



Anekant Education Society's
TULJARAM CHATURCHANDCOLLEGE,
(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 2024-2025

Title of the Programme: B. Voc. Journalism and Mass Communication

(To be implemented from Academic Year – 2024-25)

Course structure:

- B.Voc. is three year course with three theory and three practical courses in each semester.
- Each theory course will be of four credits and each credit is of 15 periods
- Each practical course will be of six credits and each credit is of 15 periods
- Each period is of one clock hour.
- In each practical course there will be one visit to the relevant industry/ institute.
- In addition to the regular practical are based on the theory course, special emphasis will be on communications and soft skills development of the students.

Eligibility:

- 1) **First Year B.Voc. (Diploma):** A student who has passed the Higher Secondary School Certificate (10+2) in any streamer its equivalent examination.
- 2) **Second Year B.Voc. (Advanced diploma):** Keeping terms of First Year of B. Voc. and if they fulfill the eligibility conditions.
- 3) **Third Year B.Voc. (Degree):** Student shall pass all First Year B. Voc. courses and Satisfactory keeping the terms of Second Year of B.Voc.

Note: Admissions will be given as per the selection procedure / policies adopted by the college, in accordance with conditions laid down by the Savitribai Phule Pune University, Pune.

Examination Pattern:

- Pattern of Examination: Semester:
- General education courses (Theory paper) - I, II, III, IV, V and VI Semester
- Skill Component (Practical Course): Practical examination will be conducted
- Weightage of marks in each course: Internal continues assessment (50%) and end semester examination (50%)

**Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, BARAMATI
Dist. -Pune-413102**

B. Voc. Journalism and Mass Communication Syllabus Structure

Third Year: Semester-V

Subj. Code	Subject Name	No. of Credits	Marks
General component			
UBJM 351	Introduction to Digital Media	4	100
UBJM 352	Visual Communication	4	100
UBJM 353	Mass Communication Theory	4	100
Skill component			
UBJM 354	Content Development For Digital Media	6	150
UBJM 355	Video Production Group Project	10	250
UBJM 356	Industry Internship	2	50

Third Year: Semester-VI

Subject Code	Subject Name	No. of Credits	Marks
General component			
UBJM 361	Basics of Advertising	4	100
UBJM 362	Basics of Public Relation	4	100
UBJM 363	Media Management	4	100
Skill component			
UBJM 364	PR Practices	6	150
UBJM 365	Group Project- Advertisement project /Documentary/ News bulletin/ In depth reporting / Social media campaign project	10	250
UBJM 366	Industry Internship	2	50

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

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

From 2022-23 to 2024-25

Sr.No.	Name	Designation
1.	Mr. Rahul P. Chaudhari	Chairman
5.	Dr. Sanjay Vishnu Tambat	Vice-Chancellor Nominee
6.	Mr. Mithunchandra Chaudhari	Expert from other University
7.	Dr. Radheshyam Jadhav	Expert from other University
8.	Mr. Akash Dhopeswarkar	Industry Expert
9.	Ms. Ankita Khane	Meritorious Alumni
10.	Mr. Ravi Mane	Meritorious Alumni

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.

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

- 1. To impart the basic knowledge of Mass communication & Journalism and related areas of studies:**

Provide a comprehensive understanding of the theoretical foundations and practical applications in Mass Communication and Journalism. Equip students with essential concepts, terminologies, and historical perspectives within the field.
- 2. To develop the learner into competent and efficient Media & Entertainment Industry ready professionals.**

Foster practical skills and industry-relevant expertise to ensure graduates are well-prepared for diverse roles in the Media & Entertainment sector. Emphasize hands-on training and real-world experiences to bridge the gap between academic knowledge and professional demands.
- 3. To empower learners by communication, professional and life skills**

Enhance communication proficiency, both written and oral, to enable effective expression and comprehension. Cultivate a range of professional and life skills, including teamwork, critical thinking, problem-solving, and adaptability.
- 4. To impart Information Communication Technologies (ICTs) skills, including digital and media literacy and competencies.**

Develop proficiency in utilizing Information Communication Technologies for media production, dissemination, and analysis. Foster digital and media literacy, ensuring graduates are adept in navigating and utilizing modern communication tools.
- 5. To imbibe the culture of research, innovation, entrepreneurship and incubation.**

Encourage a research-oriented mindset among learners, promoting exploration, analysis, and critical evaluation of media and communication phenomena. Instill an entrepreneurial spirit, fostering innovation and creative thinking, while providing avenues for incubation of new ideas and projects.
- 6. To inculcate professional ethics, values of Indian and global culture**

Embed a strong sense of professional ethics and integrity within the practice of journalism and mass communication. Promote an understanding and appreciation of both Indian and global cultural values to create culturally sensitive media professionals.
- 7. To prepare socially responsible media academicians, researchers, professionals with global vision**

Instill a sense of social responsibility, emphasizing the role of media in addressing societal issues and promoting positive change. Develop a global perspective, enabling graduates to navigate diverse cultural landscapes and contribute responsibly to the global media community.

Anekant Education Society's
TULJARAM CHATURCHAND COLLEGE, BARAMATI, DIST- PUNE-413102
B.Voc. (Journalism and Mass Communication) REVISED SYLLABUS

Third Year

Semester VI

ADVERTISING

General Education

Paper No. UBJM361

Maximum Marks: 100

Credits: 4

Teaching Period: 4/week

Teaching Load: 60 Theory Period/Semester

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.

CONTENT

Unit 1. Introduction to Advertising	10 hrs
<ul style="list-style-type: none">● Advertising: concepts, definitions, needs● Importance and role of advertising in media● Basic Principles and Vocabulary● Development of advertising in India and World● Appreciating the still images	
Unit 2. Vehicles of Advertising	10 hrs
<ul style="list-style-type: none">● Trends in advertising● Outdoor or out of home Advertising● Print Advertising● Online Advertising	
Unit 3. Classification of Advertising	10 hrs
<ul style="list-style-type: none">● Product advertising● Market segmentation● Sales promotion● Identification of target consumer● Market trends●	
Unit 4 Theories and Models of Advertising	10 hrs
<ul style="list-style-type: none">● AIDA Model,● DAGMAR Model,● Communication theories applied to advertising●	
Unit 5. Understanding Brands	10 hrs
<ul style="list-style-type: none">● What is a Brand?● Journey: from product to brand	

- The need for Strong Brands
- Brand Awareness

Unit 6. Working of Advertising Agency

10 hrs

- Advertising Agencies, growth and development
- Structure and function of Ad-agency
- Media selection, print, audio visual, digital
- Design, budget, client relations

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.

Recommended Reading:

1. Mass Communication in India by Kevalj.Kumar
2. Introduction to Mass communication by Stanley J.Baran
3. Absolut Book.: The Absolut Vodka Advertising Story, Richard W. Lewis
4. Beyond Buzz: The Next Generation of Word-of-Mouth Marketing, Lois Kelly
5. Bill Bernbach’s Book: A History of Advertising That Changed the History of
6. Advertising, Bob Levenson
7. Blink: The Power of Thinking Without Thinking, Malcolm Gladwell
8. Brain Surgery for Suits: 56 Things Every Account Person Should Know, Robert Solomon
9. PandePuran, PiyushPande

Mapping of Programme Outcomes (POs) with Course Outcomes (COs) with justification:

Subject: Journalism and Mass Communication

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

Course: BASICS OF ADVERTISING

Course Code: UBJM361

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

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

PO1 - Disciplinary Knowledge:

Justification: CO1, CO2, CO4, CO5, CO6, and CO7 all contribute to the development of disciplinary

knowledge in advertising. These outcomes cover the fundamental concepts, role, and importance of advertising, knowledge of advertising agencies, understanding the advertising industry, different types of advertising, and the process of brand building.

PO2 - Critical Thinking and Problem Solving:

Mapped COs: CO6, CO7

Justification: CO6 and CO7 involve critical design thinking and problem-solving skills. Understanding different types of advertising (CO6) requires critical thinking to evaluate creative solutions, and the development and understanding of the process of brand building (CO7) involve choosing the most appropriate options.

PO3 - Social Competence: CO1, CO2, CO5

Justification: CO1, CO2, and CO5 involve effective communication skills, both in writing and orally, and building interactive and presenting skills. These outcomes contribute to social competence by enabling students to communicate effectively and connect with others individually or in group settings.

PO4 - Research-Related Skills: CO1, CO2, CO4, CO5, CO6, CO7

Justification: CO1, CO2, CO4, CO5, CO6, and CO7 involve aspects of research-related skills such as understanding the role and importance of advertising, knowledge of advertising agencies, and the functioning of the advertising industry. These outcomes also emphasize the awareness of research ethics and intellectual property rights.

PO5 - Personal and Professional Competence: CO3, CO5, CO7

Justification: CO3, CO5, and CO7 contribute to personal and professional competence. CO3 focuses on knowledge of self-employment, CO5 emphasizes performing independently and participating in team activities, and CO7 underscores the commitment to professional ethics and responsibility.

PO6 - Effective Citizenship and Ethics: CO1, CO2, CO3, CO5, CO7

Justification: CO1, CO2, CO3, CO5, and CO7 contribute to effective citizenship and ethics by developing social concern, awareness of moral and ethical issues, and commitment to professional ethics and responsibility.

PO7 - Environment and Sustainability: CO1, CO2, CO5

Justification: CO1, CO2, and CO5 contribute to understanding the impact of advertising in societal and environmental contexts and demonstrate knowledge of and need for sustainable development.

PO8 - Self-directed and Life-long Learning: All COs

Justification: All COs contribute to self-directed and life-long learning by providing a foundation in advertising concepts and practices, encouraging critical thinking and problem-solving, and fostering research-related skills.

PO9 - Trans-disciplinary Research Competence: All COs

Justification: All COs contribute to trans-disciplinary research competence by integrating various aspects of advertising, including development, role, importance, agencies, industry functioning, types, and brand building, transcending beyond discipline-specific approaches

PUBLIC RELATIONS

General Education

Paper No. –UBJM362

Maximum Marks: 100

Credits: 4

Teaching Period: 4 /week

Teaching Load: 60 Theory Period

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.

CONTENT

Unit 1 History of Public Relation	10 hrs
<ul style="list-style-type: none"> ● Brief history of Public Relation ● Need and Importance of Public Relations ● Growth of PR in India ● How PR is different from advertising, publicity and propaganda 	
Unit 2 Introduction to Public Relations	10 hrs
<ul style="list-style-type: none"> ● Public Relations: Meaning, Definition & Concept ● Objective of Public Relations ● Role and responsibilities of PR professional ● Qualities required of a PR professional 	
Unit-3 Role & Organizational setup	10 hrs
<ul style="list-style-type: none"> ● Organizational Set-up of PR agency ● PR in government organization ● PR in political Sector ● PR in Corporate sector 	
Unit-4 Tools & Techniques	10 hrs
<ul style="list-style-type: none"> ● Press Release: Importance and need ● Media relations -press conference and press tours ● Internal and External PR tools 	
Unit-5 PR during crisis	10 hrs
<ul style="list-style-type: none"> ● What is crisis? ● Case studies ● PR in crisis management ● Steps in crisis management ● PR Campaigns 	
Unit-6 Use of social media in PR	10 hrs
<ul style="list-style-type: none"> ● Website: a tool for faster dissemination of information ● Social Media - Blogging, LinkedIn, Face book, Twittered. 	

- Photographs and A/Material.
- Use of Internet.

Course Outcomes

1. Students would learn about the definitions and concepts of public relations,
2. Students would know the difference between public relations and corporate communications
3. Students would gain knowledge about the tools of public relations.
4. Students would learn the basics of public relations writings.
5. Students will be able to comprehend the organizational framework of PR agencies, including roles, Responsibilities and structures.
6. Students will understand how PR contributes to brand building, reputation management, and Communication strategies in private sector.
7. Students will be capable of designing and executing PR campaigns that address and the impact of Crises on an organization.

Suggested Readings:

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

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication
Course Code: UBJM 362

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

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

Justification for the mapping

PSO1. Disciplinary Knowledge:

CO1 and CO2: Students will gain emphasize understanding the concepts of public relations, publicity, propaganda, and advertising, aligning with the need for comprehensive knowledge in the discipline.

PSO2. Critical Thinking and Problem-solving:

CO7: Students will focus on designing and executing PR campaigns in crisis situations, requiring critical thinking and problem-solving skills to predict creative solutions.

PSO3. Social Competence:

CO4: Students will emphasize the importance of effective communication skills, aligning with the need

for students to exhibit thoughts and ideas effectively in writing and orally.

PSO5. Personal and Professional Competence:

CO6: Students able to understand focus on understanding the role of PR in private sector enterprises and designing/executing PR campaigns, requiring personal and professional competence.

PSO6. Effective Citizenship and Ethics:

CO7: Emphasizes the impact of PR campaigns on organizations and aligns with the need for students to demonstrate an informed awareness of moral and ethical issues in the field.

PSO8. Self-directed and Life-long Learning:

CO3: Emphasizes learning about the basic tools of public relations, contributing to the broader goal of self-directed and life-long learning in the field.

PSO9. Trans-disciplinary Research Competence:

CO6 and CO7: Understanding the role of PR in private sector enterprises and designing/executing PR campaigns, requiring a trans-disciplinary approach to address organizational and societal challenges.

MEDIA MANAGEMENT**General Education****Paper No. UBJM 363****Maximum Marks: 100****Credits: 4****Teaching Period: 4/week****Teaching Load: 60 Theory Period/Semester****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.

CONTENT

UNIT 1 Internal Structure of Media	10 hrs
<ul style="list-style-type: none"> ● Organizational structure: Print, TV, New Media ● Management role in ensuring editorial freedom ● Delegation of responsibilities ● Coordination between departments 	
UNIT 2 Ownership and Management	10 hrs
<ul style="list-style-type: none"> ● Types of ownership and their agendas ● Ideal management structure to ensure free flow of information, ● Informed comment and analysis for an idea ● Newspaper or broadcast channel 	
UNIT 3 Finance and HR Management	10 hrs
<ul style="list-style-type: none"> ● Financial management ● Break up of expenditure for the year ● Raw material costs, human resource inputs, various allocations ● Fixed and variable costs ● Unforeseen factors specialized training for skilled workers, HRD, advertising revenues, without compromising quality or commitment to high, professional standards. 	
Unit 4 Marketing strategies	10 hrs
<ul style="list-style-type: none"> ● Meeting consumer demands without pandering to baser instincts. ● Public relations, brand building Identification with readers'/viewers' ● Honesty or professional integrity ● Creation of goodwill, brand building Sales promotion 	
Unit 5 Changing Scenario	10 hrs
<ul style="list-style-type: none"> ● Challenges of globalization ● Liberalization ● Foreign Direct Investment [FDI] ● Digital revolution and its impact on media ● Commercialization of media 	

Unit 6 Overview of India Media and Organizations

10 hrs

- Case Studies
- BBC, 'Sakaal, and their marketing and development strategies
- Organizational bodies: IENS, NRS, ILNA,ABC

Course Outcomes:

- CO1 Students shall have understanding of media proliferation in India.
CO2 Students shall get aware to management values and process.
CO3 Students shall have an overview of recent changes and future challenges of media regulation
CO4 Students shall have understanding of media ownership pattern.
CO5 Students shall know Liberalization globalization have impacted the current media scenario.
CO6 Students will know the correlations between the media organizations
CO7 Students will learn the different media ownership.

Suggested reading:

1. C. S. Rayudu (2018) Media and Communication Management. Mumbai: Himalaya Publishing House.
2. Koontz, Harold; Weihrich, Heinz. (1990) Essentials of management. New York McGraw-Hill 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, Mumbai2004

Mapping of Program Outcomes with Course Outcomes

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

Subject: Journalism and Mass Communication

Course: Media Management

Course Code: UBJM 363

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

Course Outcomes	Programme Outcomes (POs)								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9
CO1	3								
CO2					3				
CO3						2			
CO4			3						
CO5							1		
CO6		2							
CO7									2

Justification for the mapping

PO1 (Disciplinary Knowledge):

Strong relation - Understanding media proliferation requires comprehensive knowledge in media studies.

CO1: Students shall have an understanding of media proliferation in India.

PO5 (Personal and Professional Competence):

Strong relation - Awareness of management values and processes contribute to personal and professional competence.

CO2: Students shall get aware of management values and processes.

PO6 (Effective Citizenship and Ethics):

Moderate relation - Understanding media regulation and its challenges is relevant to effective citizenship and ethical considerations.

CO3: Students shall have an overview of recent changes and future challenges of media regulation.

PO3 (Social Competence):

Strong relation - Understanding media ownership patterns contributes to social competence.

CO4: Students shall have an understanding of media ownership patterns.

PO7 (Environment and Sustainability):

Weak relation - While globalization impacts the environment, It may have a weaker connection to understanding media scenarios.

CO5: Students shall know how Liberalization globalization has impacted the current media scenario.

.PO2 (Critical Thinking and Problem Solving):

Moderate relation - Understanding correlations between media organizations involves critical thinking in analyzing relationships.

CO6: Students will know the correlations between media organizations

PO9 (Trans-disciplinary Research Competence):

Moderate relation - Learning about different media ownership involves a degree of trans-disciplinary research.

CO7: Students will learn the different media ownership.

Public Relation Practices**SkillComponent****Paper No. UBJM 364****Maximum Marks: 150****Credits: 6****Teaching Period: 2/week****Teaching Load: 30 Practical/Semester****Course Objectives:**

1. To develop practical skills in PR writing, media relations, and event management.
2. To provide hands-on experience in executing PR campaigns and activities.
3. To Write Effective Press Releases for events
4. To train students in creating effective PR materials and managing communication strategies.
5. To Develop a Public Relations Strategy for a Brand or Organization
6. To enhance the students' ability to respond to PR challenges through simulations and real-world scenarios.
7. To learn how to establish and maintain relationships with journalists, reporters, and media outlets.

CONTENT**Unit 1: 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 2: 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 3: 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 4: Event Management and Execution**(15 hours)**

- 4.1 Planning and Organizing a PR Event (Live or Simulated)
- 4.2 Managing On-Ground Event Logistics and Coordination
- 4.3 Creating Event Materials (Invitations, Brochures, Press Kits)
- 4.4 Post-Event Reporting and Evaluation (Group Presentation)

Unit 5: Crisis Communication and Reputation Management**(15 hours)**

- 5.1 Crisis Scenario Simulations: Preparing a Response Strategy
- 5.2 Writing Crisis Communication Press Releases (Case Study Approach)
- 5.3 Managing Reputation During and After a Crisis (Practical Exercise)
- 5.4 Mock Crisis Interviews and Media Interactions (Role Play)

Unit 6: PR Evaluation and Reporting

(15 hours)

- 6.1 Using Digital Tools for Media Monitoring and Content Analysis
- 6.2 Tracking PR Metrics: Reach, Engagement, and Impact (Group Project)
- 6.3 Writing PR Reports: Evaluation of Campaign Success
- 6.4 Case Study: Presenting PR Campaign Results to a Client (Presentation)

Course Outcomes:

Upon completion of the course, students will be able to:

1. Write press releases, speeches, and other PR content in a professional setting.
2. Manage media relations, organize events.
3. Execute a PR strategy that aligns with an organization's goals, target audience, and messaging.
4. Create and execute PR campaigns with proper planning and implementation strategies.
5. plan and execute PR campaigns across multiple channels, including print, online media, television, and social platforms,
6. Use digital tools and metrics to evaluate the impact of PR activities.
7. Manage crisis situations by preparing crisis communication plans, issuing statements, and handling media inquiries effectively during the time of crisis.

Third Year

Semester VI

Group Project

Skill Component
Maximum Marks: 250
Teaching Period: 2/week

Paper No. UBJM 365
Credits: 4
Teaching Load: 30 Practical /Semester

Course Objectives:

Project Objective

Students will work in groups to select one of the five project types and develop it from conceptualization to final production. Each group will document and submit their work at three stages: pre-production, production, and post-production.

Project Options:

- Advertisement Project
- Short doc
- News Bulletin (20 Min)

Project Type: Group Project (Max 5 students per group)

Internal Submission: Pre-production

Final Submission: Complete Project (with pre-production, production, and post-production documentation)

1. Project Stages & Requirements

A. Pre-production (Internal Submission)

- **Project Proposal:**
 - Define the scope, objectives, and target audience.
 - Research and conceptualize the chosen project (Advertisement, Documentary, News Bulletin, etc.)
- **Storyboarding/Scriptwriting:**
 - Create a storyboard (for visual projects) or a script (for news/in-depth reporting).
 - Outline main segments/scenes and the flow of content.
- **Production Plan:**
 - Allocate tasks within the group.
 - Prepare a detailed schedule, resource list (equipment, location), and budget estimation.

B. Production (Final Submission)

- **Execution of the Project:**
 - Create the actual project (advertisement, documentary, etc.).
 - Each member must contribute to specific aspects like directing, shooting, acting, editing, etc.
 - Use multimedia tools and techniques based on the project type.
- **Production Log:**

- Maintain a log of the production process (dates, events, progress, and issues faced).
- Visual documentation or screenshots of the production process.

C. Post-production (Final Submission)

- **Editing:**
 - Complete the editing of raw material into a final product.
 - Incorporate graphics, sound, and special effects as necessary.
- **Final Output:**
 - Advertisement: 30-60 second advertisement clip.
 - Documentary: 10-15 minutes documentary.
 - News Bulletin: 5-10 minutes.
 - In-depth Reporting: 15-20 minutes.
 - Social Media Campaign: Develop a content strategy, create 5-7 posts/videos, and analyze potential engagement.
- **Presentation & Submission:**
 - Present the final project to the class.
 - Submit the final project along with all paperwork, including the Pre-production, Production Log, and Post-production analysis.

2. Evaluation Criteria

- 1. Pre-production (25%)**
 - Project proposal
 - Research and planning (storyboard/script, production plan)
- 2. Production (35%)**
 - Creativity and execution of the project idea
 - Team collaboration and task management
- 3. Post-production (25%)**
 - Editing quality and final output
 - Effective use of multimedia tools
- 4. Presentation & Final Report (15%)**
 - Clarity and professionalism of the project presentation.
 - Overall cohesion of the final output and supporting documentation.

5. Course Outcomes:

- CO1 Understand the process of planning, producing, and editing media projects.
- CO2 Demonstrate teamwork and collaboration.
- CO3 Develop research, scriptwriting, and technical skills.
- CO4 Learn how to use media effectively for communication (advertising, news, reporting, or social engagement).
- CO5 Gain hands-on experience with multimedia tools and platforms.
- CO6 Students will gain practical knowledge of Production .
- CO7 Students will get chance to involved social gathering and interaction with peoples.

Third Year

Semester VI

INTERNSHIP

Paper No. UBJM 366

Maximum Marks: 50

Credits: 02

Course Objectives:

1. Gain insights into the structure, functioning, and culture of the organization.
2. Apply theoretical concepts learned in the academic curriculum to real-world scenarios encountered during the internship, bridging the gap between theory and practice.
3. Develop effective communication skills through the preparation and delivery of the post-internship presentation/report, showcasing the ability to articulate and present information in a professional manner.
4. Acquire project management skills and demonstrating the ability to plan and execute tasks within a specified timeframe.
5. Develop problem-solving skills by identifying and addressing challenges encountered during the internship.
6. Showcasing adaptability and resilience in a dynamic work environment.
7. Demonstrate the ability to contribute positively to the organization's functioning.

Internship must be evaluated for 2 credits.

Norms of internship are as follows:

- It should be done **before the end of Sem. VI** in any Media organizations for minimum 60 days. Students may work in two different types of organizations min. 30 days each.
- After the internship students have to submit a detailed report describing work done, and what was learnt. They have to attach proofs of work done, and evaluation report duly signed by relevant authority in the respective organization.
- **Norms of evaluation for 50marks:**
Evaluation by the authority: 20, Volume and quality of work: 20, Quality of report: 10

Course outcomes

- | | |
|-----|---|
| CO1 | Students will be able to describe the structure, functioning, and culture of a specific organization based on their Studentship experience. |
| CO2 | Students will be able to apply theoretical concepts from their academic curriculum to solve real-world problems encountered during their Studentship. |
| CO3 | Students will be able to effectively communicate their Studentship experience and learnings through a professional presentation or report, demonstrating clear and concise articulation of information. |
| CO4 | Students will be able to plan and execute tasks within a specified timeframe, showcasing effective project management skills. |
| CO5 | Students will be able to identify and address challenges encountered during their Studentship, demonstrating critical thinking and problem-solving skills. |
| CO6 | Students will be able to demonstrate adaptability and resilience in a dynamic work environment, adjusting to new situations and overcoming challenges. |

CO7 Students will be able to identify and describe how their work contributed positively to the organization's functioning.

Mapping of Program Outcomes with Course Outcomes

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

Subject: B.Voc Journalism and Mass

Communication

Course: Internship

Course Code: UBJM 366

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

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

PO1 - Disciplinary Knowledge:

CO2 - Apply theoretical concepts to solve real-world problems during Studentship: This connection is logical as applying theoretical concepts requires a comprehensive understanding of disciplinary knowledge.

PO2 - Critical Thinking and Problem Solving:

CO5 - Identify and address challenges during Studentship, demonstrating critical thinking skills: The ability to address challenges requires critical thinking, making this connection relevant.

PO3 - Social Competence:

CO3 - Effectively communicate Studentship experience through professional presentation or report: Effective communication is a key aspect of social competence, aligning with the need for effective communication in various settings.

PO4 - Research-Related Skills:

CO1 - Describe the structure, functioning, and culture of a specific organization based on Studentship experience: Research-related skills involve the ability to observe, analyze, and report findings, which is reflected in understanding the organization's structure and culture.

PO5 - Personal and Professional Competence:

CO6 - Demonstrate adaptability and resilience during Studentship: Adaptability and resilience are attributes of personal and professional competence, especially in dynamic work environments.

PO6 - Effective Citizenship and Ethics:

CO7 - Identify and describe how work contributed positively to the organization's functioning: This connection is justified as contributing positively to an organization often involves ethical considerations and a sense of social responsibility.

PO7 - Environment and Sustainability:

CO5 - Identify and address challenges during Studentship, demonstrating critical thinking and problem-solving skills: Environmental and sustainability challenges often require critical thinking and problem-solving skills.

PO8 - Self-directed and Life-long Learning:

CO4 - Plan and execute tasks within a specified timeframe, showcasing effective project management skills: Planning and executing tasks within a timeframe reflect the ability to engage in self-directed and lifelong learning.

PO9 - Trans-disciplinary Research Competence:

CO2 - Apply theoretical concepts from academic curriculum to solve real-world problems during Studentship: Applying theoretical concepts to real-world problems may involve a trans-disciplinary approach, making this connection appropriate.