



Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE,
(Autonomous)
BARAMATI, DIST- PUNE – 413102

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

Proposed Syllabus For
T.Y. B.Voc. Journalism and Mass Communication

(T.Y. B.Voc. JMC, Semester-VI)
(As Per NEP 2020)

(2023 Pattern)

To be implemented from Academic Year 2025-2026

Preamble

AES's TuljaramChaturchand College of Arts, Science and Commerce, Baramati has made the decision to change the curriculum across various faculties since June 2023 by incorporating the guidelines and provisions outlined in the National Education Policy (NEP), 2020. By integrating general (academic) education, vocational education, and experiential learning, the NEP hopes to advance education on every aspect and increase its efficiency. The NEP unveils a comprehensive and multidisciplinary educational approach that will aid in the students' intellectual, scientific, social, physical, emotional, ethical, and moral development. For the growth of the pupils, the NEP 2020 calls for adaptable curricular structures and a learning-based outcome strategy. The NEP 2020 aspires to promote academic excellence, facilitate seamless academic mobility, and increase the global competitiveness of Indian students by providing a nationally recognized and internationally comparable credit structure and course framework. As a result, more chances and doors are opened for students to follow their dreams on a worldwide scale. It also develops a system where educational achievements can be acknowledged and respected both nationally and internationally.

In response to the rapid advancements in Journalism, communication and technology and the evolving approaches in various domains of Media and related subjects, the Board of Studies in B.Voc Journalism and Mass Communication at TuljaramChaturchand College of Arts, Science and Commerce, Baramati- Pune, has developed the curriculum for the first semester of FY B.Voc Journalism and Mass Communication, which goes beyond traditional academic boundaries. The syllabus is aligned with the NEP 2020 guidelines to ensure that students receive an education that prepares them for the challenges and opportunities of the 21st century. This syllabus has been designed under the framework of the Choice Based Credit System (CBCS), taking into consideration the guidelines set forth by the National Education Policy (NEP) 2020, LOCF (UGC), NCrF, NHEQF, Prof. R.D Kulkarni's Report, Government of Maharashtra's General Resolution dated 20th April and 16th May 2023, and the Circular issued by SPPU, Pune on 31st May 2023.

A Journalism and Mass Communication degree equips students with the knowledge and skills necessary for a diverse range of fulfilling media career paths. Graduates in Journalism and Mass Communication finds opportunities in various media fields, including Print Media, Electronic Media, Digital Media, Social Media, Marketing, Advertising, Public Relations, Video Production, Cinematography, Photography, Editing, Script Writing, Anchoring, Creative Content Writing, Direction, and many other media domains. Throughout their three-year degree program, students explore the media organization of both Journalism and Video Production across different scales, from local to global. They learn to analyze and write news reports, capture images and visuals, edit the news stories or contents in various levels. The curriculum also delves into the intricate relationship between society and media, examining how communication systems evolve over time. Students also cover

creative writing skills, advertising, public relations and they create stories for video production. By acquiring these comprehensive skills and knowledge, graduates are well-prepared to embark on rewarding careers that contribute to a better understanding of our world and address the challenges of our ever-changing society.

Overall, revising the Journalism and Mass Communication curriculum to align with NEP 2020 ensures that students receive a relevant, through education that equips them to successfully traverse the fast-paced, globally connected world of today. It gives them the knowledge, abilities, and competences required to achieve their academic and professional objectives in a constantly changing global environment while making a significant contribution to society.

Anekant Education Society's
Tuljaram Chaturchand College, Baramati
(Autonomous)

**Board of Studies (BOS) in Department of
Media and Communication Studies**

From 2025-26 to 2027-28

Sr.No.	Name of Member	Designation
1.	Mr.Chaudhari Rahul Prabhakar Head &Assistant Professor Department of Media and Communication Studies, T. C. College, Baramati.	Chairperson
2.	Mr.Bidve Prashant Parshuram Assistant Professor, Department of Media and Communication Studies, T. C. College, Baramati	Member
3.	Ms.Pawar Pooja Mohan Assistant Professor, Department of Media and Communication Studies, T. C. College, Baramati	Member
4.	Dr. Sanjay Vishnu Tambat Prof., Head, Dean,Department of Communication and journalism, SPPU	Vice-Chancellor Nominee Subject Expert from SPPU, Pune
5.	Dr. Jadhav Shivaji Gajendra Coordinator, Department of Mass Communication, Shivaji University, Kolhapur	Subject Expert from Outside the Parent University
6.	Mr. Chaudhari Mithunchandra Assistant professor, Symbiosis institute of Media and Communication, Symbiosis University, Pune.	Subject Expert from Outside the Parent University
7.	Mr. Tribhuvan Aseem Director of Native Communication, Pune	Representative from industry/corporate sector/allied areas
8.	Ms. Khane Ankita Abp Maza, Mumbai	Member of the College Alumni
9.	Mr. Bobhate Anshuman Dinesh	UG Student

T.Y.B.Voc. Journalism and Mass Communication-2025-2026

Level	Seme ster	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Se m	Degree/C um.Cr.
		Mandatory	Electives							
5.5	V	JMC-301-MJM: Digital Media (2 Credit)-T	JMC -306-MJE (A): Introduction to Media Research (2 Credit)-T	JMC -341-MN: Content Creation for Social Media (2 Credit)-T	-	JMC -321- VSC: Advance Video Editing (2 Credit)-P	-	JMC -335-FP: Field Project (2 Credit)-P	22	UG Certificate 44 Credits
		JMC -302-MJM: Visual Communication (2 Credit)-T								
		JMC -303-MJM: Mass Communication (2 Credit)-T	JMC -306-MJE (B): Social Media Management (2 Credit)-T	JMC -342-MN: Short Video Production (2 Credit)-P						
		JMC -304-MJM: Content Development for Digital Media (2 Credit)-P								
		JMC -305-MJM: Short Film Production (2 Credit)-P	JMC -306-MJE (C): Development Communication (2 Credit)-T							
	VI	JMC -351-MJM: Advertising (2 Credit)-T	JMC -356-MJE(A): Research Methodology (2 Credit)-T	JMC -361-MN: Basics of Advertising (2 Credit)-T	-		-	JMC -385-OJT: On Job Training (4 Credit)-P	22	
		JMC -352-MJM: Public Relation (2 Credit)-T								
		JMC -353-MJM: Political Communication (2 Credit)-T	JMC -356-MJE(B): Media Law and Ethics (2 Credit)-T	JMC -362-MN: Advertising Production (2 Credit)-P						
		JMC -354-MJM: Video Podcast Production (2 Credit)-P								
		JMC -355-MJM: PR Practices (2 Credit)-P	JMC -356-MJE(C): Media Management (2 Credit)-T							
	Cum. Cr	20	8	8	–	2	–	6	44	

Syllabus as per NEP 2020 for T.Y. B.Voc. JMC (2023 Pattern)

Sem	CourseType	CourseCode	Course Title	Theory/ Practical	Credits
V	Major Mandatory	JMC-301-MJM	Digital Media	Theory	02
	Major Mandatory	JMC -302-MJM	Visual Communication	Theory	02
	Major Mandatory	JMC -303-MJM	Mass Communication Theory	Theory	02
	Major Mandatory	JMC -304-MJM	Content Development for Digital Media	Practical	02
	Major Mandatory	JMC -305-MJM	Short Film Production	Practical	02
	Major Elective(MJE)	JMC -306-MJE(A)	Introduction to Media Research	Theory (Any two)	04
	Major Elective(MJE)	JMC -306-MJE(B)	Social Media Management		
	Major Elective(MJE)	JMC -306-MJE(C)	Development Communication		
	Minor	JMC -341-MN	Content Creation for Social Media	Theory	02
	Minor	JMC -342-MN	Short Video Production	Practical	02
	Vocational Skill Course (VSC)	JMC -321-VSC	Advance Video Editing	Practical	02
	Field Project(FP)	JMC -335-FP	Field Project	Practical	02
	Total Credits Semester-V				22
VI	Major Mandatory	JMC -351-MJM	Advertising	Theory	02
	Major Mandatory	JMC -352-MJM	Public Relation	Theory	02
	Major Mandatory	JMC -353-MJM	Research Methodology	Theory	02
	Major Mandatory	JMC -354-MJM	Video Podcast Production	Practical	02
	Major Mandatory	JMC -355-MJM	PR Practices	Practical	02
	Major Elective(MJE)	JMC -356-MJE(A)	Political Communication	Theory (Any two)	04
	Major Elective(MJE)	JMC -356-MJE(B)	Media Law and Ethics		
	Major Elective(MJE)	JMC -356-MJE(C)	Media Management		
	Minor	JMC -361-MN	Basics of Advertising	Theory	02
	Minor	JMC -362-MN	Advertising Production	Practical	02
	On Job Training(OJT)	JMC -385-OJT	On Job Training	Practical	04
	Total Credits Semester-VI				22
	Total Credits Semester-V+ VI				44

Programme Outcomes for B.Voc Programme(POs)

Programme Outcomes for Vocational (B.Voc.) Degree Programme in accordance with National Education Policy-2020 with effect from Academic Year 2023-24.

Bachelor of Vocation (B.Voc.) Courses are designed to provide students with specific vocational skills and knowledge that are directly applicable to the industry or field they are studying. The programme outcomes of these courses typically focus on preparing students for employment or entrepreneurship in their chosen vocational area.

PO1	Technical Competence: Students will acquire specialized technical skills and knowledge relevant to their chosen vocation, enabling them to perform tasks effectively and efficiently in their respective industries.
PO2	Problem Solving Skills: Students will develop the ability to identify, analyze, and solve problems encountered in their vocational field, using both theoretical knowledge and practical experience.
PO3	Employability Skills: Students will gain employability skills such as communication, teamwork, leadership, adaptability, and professionalism, which are essential for success in the workplace.
PO4	Industry Relevance and entrepreneurial abilities: The students will adopt knowledge and skills that are relevant to the current needs and required practices of the industry or sector, they are entering. Students focus on fostering entrepreneurial skills, equipping students with the knowledge and capabilities to start and manage their own businesses in their chosen field.
PO5	Ethical and Social Responsibility: Students will be aware of the ethical considerations and social responsibilities associated with their vocational field, and they will be able to apply ethical principles in their professional practices.
PO6	Environmental Awareness: The students should be able to ability to apply the knowledge, skills, attitudes and values required to take appropriate action for justifying the effect of environmental degradation, climate change, pollution control, effective waste management etc.
PO7	Research and Innovations: Depending on the programme, students may develop research and innovation skills, enabling them to contribute to advancements and improvements within their vocational field.
PO8	Global Perspective: In an increasingly interconnected world, programmes may emphasize the importance of understanding global trends, markets, and perspectives relevant to the students' vocation.
PO9	Multidisciplinary studies: Students will adopt the multidisciplinary studies in an academic approach that integrate knowledge and methodology from various discipline to provide a comprehensive understanding of related job/business opportunities.
PO10	Community Engagement: The students will be able to demonstrate the capability to participate in community-engaged services/activities for promoting the wellbeing of society.

Programme Specific Outcomes for B.Voc Journalism and Mass Communication (PSOs)

PSO 1 Newspaper and Society: Enhance the knowledge about the role of newspapers in society and understanding its critical role in various aspects. Students develop critical understanding about the public service role of a newspaper. Media Watch, an international journal, has been subscribed to help the students inculcate the habit of reading research oriented material on the subject. Regular group discussions and other class activities help in better understanding.

PSO 2 The Concept of broadcasting news and various news persons: Understand what news is all about and have an insight into the working of various news persons. This helps the students to have a clear idea about the functioning of a media news broadcasting organization.

PSO 3 Training for media content writing: Students learn about various types of writing for journalism and other audio- visual contents. They understand the nuances of writing for various formats and develop knowledge to write thought provoking editorials. Publication of departmental journal 'Anekant Times' help the students to get a platform to express their talent in reporting, writing, interviewing, photography, short film, documentary and other allied areas.

PSO 4 The concept of editing: Students get a good idea about the various aspects of editing which are crucial requirements in the job market. Knowledge of page designing helps them to have a comprehensive knowledge on the topic. Editing audio- visual contents is also a greater perspective in current media industry.

PSO 5 Knowledge about basic aspects of photo journalism and ownership patterns of media: Students have an idea about photography and photojournalism which helps them to apply the knowledge when they search for jobs in the field. A Photography workshop was organized in the department which helped the students to have better understanding of photojournalism. Collaboration with various eminent persons in the media industry to organize script writing, light and camera operation workshop, media debate and short film and documentary making helped the students to get practical exposure of the subject. Ownership patterns of modern day newspapers, television channels, radio channel etc warrant close scrutiny. Students develop critical knowledge about ownership of newspaper houses.

PSO 6 Widening Options for Jobs by Learning about Advertising and Public Relations: Knowledge about advertising and public relations help in widening options for jobs. The various aspects of advertising and public relations are taught to the students. The details about copy writing and the job of a public relation officer provide them with practical aspects of two different jobs.

PSO 7 Core knowledge about media laws, ethics and media economy: Core knowledge about media law, economy which helps the students to understand crucial aspects related to working on the field as journalists. Having a good idea, about these subjects help them to work with better understanding of the profession. The knowledge base is interdisciplinary in nature.

B. Voc. (Journalism and Mass Communication) REVISED SYLLABUS

**Syllabus as per NEP 2020 for T.Y.B.Voc. JMC
(2023 Pattern)**

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: T.Y.B.Voc. JMC
Semester	: VI
Course Type	: Major Mandatory (T)
Course Code	: JMC-351-MJM
Course Title	: Advertising
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. Impart basic concepts of advertising and its development.
2. Aware importance of advertising in media.
3. Encourage graduates for self-employability.
4. Inculcate knowledge of economy of media.
5. Knowledge of the functioning of advertising agencies
6. Create understanding of different types of advertising
7. Understand the process of brand building.

Course Outcomes:

- CO1 Students would learn development of advertising and basic concepts.
- CO2 Students would be able to know about role and importance of advertising in media.
- CO3 Learner will have the knowledge of self-employment.
- CO4 Students would know about advertising agencies.
- CO5 Learner would know about the advertising industry and its functioning.
- CO6 Students would understand the different types of advertising
- CO7 Students would learn development and understand the process of brand building.

Topics and Learning Points

Teaching Hours

Unit 1: Understanding Advertising

6 hours

- 1.1 Concept, nature, definitions, and history/evolution of advertising
- 1.2 Role, objectives, functions, and significance of advertising
- 1.3 Advertising as a tool of communication and its role in the marketing mix
- 1.4 Types and classification of advertising
- 1.5 Factors determining advertising opportunity – 5 Ms of Advertising (Mission, Money, Message, Media, Measurement)

Unit 2: Advertising Theories and Models

8 hours

- 2.1 Advertising theories and models – AIDA Model, DAGMAR Model, Hierarchy of Effects, Maslow's Hierarchy of Needs
- 2.2 Communication theories applied to advertising

- 2.3 Role of persuasion, motivation, and consumer psychology in advertising
- 2.4 Case studies on application of advertising theories in real-world campaigns

Unit 3: Advertising and Society

8 hours

- 3.1 Advertising and gender issues; social criticism of advertising
- 3.2 Ethical issues in advertising
- 3.3 Laws in advertising – The Indecent Representation of Women (Prohibition) Act, 1986; Information Technology Act, 2000; Cable Television Networks (Regulation) Act, 1995
- 3.4 Advertising statutory bodies in India – Role of AAAI and ASCI; professional codes of conduct and analysis of gender issues in codes of ethics

Unit 4: Advertising Agencies – Structure and Management

8 hours

- 4.1 Evolution of advertising agencies – various stages and current status
- 4.2 Functions, types, and structure of advertising agencies
- 4.3 Departments and their roles – Account Planning, Account Servicing, Creative (Copy & Art), Media, Production, Billing, HR
- 4.4 Client-agency relationship, pitching, remuneration, revenue, and commission systems

Suggested Readings:

1. Aaker, D., (2018). Creating Signature Stories: Strategic Messaging That Persuades, Energizes and Inspires, Penguin Portfolio.
2. Belch, E. G., (2020). Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education.
3. Bhatia, K.T., (2007). Advertising and Marketing in Rural India, Macmillan India Ltd.
4. Bovee, Thill, Dovel & Wood, (1994). Advertising Excellence, New York: McGraw-Hill.
5. Clifton, R., & Simmons, J., (2011). Brands and Branding, Profile Books Ltd.
6. Chaudhuri, A. (2014). Indian Advertising Laughter & Tears. Niyogi Books.
7. .
8. Dorothy & Cohen, (1988). Advertising, Scott. Forsmon and Co. Elliott, R., (2009). Strategic Advertising Management, NTC Business Book.
9. Ghosal, S., (2002). Making of Advertising, McMillan.
10. Hackley, Chris and Rungapa A. (2021). Advertising and Promotion. New Delhi: SAGE.
11. Halve, A., (2005). Planning for Power Advertising: A User's Manual for Students and Practitioners, SAGE.
12. Jethwaney, J., & Jain, S., (2011). Advertising Management, (2nd edition), Oxford University Press.
13. Kumar Dilip (2021). Advertising and Public Relations. Delhi: D.P.S
14. Kumar, S. R., & Krishnamurthy, A., (2020). Advertising, Brands and Consumer Behaviour: The Indian Context, SAGE.
15. Manukonda, Rabindranath (2012). Advertising at a Glance. New Delhi: D.P.S.
16. Manukonda, R., (2013). Advertising Promotions and News Media, Dps Publishing House.
17. Miles, Y., (2018). Ogilvy on Advertising in the Digital Age, Carlton Books.
18. Monley, L., & Johnson, C., (2003). Principles Of Advertising: A Global Perspective, Viva Books.
19. Ogilvy, D., (1997). Ogilvy on Advertising, Prion Books.
20. Prasad, Rajeev ranjan (2009). Advertising :The social Aid Challenge. Delhi: Swastik.

21. Russel, & Thomas, J., (2002). Kleppner's Advertising Procedure, Pentice Hall.
22. Rodgers, S., & Thorson, E. (2017). Digital Advertising: Theory and Research (3rd ed.). Routledge.
23. Rodgers, S., & Thorson, E. (2019). Advertising Theory (2nd ed.). Routledge.
24. Scudson, M., (1993). Advertising, The Uneasy Persuasion, Routledge.
25. Shekhar, Raj. (2010). Advertising Production and Operations Management . Delhi: Swastik.
26. Shitole G.Y & Bageshree P.B.B., (2011). Social Advertising And Youth, Adhyayan Publications and Distributions.
27. Sinha, Sanjeev (2009). Advertising Marketing and Sales Mangement. Delhi: Swastik.
28. Steel, J., (2009). Truth, Lies and Advertising: The Art of Account Planning, Wiley.
29. Valladares, J., (2005). The Craft of Copywriting, SAGE
30. Vilanilam, J. V., & Verghese, A.K., (2012). Advertising Basics, SAGE.
31. PandePuran, PiyushPande

MAGAZINES/JOURNALS: •

1. AdAge •
2. Adweek •
3. Brand Reporter •
4. Brand Equity (Economic Times) •
5. Campaign •
6. Journal of Advertising •
7. PITCH •

Choice Based Credit System Syllabus (2023 Pattern) (As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Advertising

Course Code: JMC-351-MJM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	1	2	1	1	1	2	1	1
CO 2	3	3	2	3	2	1	1	3	2	1
CO 3	2	3	3	3	2	1	2	2	2	2
CO 4	3	2	3	3	1	1	1	2	2	1
CO 5	3	3	3	3	2	1	2	3	2	1
CO 6	3	3	2	2	2	1	1	3	2	1
CO 7	3	3	3	3	2	1	2	3	3	2

Mapping of Program Outcomes (POs) with Course Outcomes (COs) with Justification

PO1 – Technical Competence: CO1, CO2, CO4, CO5, CO6, CO7

Students acquire a strong understanding of advertising concepts, industry structures, types, and techniques. They gain technical competence in planning, executing, and evaluating advertisements as per

industry standards.

PO2 – Problem Solving Skills: CO2, CO3, CO5, CO6, CO7

Students analyze consumer behavior, select suitable advertising models, and solve marketing communication problems. They develop creative problem-solving abilities through the study of case examples and campaign strategies.

PO3 – Employability Skills:CO3, CO4, CO5, CO7

Students learn teamwork, leadership, and presentation skills through studying advertising agencies and brand-building processes. The course enhances their readiness for professional roles in the advertising and media industry.

PO4 – Industry Relevance and Entrepreneurial Abilities:CO1, CO2, CO3, CO4, CO5, CO7

Students understand how advertising functions within the real-world media industry. They learn to plan, pitch, and create advertisements—skills essential for both employment and entrepreneurship in the communication field.

PO5 – Ethical and Social Responsibility:CO2, CO3, CO5, CO6, CO7

Students examine advertising ethics, social criticism, and gender representation. They become aware of professional codes and ethical frameworks governing advertising in India and globally.

PO6 – Environmental Awareness: CO5, CO6, CO7

Students recognize the role of advertising in promoting environmental consciousness and sustainability campaigns. They also understand responsible communication practices that avoid misleading or harmful messaging.

PO7 – Research and Innovations:CO3, CO5, CO7

Students apply analytical and research-based learning to understand market needs, branding trends, and advertising innovations. They are encouraged to explore creative approaches and innovative campaign ideas.

PO8 – Global Perspective: CO1, CO2, CO5, CO6, CO7

Students gain an understanding of global advertising trends, multinational campaigns, and international brand-building strategies, enhancing their cross-cultural media literacy.

PO9 – Multidisciplinary Studies:All COs

The course integrates marketing, communication, psychology, art, and management disciplines. Students apply interdisciplinary knowledge to develop effective advertising messages and strategies.

PO10 – Community Engagement:CO3, CO6, CO7

Students understand the impact of advertising on society and learn to design campaigns that promote social causes and community well-being, thus fostering responsible communication practices.

Syllabus as per NEP 2020 for T.Y.B.Voc JMC (NEP 2023 Pattern)

Name of the Programme	: T.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: T.Y.B.Voc
Semester	: VI
Course Type	: Major Mandatory
Course Code	: JMC-352- MJM
Course Title	: Public Relation (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To understand the concepts of public relations, publicity, propaganda, advertising.
2. To know the difference between public relations and corporate communications, public relations and advertising, propaganda and publicity.
3. To understand the basic tools of public relations.
4. To know the fundamentals of public relations writings
5. To understand the structure and functioning of a Public Relations (PR) agency.
6. To examine the role of PR in private sector enterprises.
7. To explore the concept of PR campaigns in crisis situations.

Course Outcomes:

- CO1. Students would learn about the definitions and concepts of public relations,
 CO2. Students would know the difference between public relations and corporate communications
 CO3. Students would gain knowledge about the tools of public relations.
 CO4. Students would learn the basics of public relations writings.
 CO5. Students will be able to comprehend the organizational framework of PR agencies, including roles, Responsibilities and structures.
 CO6. Students will understand how PR contributes to brand building, reputation management, and Communication strategies in private sector.
 CO7. Students will be capable of designing and executing PR campaigns that address and the impact of Crises on an organization.

Topics and Learning Points	Teaching hours
Unit 1 Introduction to Public Relations 1.1 Public Relations: Meaning, Definition & Concept 1.2 Objective of Public Relations 1.3 Role and responsibilities of PR professional 1.4 Qualities required of a PR professional	(8 hrs)
Unit 2 History of Public Relation 2.1 Brief history of Public Relation 2.2 Growth of PR in India 2.3 How PR is different from advertising, publicity and propaganda 2.4 Need and importance of Public Relations	(6 hrs)
Unit-3 Tools & Techniques 3.1 Press Release: Importance and need 3.2 Media relations -press conference and press tours 3.3 Internal and external PR tools 3.4 Case studies	(8 hrs)
Unit-4 Role of PR in different sectors 4.1 Organizational Set-up of PR agency 4.2 PR in government, political and corporate sector 4.3 PR in crisis management 4.4 PR events and campaigns	(8 hrs)

Suggested Reading:

1. Black Sam & Melvin L. Sharpe *Practical Public Relations*, Universal Book Stall, NewDelhi
2. JR Henry and A. Rene *Marketing Public Relations*, Surjeet Publications, NewDelhi
3. Jefkins *Public Relations Techniques*, Butterworth Heinmann Ltd.,Oxford
4. Cutlip S.M and Center A.H. *Effective Public Relations*, PrenticeHall
5. Kaul J.M. *Public Relation in India*, NoyaPrakash, Calcutta Pvt.Ltd
6. David Meerman Scott, *The new rules of marketing and PR*, Wiley Publishers
7. Iqbal S.Sachdeva *Public Relations Principles and Practices*, Oxford University Press, New Delhi

Choice Based Credit System Syllabus (2023 Pattern) (As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Public Relation (Theory)

Course Code: JMC-352-MJM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	2	2	2	1	1	2	2	1
CO 2	3	2	2	3	2	1	1	3	2	1
CO 3	3	3	3	3	2	1	2	2	2	1
CO 4	3	3	3	2	2	1	2	2	2	1
CO 5	3	2	3	3	2	1	1	2	2	1
CO 6	3	3	3	3	2	1	2	3	2	2
CO 7	3	3	3	3	3	2	3	3	3	2

Mapping of Program Outcomes (POs) with Course Outcomes (COs) with Justification

PO1 – Technical Competence: CO1, CO2, CO3, CO4, CO5, CO6, CO7

Students acquire technical knowledge of PR concepts, tools, and campaign planning. They gain the competence to write press releases, plan media relations, and execute communication strategies effectively.

PO2 – Problem Solving Skills: CO3, CO4, CO6, CO7

Students learn to address communication challenges, manage crises, and design PR campaigns. They analyze real-world PR cases and apply strategic solutions to overcome image or reputation issues.

PO3 – Employability Skills: CO3, CO4, CO5, CO7

Learners enhance communication, writing, and teamwork abilities essential for careers in PR, media, and corporate sectors. Practical exercises in press releases, event management, and media interaction foster workplace readiness.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO2, CO3, CO5, CO6, CO7

Students understand industry expectations through study of PR structures, tools, and campaigns. They also

develop entrepreneurial insights to start PR consultancies or manage communication projects independently.

PO5 – Ethical and Social Responsibility: CO1, CO2, CO3, CO6, CO7

Students learn about ethical communication, transparency, and responsible public messaging. They analyze the role of PR in maintaining organizational credibility and societal trust.

PO6 – Environmental Awareness: CO6, CO7

Students recognize the significance of PR in promoting environmental campaigns, sustainability communication, and social responsibility through public messaging and events.

PO7 – Research and Innovations: CO3, CO4, CO6, CO7

Students gain insights into data-driven PR strategies, campaign evaluation, and innovative communication tools. They develop analytical skills to assess audience perception and campaign outcomes.

PO8 – Global Perspective: CO2, CO5, CO6, CO7

Students understand global PR trends, international communication strategies, and cross-cultural media relations—broadening their awareness of PR in a globalized business environment.

PO9 – Multidisciplinary Studies: All COs

The course combines communication, marketing, psychology, and management principles, enabling students to apply interdisciplinary approaches to PR planning, writing, and strategy.

PO10 – Community Engagement: CO6, CO7

Students design campaigns addressing social causes, community relations, and crisis communication—enhancing their ability to use PR for community development and public welfare.

Syllabus as per NEP 2020 for T.Y.B.Voc JMC (NEP 2023 Pattern)

Name of the Programme	: T.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: T.Y.B.Voc
Semester	: VI
Course Type	: Major Mandatory
Course Code	: JMC-353- MJM
Course Title	: Research Methodology (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. Critically evaluate various methods of knowing and explore the concept of research within the context of science and social sciences.
2. Analyze the influence of scientific methods on social sciences, identify challenges to objectivity, and examine new paradigms of research.

3. Gain a comprehensive understanding of the historical development of research methods and extract valuable lessons learned for effective research practices.
4. Differentiate between qualitative and quantitative research approaches in communication studies and apply them to specific research questions.
5. Master the fundamental elements of research, including variables, hypotheses, concepts, measurements, and the relationship between theories and facts.
6. Develop a thorough understanding of the research process, including design, formulating research issues, selecting research topics, and managing resources.
7. Explore various data collection methods and techniques commonly used in communication research, such as surveys, focus groups, interviews, and field observations.

Course Outcomes:

- CO1.** Students will be able to distinguish between different methods of acquiring knowledge and confidently employ research methods in social science and communication studies.
- CO2.** Students will critically assess the limitations of objectivity in social science research and demonstrate an understanding of new research paradigms.
- CO3.** Students will gain historical perspective on the evolution of research methods and apply key lessons learned to enhance their own research practices.
- CO4.** Students will confidently differentiate between qualitative and quantitative research approaches, and will be able to select and apply the appropriate approach for specific research questions.
- CO5.** Students will demonstrate proficiency in identifying and defining research elements such as variables, hypotheses, concepts, measurements, and theories.
- CO6.** Students will be able to design and execute a research project through careful consideration of research issues, topic selection, resource management, and appropriate research design.
- CO7.** Students will effectively utilize various data collection methods, including surveys, focus groups, interviews, and field observations, to gather relevant data for their research projects.

Topics and Learning Points	Teaching hours
Unit-I: Elements of Research 1.1 Definitions, Aim, Objectives, Hypothesis 1.2 Types of Research: Basic, Applied, Descriptive, Analytical, Qualitative, Quantitative 1.3 Research Process: Steps in Research 1.4 Ethical Issues in Research	08
Unit-II: Research Design & Literature Review 2.1 Research Problem Identification and Formulation 2.2 Hypothesis: Meaning, Types, and Formulation 2.3 Research Design: Features and Types (Exploratory, Descriptive, Experimental) 2.4 Literature Review: Purpose, Sources, and Tools (e.g., Google Scholar, Scopus)	08
Unit-III: Data Collection and Analysis 3.1 Types of Data: Primary & Secondary 3.2 Methods of Data Collection: Surveys, Interviews, Observation, Case Study 3.3 Sampling Methods: Probability & Non-probability 3.4 Basics of Data Analysis: Coding, Tabulation, Descriptive Statistics (Mean, Median, Mode)	07
Unit-IV: Research Design 4.1 Concept and Types of Research Design 4.2 Components of Research Design	07

4.3 Approaches to Research

4.4 Writing Format (Font Size, Spacing, etc.) of RD

Suggested Reading:

1. Wimmer, R. D., & Dominick, J. R. (2000). *Mass media research: An introduction*. Belmont, Calif: Wadsworth Pub. Co.
2. Hansen, A. (2009). *Mass communication research methods*. New Delhi: Log angeles.
4. Kothari, C. R. (2004). *Research methodology: Methods & techniques*. New Delhi: New Age International (P) Ltd.
5. प्रा. धुरीनीलम, संशोधनपद्धती, फडकेप्रकाशन, कोल्हापूर, जूलै २००८.

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-VI)

Subject: Journalism and Mass Communication

Course: Research Methodology

Course Code: JMC-353- MJM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	0	0	0	0	3	0	3	0
CO2	0	3	0	0	2	0	3	0	0	0
CO3	2	0	2	0	0	0	3	0	0	0
CO4	3	2	0	0	0	0	3	0	0	0
CO5	3	3	0	0	0	0	3	0	0	0
CO6	3	3	2	2	0	0	3	0	0	2
CO7	3	3	2	2	0	0	3	0	0	2

Justification for the Mapping

PO1: Technical Competence: CO1, CO4, CO5, CO6, CO7: Understanding and applying research methods, tools, and project execution directly require technical competence in social science research and media communication.

PO2: Problem Solving Skills CO1, CO2, CO4, CO5, CO6, CO7: Research design, hypothesis formation, data interpretation, and methodology selection all involve identifying and solving research problems effectively.

PO3: Employability Skills CO3, CO6, CO7: Teamwork, communication (for interviews, surveys), project planning, and documentation develop core employability skills.

PO4: Industry Relevance and Entrepreneurial Abilities CO6, CO7: Real-world research applications, such as audience studies or media effectiveness research, are directly relevant to industry and can inform entrepreneurial media ventures.

PO5: Ethical and Social Responsibility CO2: Understanding and applying ethical standards in data collection, representation, and reporting aligns with social responsibility in media and research.

PO7: Research and Innovations CO1, CO2, CO3, CO4, CO5, CO6, CO7: The entire course fosters research-oriented thinking, critical analysis, and application of innovative approaches to data collection and interpretation.

PO9: Multidisciplinary Studies CO1: Combines knowledge from communication, sociology, psychology, and statistics in developing effective research designs and tools.

PO10: Community engagement CO6, CO7: Teamwork, communication (for interviews, surveys), project planning, and documentation develop core employability skills.

Syllabus as per NEP 2020 for T.Y.B.Voc. JMC (2023 Pattern)

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: T.Y.B.Voc. JMC
Semester	: VI
Course Type	: Major Mandatory (P)
Course Code	: JMC-354-MJM
Course Title	: Video Podcast Production
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objectives:

1. To introduce students to video podcasting and its various formats.
2. To enable students to identify podcast themes, target audiences, and niche areas.
3. To develop skills for conceptualizing, scripting, and planning video podcast episodes.
4. To familiarize students with pre-production processes, equipment, and studio setup.
5. To train students in recording, hosting, and interviewing techniques for podcasts.
6. To provide hands-on experience in post-production, editing, and publishing video podcasts.
7. To equip students with knowledge of promotion, analytics, and audience engagement for podcasts.

Course Outcomes:

- CO1** Students will understand the fundamentals of video podcasting and its formats.
- CO2** Students will be able to identify appropriate themes, target audiences, and niche areas for podcasts.
- CO3** Students will develop individual and group podcast concepts, proposals, and episode outlines.
- CO4** Students will prepare pre-production documentation, including scripts, storyboards, and recording plans.
- CO5** Students will record high-quality audio and video, demonstrating proper framing, lighting, and hosting techniques.
- CO6** Students will edit video podcasts using software, adding intros, graphics, subtitles, and background music.
- CO7** Students will publish and promote video podcasts on digital platforms and analyze audience engagement.

Unit 1: Introduction and Conceptualization

15 hours

- 1.1 Introduction to podcast and video podcast formats through demonstrations and case studies
- 1.2 Identifying podcast themes, target audience, and niche areas
- 1.3 Developing individual and group podcast concepts
- 1.4 Writing podcast proposals and episode outlines

Practical Tasks:

- Watch and analyze 2–3 professional video podcasts
- Prepare a concept note and content plan for one podcast series

Unit 2: Pre-Production and Planning

15 hours

- 2.1 Scriptwriting and episode structuring for video podcasts
- 2.2 Equipment familiarization – camera, mic, lighting, and recording setup
- 2.3 Studio layout and background setup (visual composition)
- 2.4 Rehearsals and dry runs for recording sessions

Practical Tasks:

- Prepare complete pre-production documentation (script, storyboard, schedule)
- Conduct a mock recording setup and sound test

Unit 3: Production and Recording

15 hours

- 3.1 Handling camera framing, lighting, and composition for podcast visuals
- 3.2 Audio recording – use of condenser and lapel mics, sound balancing
- 3.3 Hosting, interviewing, and anchoring techniques for podcasts
- 3.4 Recording 2–3 full-length podcast episodes (individual or group)

Practical Tasks:

- Record short 5–10 minute video podcast episodes
- Practice interview-based podcast production

Unit 4: Post-Production and Publishing

15 hours

- 4.1 Editing video and audio using software (Premiere Pro, Audition, DaVinci Resolve, etc.)
- 4.2 Adding intros, outros, graphics, subtitles, and background music
- 4.3 Exporting and uploading to digital platforms (YouTube, Spotify Video, etc.)
- 4.4 Promotion of podcasts through social media and analytics study

Practical Tasks:

- Edit and finalize one complete video podcast episode
- Create thumbnail, description, and metadata for uploading
- Present and screen final podcast project for evaluation

Practical Evaluation Scheme:

- **Internal Assessment (Continuous Evaluation):** 20 Marks
 - ✓ Participation and attendance – 5 Marks
 - ✓ Practical assignments and exercises – 5 Marks
 - ✓ Pre-production documentation – 10 Marks
- **End Semester Practical Examination:** 30 Marks
 - ✓ Final podcast project (production + editing + presentation) – 20 Marks
 - ✓ Viva-voce and project discussion – 10 Marks

Suggested Readings:

1. **Podcasting for Dummies** – Tee Morris & Chuck Tomasi, Wiley
2. **YouTube and Video Podcasting: Beginners Guide** – Jason Rich, Independently Published
3. **The Podcaster's Handbook** – Michael W. Geoghegan & Dan Klass, Focal Press
4. **Podcasting: How to Start a Podcast and Create a Profitable Podcasting Business** – Amanda Mayo, Independently Published
5. **The Art of Podcasting: How to Start, Grow, and Make Money** – N.C. Williams, Independently Published
6. **Producing Video Podcasts** – Paul Colligan, Focal Press
7. **The Filmmaker's Handbook** – Steven Ascher & Edward Pincus, Plume (for video production techniques)
8. **Digital Video Editing: A Complete Guide** – Sam Kauffmann, Routledge
9. **Content Creation and Social Media Marketing for Video Platforms** – Online resources (YouTube Creator Academy, HubSpot guides)

Choice Based Credit System Syllabus (2023 Pattern) (As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Video Podcast Production

Course Code: JMC-354-MJM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	2	2	2	1	1	3	2	1
CO 2	3	3	2	3	2	1	2	3	2	2
CO 3	3	3	3	3	2	1	2	3	3	2
CO 4	3	3	3	3	2	1	2	3	3	2
CO 5	3	3	3	3	2	2	2	3	3	2
CO 6	3	3	3	3	2	2	3	3	3	2
CO 7	3	3	3	3	3	2	3	3	3	3

Mapping of Program Outcomes (POs) with Course Outcomes (COs) – Justification

PO1 – Technical Competence: CO1, CO3, CO4, CO5, CO6

Students acquire specialized technical skills in video and audio recording, editing, and podcast production, ensuring effective and professional-quality output.

PO2 – Problem Solving Skills: CO2, CO3, CO4, CO6, CO7

Students apply analytical and creative thinking to solve production challenges, plan content strategy, troubleshoot technical issues, and optimize podcast performance.

PO3 – Employability Skills: CO3, CO4, CO5, CO6, CO7

Students develop communication, collaboration, leadership, and presentation skills through group projects, hosting, and promotional activities, improving workplace readiness.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO2, CO3, CO4, CO5, CO6

Students learn production processes and industry standards, enabling them to explore entrepreneurial opportunities in digital media, content creation, and podcasting platforms.

PO5 – Ethical and Social Responsibility: CO1, CO2, CO7

Students understand ethical considerations in media production, content integrity, copyright compliance, and socially responsible messaging in podcasts.

PO6 – Environmental Awareness: CO5, CO6

Students learn sustainable production practices and efficient resource management in digital media projects.

PO7 – Research and Innovations: CO3, CO4, CO6, CO7

Students research audience behavior, trends, and engagement metrics to innovate podcast content and production approaches.

PO8 – Global Perspective: CO1, CO2, CO5, CO6, CO7

Students gain insights into global podcasting trends, international standards, cross-cultural content adaptation, and digital distribution strategies.

PO9 – Multidisciplinary Studies: All COs

Video podcast production integrates communication, media studies, storytelling, technical production, marketing, and analytics, fostering a holistic understanding.

PO10 – Community Engagement: CO2, CO6, CO7

Students create content addressing community interests, social awareness, and public engagement, enhancing societal impact through podcasts.

Syllabus as per NEP 2020 for T.Y.B.Voc JMC (NEP 2023 Pattern)

Name of the Programme	: T.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: T.Y.B.Voc
Semester	: VI
Course Type	: Major
Course Code	: JMC -355- MJM
Course Title	: Public Relations Practices (Practical)
No. of Credits	: 02
No. of Teaching Hour	: 60

Course Objectives:

1. To provide hands-on experience in executing PR campaigns and activities.
2. To develop practical skills in PR writing, media relations, and crisis management.

3. To train students in creating effective PR materials and managing communication strategies.
4. To enhance the students' ability to respond to PR challenges through simulations and real-world scenarios.
5. Identify key objectives, messages, and target audiences for an effective PR campaign.
6. Apply practical writing skills to produce a variety of PR materials including press releases, media kits, newsletters, and digital content.
7. Develop media relations skills through simulated interactions such as press conferences and interviews.
8. Gain hands-on experience in organizing and managing PR events and outreach activities.

Course Outcomes:

- CO1. Create and execute PR campaigns with proper planning and implementation strategies.
- CO2. Write press releases, speeches, and other PR content in a professional setting.
- CO3. Manage media relations, organize events, and handle crisis communication effectively.
- CO4. Use digital tools and metrics to evaluate the impact of PR activities.
- CO5. Demonstrate and organizing and conducting media events like press conferences and interviews.
- CO6. Build and maintain an effective media contact list and apply professional media relations techniques.
- CO7. Design and execute crisis communication strategies, including drafting crisis statements and managing reputation issues.
- CO8. Evaluate the effectiveness of PR strategies and campaigns through reflection, feedback, and performance assessment.

Topics and Learning Points	Teaching hours
CONTENT	
Unit 1: PR Campaign Development	(15 hours)
1.1 Developing a PR campaign proposal (Case-Based Learning)	
1.2 Identifying objectives and key messages for a campaign	
1.3 Target Audience and stakeholder mapping	
1.4 Crafting a comprehensive PR strategy (Group Activity)	
Unit 2: PR Writing and Content Creation	(15 hours)
2.1 Writing press releases for different media	
2.2 Crafting media kits (Hands-on Exercise)	
2.3 Developing blog posts and social media content for PR	
2.4 Writing newsletters and internal communication (Practical Task)	
Unit 3: Media Relations and Outreach	(15 hours)
3.1 Organizing a press conference (Role Play and Simulation)	
3.2 Writing media pitches and follow-Up emails	
3.3 Conducting interviews with journalists (Mock Interview Sessions)	
3.4 Building and maintaining media contact Lists	
Unit 4: Crisis Communication and Reputation Management	(15 hours)
4.1 Crisis scenario simulations: preparing a response strategy	
4.2 Writing crisis communication press releases (Case Study Approach)	
4.3 Managing reputation during and after a crisis (Practical Exercise)	
4.4 Mock crisis interviews and media interactions (Role Play)	

References:

1. Black Sam & Melvin L. Sharpe *Practical Public Relations*, Universal Book Stall, New Delhi
2. JR Henry and A. Rene *Marketing Public Relations*, Surjeet Publications, New Delhi
3. Jefkins *Public Relations Techniques*, Butterworth Heinmann Ltd., Oxford
4. Cutlip S.M and Center A.H. *Effective Public Relations*, Prentice Hall
5. Kaul J.M. *Public Relation in India*, NoyaPrakash, Calcutta Pvt.Ltd
6. Iqbal S.Sachdeva *Public Relations Principles and Practices*, Oxford University Press, New Delhi

Choice Based Credit System Syllabus (2023 Pattern) (As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Public Relation Practices (Practical)

Course Code: JMC-355-MJM

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	3	2	1	2	3	3	2
CO 2	3	2	3	2	2	1	1	2	2	1
CO 3	3	3	3	3	3	2	2	3	3	2
CO 4	3	3	2	3	2	1	2	3	2	1
CO 5	3	2	3	3	2	1	1	2	2	2
CO 6	3	2	3	3	2	1	1	2	2	1
CO 7	3	3	3	3	3	2	3	3	3	2

Mapping of Program Outcomes (POs) with Course Outcomes (COs) with Justification

PO1 – Technical Competence: CO1, CO2, CO3, CO4, CO5, CO6, CO7, CO8

Students gain hands-on expertise in developing PR campaigns, writing professional content, and conducting press events. They master the use of digital tools and analytics for PR performance evaluation.

PO2 – Problem Solving Skills: CO1, CO3, CO4, CO7, CO8

Students learn to handle real-world PR challenges such as crises, reputation management, and campaign design through simulations and case-based activities, enhancing their strategic and analytical thinking.

PO3 – Employability Skills: CO1, CO2, CO3, CO5, CO6, CO7

The course builds employability through professional writing, teamwork, leadership, and presentation skills. Students learn to communicate effectively and coordinate with media professionals in realistic PR settings.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO1, CO3, CO4, CO5, CO6, CO7, CO8

Students are trained in campaign planning, event management, and digital PR—skills highly demanded in modern communication industries. It also promotes entrepreneurial abilities to establish independent PR consultancies.

PO5 – Ethical and Social Responsibility: CO3, CO6, CO7, CO8

Students develop ethical awareness in communication, understanding the role of PR in maintaining transparency, accountability, and responsible reputation management in both corporate and public sectors.

PO6 – Environmental Awareness: CO4, CO7, CO8

Students recognize the use of PR in environmental advocacy, sustainability campaigns, and corporate social responsibility, promoting positive environmental communication.

PO7 – Research and Innovations: CO1, CO4, CO7, CO8

Students apply analytical tools and feedback systems to evaluate PR campaigns. They explore new digital PR technologies, innovative strategies, and research-based approaches to media communication.

PO8 – Global Perspective: CO1, CO3, CO4, CO7, CO8

Students understand international PR practices and global crisis management standards. They compare communication models across cultures and adapt PR strategies to global communication trends.

PO9 – Multidisciplinary Studies: All COs

The course integrates knowledge from journalism, marketing, communication, psychology, and management to develop a well-rounded understanding of PR strategy, media behavior, and audience engagement.

PO10 – Community Engagement: CO1, CO3, CO5, CO7, CO8

Students learn to design socially responsible PR campaigns addressing public issues, community awareness, and welfare initiatives, strengthening their role as communicators for societal development.

Syllabus as per NEP 2020 for T.Y.B.Voc JMC (NEP 2023 Pattern)

Name of the Programme	: T.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: T.Y.B.Voc
Semester	: VI
Course Type	: Major Elective
Course Code	: JMC-356- MJE (A)
Course Title	: Political Communication (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. Provide students with an understanding of the nature and characteristics of politics and its relationship with communication.
2. Familiarize students with the concept and scope of political communication.
3. Examine the role of media in shaping political opinions and ideologies.
4. Analyze the impact of various media platforms on political campaigns and propaganda.

5. Develop understanding of political advertising, PR, and image management techniques.
6. Train students to critically evaluate political messages, language, and media representation.
7. Encourage students to apply communication strategies effectively in political contexts and campaigns.

Course Outcomes:

- CO1:** Explain the nature, features, and dynamics of Indian politics.
- CO2:** Demonstrate understanding of political communication and its importance in governance and public relations.
- CO3:** Analyze the relationship between media and politics through concepts like agenda setting and opinion formation.
- CO4:** Evaluate the use of different media—print, electronic, and digital—in political communication and campaigning.
- CO5:** Identify and interpret political advertisements, propaganda techniques, and image management strategies.
- CO6:** Create and assess effective political communication content for campaigns, events, and media coverage.
- CO7:** Critically examine media representations of political events and their influence on public perception and democracy.

Topics and Learning Points	Teaching hours
Unit 1 Understanding Politics: 1.1 Nature of politics 1.2 Characteristics of Indian Politics 1.3 Political Leadership and politics 1.4 Important factors for Politics	8 hours
Unit 2 Political Communication: 2.1 What is Political Communication? 2.2 Importance of communication for politics 2.3 Political symbolism	6 hours
Unit 3 Media and Political Communication 3.1 Political economy of media 3.2 Media as the opinion maker 3.3 Agenda Setting 3.4 News and public opinion 3.5 Use of Print, Radio, Television, Film, Out-door, Digital and Social Media for Political Communication 3.6 Government and private media	6 hours
Unit 4 Political Campaigns and Propaganda: 4.1 Political advertisements 4.2 Propaganda 4.3 Political PR and image management 4.4 Events and media coverage 4.5 Building a political campaign 4.6 Social and digital media for political campaigning	10 hours

References:

1. Brants, K., & Voltmer, K. (Eds.). (2011). Political Communication in Postmodern Democracy. London: Palgrave Macmillan.
2. Chakrabarti, B., & Hazra, S. (2018). Winning the Mandate: The Indian Experience . New Delhi: Sage .
3. Chaturvedi, S. (2016). I Am A Troll. New Delhi: Juggernaut Books .
4. Harvey, K. (Ed.). (2014). Encyclopaedia of Social Media and Politics (Vol. 1). Los Angeles : Sage Publications .
5. Lal, A. (2017). India Social: How Social Media Is Leading The Charge And Changing The Country. Gurugram: Hachette India.
6. Perloff, R. M. (2014). The Dynamics of Political Communication- Media and Politics in a Digital Age . New York: Routledge.
7. Prasad, K. (Ed.). (2003). Political Communication: The Indian Experience. Delhi: B. R. Publishing Corporation.
8. Sardesai, R. (2014). 2014 The Election That Changed India . New Delhi: Penguin Books .
9. Sardesai, R. (2020). 2019 How Modi Won India . Noida : Harper Collins Publishers .
10. Amale, R. (2020). Propaganda. Pune: Manovikas Prakashan.

Choice Based Credit System Syllabus (2023 Pattern) (As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Political Communication (Theory)

Course Code: JMC-356- MJE (A)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	3	3	2	1	2	3	3	2
CO 2	3	2	3	2	2	1	1	2	2	1
CO 3	3	3	3	3	3	2	2	3	3	2
CO 4	3	3	2	3	2	1	2	3	2	1
CO 5	3	2	3	3	2	1	1	2	2	2
CO 6	3	2	3	3	2	1	1	2	2	1
CO 7	3	3	3	3	3	2	3	3	3	2

Mapping of Program Outcomes (POs) with Course Outcomes (COs) with Justification

PO1 – Technical Competence: CO1, CO2, CO3, CO4, CO5, CO6, CO7, CO8

Students gain hands-on expertise in developing PR campaigns, writing professional content, and conducting press events. They master the use of digital tools and analytics for PR performance evaluation.

PO2 – Problem Solving Skills: CO1, CO3, CO4, CO7, CO8

Students learn to handle real-world PR challenges such as crises, reputation management, and campaign design through simulations and case-based activities, enhancing their strategic and analytical thinking.

PO3 – Employability Skills: CO1, CO2, CO3, CO5, CO6, CO7

The course builds employability through professional writing, teamwork, leadership, and presentation skills. Students learn to communicate effectively and coordinate with media professionals in realistic PR settings.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO1, CO3, CO4, CO5, CO6, CO7, CO8

Students are trained in campaign planning, event management, and digital PR—skills highly demanded in modern communication industries. It also promotes entrepreneurial abilities to establish independent PR consultancies.

PO5 – Ethical and Social Responsibility: CO3, CO6, CO7, CO8

Students develop ethical awareness in communication, understanding the role of PR in maintaining transparency, accountability, and responsible reputation management in both corporate and public sectors.

PO6 – Environmental Awareness: CO4, CO7, CO8

Students recognize the use of PR in environmental advocacy, sustainability campaigns, and corporate social responsibility, promoting positive environmental communication.

PO7 – Research and Innovations: CO1, CO4, CO7, CO8

Students apply analytical tools and feedback systems to evaluate PR campaigns. They explore new digital PR technologies, innovative strategies, and research-based approaches to media communication.

PO8 – Global Perspective: CO1, CO3, CO4, CO7, CO8

Students understand international PR practices and global crisis management standards. They compare communication models across cultures and adapt PR strategies to global communication trends.

PO9 – Multidisciplinary Studies: All COs

The course integrates knowledge from journalism, marketing, communication, psychology, and management to develop a well-rounded understanding of PR strategy, media behavior, and audience engagement.

PO10 – Community Engagement: CO1, CO3, CO5, CO7, CO8

Students learn to design socially responsible PR campaigns addressing public issues, community awareness, and welfare initiatives, strengthening their role as communicators for societal development.

**Syllabus as per NEP 2020 for T.Y.B.Voc JMC
(NEP 2023 Pattern)**

Name of the Programme	: T.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: T.Y.B.Voc
Semester	: VI
Course Type	: Elective
Course Code	: JMC-356- MJE (B)
Course Title	: Media Law and Ethics (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. Introduce students to the legal framework governing media in India.
2. Explore constitutional provisions related to freedom of speech and expression.
3. Familiarize students with significant laws applicable to print, broadcast, and digital media.
4. Impart understanding of media ethics, including professional codes and moral challenges.
5. Enable students to evaluate and respond to legal and ethical issues in media practice.
6. Encourage critical thinking on contemporary legal and ethical issues in the global media landscape.

Course Outcomes:

- CO1. Understand the historical and legal foundations of media law in India and globally.
CO2. Analyze the constitutional provisions related to freedom of speech and expression.
CO3. Identify and evaluate key ethical dilemmas in media practice.
CO4. Interpret major legal frameworks regulating media platforms (print, broadcast, digital).
CO5. Apply ethical principles and legal knowledge to real-world journalistic and media scenarios.
CO6. Critically assess contemporary legal challenges in digital and social media landscapes.

Topics and Learning Points	Teaching hours
Unit-I: Unit 1: Introduction to Media Law	07
1.1 Definition and scope of media law 1.2 History and evolution of press laws in India 1.3 Types of media and legal distinctions (print, broadcast, digital) 1.4 Importance of legal awareness for media professionals	
Unit-II: Unit 2: Constitutional Framework and Freedom of Expression	07
2.1 Article 19(1)(a) and reasonable restrictions under Article 19(2) 2.2 Freedom of the Press – judicial interpretations 2.3 Censorship vs. regulation 2.4 Important case studies: Romesh Thapar vs. State of Madras, Shreya Singhal vs. Union of India	
Unit-III: Media Laws in Practice	08
3.1 Contempt of Court Act, 1971 3.2 Official Secrets Act, 1923 3.3 Right to Information Act, 2005 3.4 Copyright Act, 1957 and Intellectual Property Rights 3.5 IPC Sections relevant to media (defamation, obscenity, sedition)	
Unit-IV: Ethics in Journalism and Media	08
4.1 Definition of ethics and morality in media 4.2 Code of Ethics by Press Council of India, NBA, IBF 4.3 Truth, fairness, accuracy, privacy 4.4 Ethical issues in sensationalism, paid news, fake news	

References:

1. Media Law and Ethics– M. Neelamalar
2. Mass Media Laws and Regulations in India – K.S. Venkateswaran
3. Journalism Ethics: A Casebook of Professional Conduct for News Media– Fred Brown
4. Press Laws – D.D. Basu

5. Relevant acts: IT Act, Copyright Act, RTI, Press Council guidelines, etc.

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-IV)

Subject: Journalism and Mass Communication

Course: Media Law and Ethics

Course Code: JMC-356- MJE (B)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	2		2	2				3	
CO2	2	3	2	2	3				2	
CO3		2	2		3				2	
CO4	3	2	3	3	2					
CO5	3	3		3	3					03
CO6	2	3		3	2		2	2	2	
CO7									2	

Justification for the Mapping

PO1: Technical Competence

CO1, CO2, CO4, CO5, CO6: Knowledge of laws, legal frameworks, digital regulations, and ethical codes equip students with technical knowledge required for media professionals.

PO2: Problem Solving Skills

CO1, CO2, CO3, CO4, CO5, CO6: Interpreting complex legal cases, ethical dilemmas, and digital challenges requires analytical and critical thinking.

PO3: Employability Skills

CO3, CO4, CO5: Ethical awareness, legal compliance, and responsible journalism are vital for employability in newsrooms, PR, and media agencies.

PO4: Industry Relevance and Entrepreneurial Abilities

CO1, CO2, CO4, CO5, CO6: Understanding media law is directly applicable to industry practices. Knowing how to navigate legal boundaries is essential for media entrepreneurs and professionals.

PO5: Ethical and Social Responsibility

CO1, CO2, CO3, CO4, CO5, CO6: Core outcome of the course. It cultivates integrity, accuracy, and respect for rights and freedoms within society and media ecosystems.

PO6: Environmental Awareness

The syllabus does not explicitly cover environmental aspects, though students may indirectly discuss environmental misinformation under digital media regulation.

PO7: Research and Innovations

CO6: Exploring contemporary issues (AI, surveillance, and misinformation) fosters critical engagement and research orientation.

PO8: Global Perspective

CO1, CO6: Comparative media laws, international standards, and emerging global legal trends build international awareness.

PO9: Multidisciplinary Studies

CO1, CO2, CO3, CO5, and CO6: Media law and ethics combine law, journalism, political science, technology, and philosophy.

PO10: Community Engagement

CO5: Ethical and lawful journalism impacts society. Applying this knowledge in media practices helps students engage responsibly with their communities.

NEP 2020 for T.Y.B.Voc JMC (NEP 2023 Pattern)

Name of the Programme	: T.Y.B.Voc. JMC
Programme Code	: UVJMC
Class	: T.Y.B.Voc
Semester	: VI
Course Type	: Major Elective
Course Code	: JMC-356- MJE (C)
Course Title	: Media Management (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To describe the principles, need and functions of management
2. To describe the structure and functions of media organization
3. To provide understanding of knowledge of the media management process.
4. To know internal structure of various media platforms.
5. To understand the correlation between business and responsibilities of media.
6. To know the correlations between the media organizations
7. To learn the different media ownership.

Course Outcomes:

- CO1:** Students will be able to explain the internal organizational structure of different media platforms including print, TV, and new media, and understand the delegation of responsibilities.
- CO2:** Students will analyze various types of media ownership and management practices and evaluate their impact on editorial freedom and content flow.
- CO3:** Students will understand the role of management in ensuring informed commentary, professional analysis, and maintaining journalistic standards.
- CO4:** Students will be able to apply basic principles of financial and human resource management in media organizations, including budgeting, cost analysis, and resource allocation.
- CO5:** Students will evaluate marketing strategies used in media, including audience engagement, brand building, public relations, and ethical promotion.
- CO6:** Students will understand the changing scenario of media under globalization, liberalization, FDI, and digital transformation and their impact on content and management.
- CO7:** Students will develop critical thinking skills to assess commercialization trends in media while maintaining professional ethics and integrity.

Topics and Learning Points

Teaching hours

UNIT- 1 Internal Structure of Media

6 hrs

- 1.1 Organizational structure: Print, TV, New Media
- 1.2 Management role in ensuring editorial freedom

- 1.3 Delegation of responsibilities
- 1.4 Coordination between departments

UNIT- 2 Ownership and Management **6 hrs**

- 2.1 Types of ownership and their agendas
- 2.2 Ideal management structure to ensure free flow of information
- 2.3 Informed comment and analysis for an idea
- 2.4 Newspaper or broadcast channel

UNIT- 3 Finance and HR Management **6 hrs**

- 3.1 Financial management
- 3.2 Breakup of expenditure for the year
- 3.3 Raw material costs, human resource inputs, various allocations
- 3.4 Fixed and variable costs
- 3.5 Unforeseen factors specialized training for skilled workers, HRD, advertising revenues, without compromising quality or commitment to high, professional standards.

Unit 4 Marketing strategies **6 hrs**

- 4.1 Meeting consumer demands without pandering to baser instincts.
- 4.2 Public relations, brand building Identification with readers'/viewers'
- 4.3 Honesty or professional integrity
- 4.4 Creation of goodwill, brand building Sales promotion

Unit- 5 Changing Scenario **6 hrs**

- 5.1 Challenges of globalization
- 5.2 Liberalization
- 5.3 Foreign Direct Investment [FDI]
- 5.4 Digital revolution and its impact on media
- 5.5 Commercialization of media

References:

1. C. S. Rayudu (2018) Media and Communication Management. Mumbai: Himalaya Publishing House.
2. Koontz, Harold; Weihrich, Heinz. (1990) Essentials of management. New York McGrawHill Publishing Company.
3. Jan R. Hakeculdar (1998) Media Ethics and Laws
4. Black, J. and Roberts, C. (2011). Doing ethics in media: Theories and practical applications. New York: Routledge.
5. Ben Badgikian: Media Monopoly -Rucket and Williams: Newspaper Organization and management, IOWA State University Press, 1974
6. Nicholas Coleridge: The Paper Tigers -P.K.Ravindranath: News media management, English Edition, Mumbai 2004

Choice Based Credit System Syllabus (2023 Pattern)

(As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y.B.Voc (Sem-IV) **Subject:** Journalism and Mass Communication

Course: Media Management (Theory) **Course Code:** JMC-356- MJE (C)

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation

	Programme Outcomes (POs)									
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	2	2	1	1	2	2	1
CO2	3	3	2	2	3	1	2	3	2	1
CO3	3	2	3	2	3	1	2	2	2	1
CO4	3	3	3	3	3	2	2	2	3	1
CO5	3	3	3	3	3	2	2	2	3	2
CO6	3	3	2	3	2	2	2	3	2	2
CO7	3	3	3	3	3	2	3	3	3	2

Mapping Justification

PO1 – Technical Competence: CO1, CO2, CO3, CO4, CO5, CO6, CO7

Students acquire knowledge of media organization structures, ownership patterns, HR and financial management, marketing strategies, and global media scenarios, which equips them with technical competence to manage media effectively.

PO2 – Problem Solving Skills: CO1, CO2, CO4, CO6, CO7

Students develop analytical and problem-solving skills in management challenges, budgeting, marketing, and adapting to globalization or digital transformations in media.

PO3 – Employability Skills: CO1, CO3, CO4, CO5, CO7

Students enhance communication, teamwork, leadership, and professional skills through understanding internal media management, marketing strategies, and ethical practices.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO1, CO2, CO4, CO5, CO6, CO7

The course prepares students for industry requirements including media management practices, marketing, financial planning, and strategic decision-making, supporting entrepreneurial initiatives in media.

PO5 – Ethical and Social Responsibility: CO1, CO2, CO3, CO5, CO7

Students learn to balance commercial objectives with editorial freedom, ethical journalism, responsible marketing, and integrity in media management.

PO6 – Environmental Awareness: CO4, CO5, CO6, CO7

Students understand sustainability in resource management, responsible marketing, and ethical decision-making in operational and financial management.

PO7 – Research and Innovations: CO2, CO3, CO4, CO7

Students engage in critical analysis, evaluate management models, adopt innovative marketing strategies, and improve operational efficiency.

PO8 – Global Perspective: CO2, CO4, CO6, CO7

Students study globalization, liberalization, FDI, and digital media impacts, providing insights into international media trends and cross-cultural business practices.

PO9 – Multidisciplinary Studies: CO1, CO2, CO3, CO4, CO5, CO6, CO7

The course integrates knowledge of journalism, business management, finance, marketing, and ethics for a comprehensive understanding of media operations.

PO10 – Community Engagement: CO1, CO5, CO6, CO7

Students apply management principles to engage audiences responsibly, conduct PR and marketing ethically, and contribute to societal awareness and media accountability.

**Syllabus as per NEP 2020 for T.Y.B.Voc. JMC
(2023 Pattern)**

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: T.Y.B.Voc. JMC
Semester	: VI
Course Type	: Minor (T)
Course Code	: JMC-361-MN
Course Title	: Basics of Advertising
No. of Credits	: 02
No. of Teaching Hours	: 30

Course Objectives:

1. To introduce students to the basic ideas and meaning of advertising.
2. To explain the role and importance of advertising in society and business.
3. To understand the types and forms of advertising.
4. To study the steps involved in making an advertisement.
5. To learn about different media used in advertising.
6. To understand the structure and work of an advertising agency.
7. To create awareness about ethics and responsibilities in advertising.

Course Outcomes:

- CO1** Students will be able to define advertising and explain its basic features.
- CO2** Students will understand the role and importance of advertising in daily life and marketing.
- CO3** Students will identify and describe different types of advertisements and media.
- CO4** Students will explain the basic process of creating an advertisement.
- CO5** Students will be able to write simple ad messages, headlines, and slogans.
- CO6** Students will understand the functions and structure of an advertising agency.
- CO7** Students will recognize ethical and social issues related to advertising.

Topics and Learning Points

	Teaching Hours
Unit 1. Introduction to Advertising 	6 hrs
1. Meaning and importance of advertising	
2. Main features of advertising	
3. Role of advertising in daily life	
4. History and growth of advertising	
Unit 2. Types of Advertising	8 hrs
1. Different types of advertising	
2. Print, radio, TV, and online ads	
3. Product and service advertising	
4. Social and government advertising	

Unit 3. Advertising Process**8 hrs**

1. Steps in making an advertisement
2. Writing simple ad messages
3. Choosing media for ads
4. Planning an ad campaign

Unit 4. Advertising Agency and Ethics**8 hrs**

1. What is an advertising agency
2. Work of an agency
3. Rules and laws in advertising
4. Good and bad practices in advertising

Suggested Readings:

1. **Advertising: Principles and Practice** – William Wells, John Burnett & Sandra Moriarty, Pearson Education.
2. **Advertising and Promotion: An Integrated Marketing Communications Perspective** – George E. Belch & Michael A. Belch, McGraw Hill.
3. **Advertising Management** – Rajeev Batra, John G. Myers & David A. Aaker, Pearson Education.
4. **Contemporary Advertising** – William F. Arens, McGraw Hill.
5. **Advertising: Concepts and Copy** – S.H.H. Kazmi & Satish K. Batra, Excel Books.
6. **Advertising and Public Relations** – Chunawalla S.A. & Sethia K.C., Himalaya Publishing House.
7. **Advertising Principles and Practice in India** – Manendra Mohan, Tata McGraw Hill.
8. **Brand Management and Advertising** – A. K. Dey, Global Vision Publishing House.
9. **Introduction to Advertising** – Jefkins Frank, Pearson Education.

Choice Based Credit System Syllabus (2023 Pattern)**(As Per NEP 2020)****Mapping of Program Outcomes with Course Outcomes**

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Basics of Advertising

Course Code: JMC-361-MN

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	2	2	2	1	1	2	2	1
CO 2	3	3	3	2	2	2	1	3	2	2
CO 3	3	3	3	3	2	2	2	3	3	2
CO 4	3	3	2	3	2	2	2	3	3	2
CO 5	3	3	3	3	3	2	2	3	3	2
CO 6	3	3	3	3	3	2	2	3	3	2
CO 7	2	2	2	2	3	3	2	3	2	3

Mapping of Program Outcomes (POs) with Course Outcomes (COs) – Justification**PO1 – Technical Competence: CO1, CO2, CO3, CO4, CO5, CO6**

Students gain foundational technical knowledge of advertising concepts, types, media platforms, and agency operations, developing the ability to perform industry-relevant advertising tasks effectively.

PO2 – Problem Solving Skills: CO3, CO4, CO5, CO6

Students learn to design advertising messages and campaigns to solve real-world marketing problems creatively using both theoretical understanding and practical application.

PO3 – Employability Skills: CO2, CO3, CO4, CO5, CO6

Students develop key employability skills such as communication, creativity, teamwork, and leadership through ad writing, campaign planning, and presentation activities.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO3, CO4, CO5, CO6

Students gain practical exposure to advertising agency structures, media planning, and client relations, helping them to explore entrepreneurial ventures in advertising and media.

PO5 – Ethical and Social Responsibility: CO2, CO6, CO7

Students understand social obligations and ethical issues in advertising, including truth in communication, gender sensitivity, and responsible consumer persuasion.

PO6 – Environmental Awareness: CO7

Students become aware of advertising's influence on consumerism and learn how campaigns can promote sustainability, eco-conscious brands, and social welfare messages.

PO7 – Research and Innovations: CO4, CO5, CO6

Students explore innovative advertising strategies and conduct basic research on audience analysis, message testing, and effectiveness of media campaigns.

PO8 – Global Perspective: CO2, CO3, CO5, CO6, CO7

Students gain awareness of global advertising trends, cross-cultural communication, and international advertising ethics and practices.

PO9 – Multidisciplinary Studies: All COs

Advertising integrates knowledge from communication, marketing, psychology, design, and ethics, encouraging a holistic understanding of how multiple disciplines support effective media work.

PO10 – Community Engagement: CO2, CO5, CO7

Students learn to create socially relevant advertisements and community awareness campaigns that address public welfare, health, and sustainability issues.

**Syllabus as per NEP 2020 for T.Y.B.Voc. JMC
(2023 Pattern)**

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: T.Y.B.Voc. JMC
Semester	: VI
Course Type	: Minor (P)
Course Code	: JMC-362-MN
Course Title	: Advertising Production
No. of Credits	: 02
No. of Teaching Hours	: 60

Course Objectives:

1. To introduce students to the practical process of making advertisements.
2. To develop creativity and idea generation for product advertising.
3. To train students in designing print advertisements for different products.
4. To provide hands-on experience in producing audio (radio) advertisements.
5. To teach the basic steps of video ad production and editing.
6. To help students plan and execute complete ad campaigns for a product.
7. To build teamwork, presentation, and production skills in advertising.

Course Outcomes:

CO1 Students will understand the practical process of ad production.

CO2 Students will be able to develop creative ideas for product advertisements.

CO3 Students will design simple and effective print ads for different products.

CO4 Students will produce short audio advertisements and jingles.

CO5 Students will create short video ads using basic shooting and editing techniques.

CO6 Students will plan and execute complete product ad projects individually or in groups.

CO7 Students will demonstrate teamwork, creativity, and presentation skills through final ad projects.

Topics and Learning Points

Teaching Hours

Unit 1. Understanding Advertising Production

15 hours

1. Introduction to product advertising
2. Identifying target audience and product features
3. Developing ad ideas and creative concepts
4. Selecting product for ad making (individual or group work)

Unit 2. Print Advertisement Production

15 hours

1. Planning and designing print ads for products
2. Writing headlines, slogans, and taglines
3. Layout design using basic software (Canva/Photoshop)
4. Creating posters, brochures, and magazine ads for selected products

Unit 3. Audio Advertisement Production (Radio Ad)

15 hours

1. Writing short radio scripts for product ads
2. Voice recording and adding background music/sound effects
3. Editing audio using simple tools (Audacity or mobile apps)
4. Producing 20–30 second radio jingles or audio ads for a product

Unit 4. Video Advertisement Production

15 hours

1. Planning and storyboarding for a product video ad
2. Shooting short video advertisements (30–60 seconds)
3. Editing and adding titles, logos, and background music
4. Presentation and evaluation of final product advertisements

Suggested Readings:

10. **Advertising: Principles and Practice** – William Wells, John Burnett & Sandra Moriarty, Pearson Education.
11. **Advertising and Promotion: An Integrated Marketing Communications Perspective** – George E. Belch & Michael A. Belch, McGraw Hill.
12. **Advertising Management** – Rajeev Batra, John G. Myers & David A. Aaker, Pearson Education.
13. **Contemporary Advertising** – William F. Arens, McGraw Hill.
14. **Advertising: Concepts and Copy** – S.H.H. Kazmi & Satish K. Batra, Excel Books.
15. **Advertising and Public Relations** – Chunawalla S.A. & Sethia K.C., Himalaya Publishing House.
16. **Advertising Principles and Practice in India** – Manendra Mohan, Tata McGraw Hill.
17. **Brand Management and Advertising** – A. K. Dey, Global Vision Publishing House.
18. **Introduction to Advertising** – Jefkins Frank, Pearson Education.

Choice Based Credit System Syllabus (2023 Pattern) (As Per NEP 2020)

Mapping of Program Outcomes with Course Outcomes

Class: T.Y B. Voc (Sem.VI)

Subject: Journalism and Mass Communication

Course: Advertising Production (P)

Course Code: JMC-362-MN

Weightage: 1= weak or low relation, 2= moderate or partial relation, 3= strong or direct relation.

Programme Outcomes (POs)										
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3	2	2	2	1	1	2	2	1
CO 2	2	3	3	3	2	2	2	3	3	2
CO 3	3	3	3	3	2	2	2	3	3	2
CO 4	3	3	3	3	2	2	3	3	3	2
CO 5	3	3	3	3	2	2	3	3	3	2
CO 6	3	3	3	3	3	2	3	3	3	3
CO 7	2	3	3	3	3	3	2	3	3	3

Mapping of Program Outcomes (POs) with Course Outcomes (COs) – Justification

PO1 – Technical Competence: CO1, CO3, CO4, CO5, CO6

Students gain hands-on technical expertise in creating print, audio, and video advertisements using digital tools, demonstrating competence in production and media techniques.

PO2 – Problem Solving Skills: CO1, CO2, CO3, CO6

Students apply creative and analytical thinking to design advertisements that address real marketing needs and communication challenges.

PO3 – Employability Skills: CO2, CO3, CO4, CO5, CO6, CO7

Through practical assignments and campaign execution, students develop teamwork, creativity, time management, and presentation skills essential for employability in the media industry.

PO4 – Industry Relevance and Entrepreneurial Abilities: CO2, CO3, CO4, CO5, CO6, CO7

Students understand how advertising functions in real industry settings, gaining exposure to production workflow and the entrepreneurial potential of advertising projects.

PO5 – Ethical and Social Responsibility: CO2, CO5, CO7

Students are sensitized to ethical communication, responsible representation, and social awareness while designing advertisements that influence public opinion.

PO6 – Environmental Awareness: CO3, CO5, CO7

Students learn to incorporate eco-friendly messages and sustainable product promotion practices within advertising projects.

PO7 – Research and Innovations: CO4, CO5, CO6

Students engage in experimental production methods, conduct audience analysis, and apply innovative media strategies in campaign planning.

PO8 – Global Perspective: CO2, CO3, CO5, CO6, CO7

Students explore global advertising trends, cross-cultural branding, and international ad practices to create content with a universal appeal.

PO9 – Multidisciplinary Studies: All COs

Advertising production integrates communication, marketing, psychology, design, and technology, encouraging students to approach projects from multiple disciplinary perspectives.

PO10 – Community Engagement: CO2, CO6, CO7

Students conceptualize and execute socially relevant ad campaigns promoting public welfare, local initiatives, and awareness on community issues.