

## **COURSE OUTCOME**

CO 1: to impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.

CO 2: to develop the student into skillful, competitive and responsible professional for media industry CO 3: to empower the students with soft skills, life skills and journalistic skills.

CO 4: to impart media literacy and competency with new media technologies

CO 5: to inculcate the student with values, ethics and legal knowledge of Indian and global media scenario

CO 6: to bring them up-to-date with the new developments in the various field of study

## **PROGRAMME OUTCOME (POs)**

PO 1: to equip them to use the knowledge acquired from the subjects of learning and it's the related field of work

PO 2: to be skilful and attain expertise to excel in professional techniques of the related industries

PO 3: to have the ability to empower themselves with journalistic, communicative, advertising, PR and digital skills to use them in professional fields effectively to bring about a change and create something new

PO 4: to emerge as socially responsible leaders with global media vision

PO 5: to be able to expand their creativity and ideas in the fields of creative communication

PO 6: to become ethically committed media professionals and entrepreneurs adhering to the human values

PO 7: to have an understanding of acquiring knowledge throughout life and use it for self- improvement in professional and private life

**FIRST SEMESTER**

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	PR and Corporate Communication	Core	CC-1	4	3	0	2
2	Basics of Advertising	Core	CC-2	4	3	0	2
3	Writing for Effective Communication	Core	CC-3	3	3	0	2
4	Digital Marketing Basics	Core	CC-4	3	2	0	2
5	Communication Theories and Concepts	Core	CC-5	3	3	0	1
6	Term Paper -Community Outreach	Core	CC-6	1	2	0	0
7	GE		GE-1	4	3	1	0
8	FL 1	USC- 1	FL-1	2	2	0	0
9	Mentored Seminar -1	SEC-1	SEC-1	1	1	0	0
		<b>TOTAL</b>		<b>25</b>		<b>0</b>	
		<b>Total contact hours per week</b>					

**SECOND SEMESTER**

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	Public Relations and Communication	Core	CC-7	4	3	0	2

	Strategies						
2	Media Buying and Selling	Core	CC-8	4	3	0	2
3	Copywriting and Creative Content	Core	CC-9	4	3	0	2
4	Event Management Principles	Core	CC-10	3	2	0	2
5	Video Editing	Core	CC-11	3	2		2
6	Advertising and Design	Core	CC-12	2		0	4
7	Leadership, Domestic Immersive Experience –Industry Project/ Field Trip	Core	CC-13	2	2	0	0
8	FL 2	USC-2	FL-2	2	2	0	0
9	Mentored Seminar -2	SEC-2	SEC-2	1	1	0	0
		<b>TOTAL</b>		<b>25</b>		<b>0</b>	
		<b>Total contact hours per week</b>					

### THIRD SEMESTER

S I N O .	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P
1	PR Campaigns for Digital and Traditional media	CORE	CC-14	3	2	0	2

2	Consumer psychology in advertising	CORE	CC-15	3	2	0	2
3	Influencer Mktng in Traditional and Digital media	CORE	CC-16	3	2	0	2
4	Photography in PR and Advertising	CORE	CC-17	2	2		0
5	Ethical Issues in Public Relations	DSE	DSE-1	3	2	0	2
6	Govt and Public Service Communication	DSE	DSE-2	3	2	0	2
7	Rural Marketing Communication	DSE Any two	DSE-3	3	2	0	2
9	Internship		CC-18	5			
10	Mentored Seminar -3 (Industry Interface)		SEC-3	1	1	0	0
11	FL 3		FL-3	2	2		
		<b>TOTAL</b>		<b>25</b>			
		<b>Total contact hours per week</b>					

#### FOURTH SEMESTER

Sl No.	Course	Category	Code	Credit	Teaching Scheme		
					L	T	P

1	Crisis Communication in PR	CORE	CC-19	3	2	0	2
2	Strategic PR, ORM and CSR	CORE	CC-20	3	2	0	2
3	Product to Brand	CORE	CC-21	3	2	0	2
4	Client Servicing and Marketing Management	CORE	CC-22	3	2	0	2
5	Ethics in Advertising	CORE	CC-23	2	2	0	0
6	Visual Merchandising and Communication in advertising	DSE	DSE-4	3	2	0	2
7	Art Direction and Creative Thinking in Advertising	DSE	DSE-5	3	2	0	2
8	Advertising and AI	DSE Any two	DSE-6	3	2	0	2
9	FL- 4		FL-4	2	2	0	0
10	Internship		CC-24	3	0	3	0
		<b>TOTAL</b>		<b>25</b>			
		<b>Total contact hours per week</b>					

**MA/PR and Advertising / 1<sup>st</sup> year in common/ 2<sup>nd</sup> year of specialization (i.e. 3rd and 4th Semesters where students chose any 2 DSE papers out of 3)**