approaches and equip them with tools to carry on research</p> <p>CO2-To understand the scope and techniques of media research, their utility, and limitations</p> <p>CO3- To sensitize them functions of various research approaches to analyse various media studies</p>

		CO4 -Demonstrate the significant risk and ethical issues raised by the conduct of media research
5	Film Communication II	CO1 -Awareness of cinema in different regions. CO2 - Understand the contribution of cinema to society. CO3 - How to make technically and grammatically good films. CO4 -From making to the marketing of films.
6	Computer Multimedia II	CO1 -To help the learner be media industry-ready. This will help learners to be aware of the minimum requirement of the software when stepping into the industry. CO2 -To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. CO3 -To prepare learner skilled enough for independency during project papers in TY sem.VI. CO4 - To help learners work on small scale projects during the academic period.

TYBMM-Advertising Sem-V		
11	Copy Writing	<p>CO1-To familiarize the students with the concept of copywriting as selling through writing</p> <p>CO2-To learn the process of creating original, strategic, compelling copy for various mediums</p> <p>CO3-To train students to generate, develop and express ideas effectively</p> <p>CO4- 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 of creative thinking in written expression.</p>
22	Advertising & Marketing Research	<p>CO1-To inculcate the analytical abilities and research skills among the students.</p> <p>CO2- To understand research methodologies – Qualitative Vs Quantitative</p> <p>CO3- To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</p> <p>CO4-To understand the scope and techniques of Advertising and Marketing research and their utility.</p>
3	Brand Building	<p>CO1-To understand the awareness and growing importance of Brand Building</p> <p>CO2-To know how to build, sustain and grow brands</p> <p>CO3-To know the various new way of building brands</p> <p>CO4-To know about the global perspective of brand building.</p>
44	Agency Management	<p>CO1- To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</p> <p>CO2-How an ad agency works and what opportunities exist</p> <p>CO3- To familiarize students with the different aspects of running an ad agency</p> <p>CO4- To inculcate competencies thereby</p>

		enabling them to undertake professional work in advertising industry.
5	Direct Marketing & E - Commerce	<p>CO1-To understand the awareness and growing importance of Direct Marketing</p> <p>CO2-The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management</p> <p>CO3-To understand the increasing significance of E- Commerce and its applications in business and various sectors.</p> <p>CO4-To provide insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.</p>
6	Consumer Behaviour	<p>CO1-To understand the sociological & psychological perspective of consumer behaviour.</p> <p>CO2- To introduce students to the complexities of consumer behaviour, and its importance in marketing & advertising.</p> <p>CO3- To sensitize students to the changing trends in consumer behaviour.</p> <p>CO4- To explain the various new way of building brands</p>

TYBMM-Advertising Sem-VI		
1	Digital Media	<p>CO1-Understand digital marketing platform</p> <p>CO2-Understand the key goals and stages of digital campaigns</p> <p>CO3-Understand the use of key digital marketing tools</p> <p>CO4-Learn to develop digital marketing plans</p>
2	Advertising Design	<p>CO1-Learner shall understand the process of planning & production of the advertisement.</p> <p>CO2- To highlight the importance of visual language as an effective way of communication.</p> <p>CO3-To provide practical training in the field of advertising & make learners industry-ready.</p>
3	Advertising In Contemporary Society	<p>CO1- To understand the environment of Advertising in Contemporary Society</p> <p>CO2-To understand Liberalization and its impact on the economy and other areas of Indian society</p> <p>CO3- To compare and analyze the advertising environment of different countries</p>
4	Media Planning & Buying	<p>CO1- To develop knowledge of major media characteristics</p> <p>CO2- To understand procedures, requirements, and techniques of media planning and buying.</p> <p>CO3- To learn the various media mix and their implementation</p> <p>CO5-To understand budget allocation for a Media plan and fundamentals</p>
5	Advertising & Sales Promotion	<p>CO1- Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,</p> <p>CO2-Use a framework to make effective sales promotion decisions, and Adopt the necessary skills and point of view for an effective sales promotion campaign.</p> <p>CO3- Explain appropriate selection of media. Discuss means of testing effectiveness of advertising and sales promotion.</p> <p>CO4- Will help to know the impact of media industry on the viewers, understanding its characteristics</p>

6	Entertainment & Media Marketing	CO1- To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector CO2- Introducing the students to the television industry and film industry. CO3- Will make students go through different case studies regarding radio marketing skills, CO4- social media marketing skills etc.
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