



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

DEPARTMENT OF MEDIA AND COMMUNICATION STUDIES

Proposed Syllabus For
S.Y. B.Voc. Journalism and Mass Communication
(S.Y. B.Voc. JMC, Semester-IV)
(As Per NEP 2020)
(2023 Pattern)

To be implemented from Academic Year 2024-2025

Preamble

AES's Tuljaram Chaturchand 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 Tuljaram Chaturchand 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
TuljaramChaturchand 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
2.	Dr. Sanjay Vishnu Tambat	Vice-Chancellor Nominee
3.	Mr. Mithunchandra Chaudhari	Expert from other University
4.	Dr. Radheshyam Jadhav	Expert from other University
5.	Mr. Akash Dhopeswarkar	Industry Expert
6.	Ms. Ankita Khane	Meritorious Alumni
7.	Mr. Ravi Mane	Meritorious Alumni

Credit Distribution Structure for S.Y.B.Voc.Journalism and Mass Communication-2023-2024

Level	Sem ester	Major		Minor	OE	VSC, SEC, (VSEC)	AEC, VEC, IKS	OJT, FP, CEP, CC, RP	Cum. Cr/Sem	Degree/Cum. Cr.			
		Mandatory	Electives										
4.5	III	JMC-201-MJM Advance News reporting and editing (2 Credit) -T	-	JMC-211- MN	JMC-216-OE Advanced Photography (2 credits) - T	JMC -221-VSC: Digital Content Creation (2 credits) - P	MAR/HIN/SAN/-231-AEC भाषिक उपयोगना वलेखन कौशल्य हिंदी भाषा-सृजनकौशल्य प्राथमिक संभाषण कौशल्यम (2 credit)- T	JMC-235-FP Field Project (2 credits) - P	22	UG Certificate 44 credits			
		JMC-202-MJM: Screenplay writing (2 credits) - T		JMC-212-MN			-	-			-	-	
		JMC-203-MJM Experimental Journal(2 credits) - P		JMC-212-MN									-
		JMC-204-MJM Camera Techniques (2 credits)- P		JMC-212-MN			-	-			-	-	
	IV	JMC-251-MJM: Introduction to television – (2 credits) - T	-	JMC-261-MN: Introduction to digital Marketing (2credits) -T	JMC-266-OE: Blogging (2 credits) - T	JMC-271-SEC Video Editing (2 credits) - P			MAR-281-AEC Marathi /Hindi/Sanskrit (2 credit) - T				JMC-285-CEP (2 Credits) - P
		JMC-252-MJM: Introduction to Radio - (2 credits) -T		JMC-262-MN: digital Marketing practices (2credits) -P			-	-			-	-	
		JMC-253-MJM Television production (2 credits) - P		JMC-262-MN: digital Marketing practices (2credits) -P									-
		JMC-254-MJM Audio Production (2 Credits) - P		JMC-262-MN: digital Marketing practices (2credits) -P			-	-			-	-	
Cum Cr.	12	--	2	8	8	10			4	44			

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

Sem.	Course Type	Course Code	Course Name	Theory/ Practical	Credits
IV	Major Mandatory	JMC-251- MJM	Introduction to Television	Theory	02
	Major Mandatory	JMC-252-MJM	Introduction to Radio	Theory	02
	Major Mandatory	JMC-253- MJM	Television Production	Practical	02
	Major Mandatory	JMC-254- MJM	Audio Production	Practical	02
	Minor	JMC-261-MN	Introduction to Digital Marketing	Theory	02
	Minor	JMC-262-MN	Digital Marketing Practices	Practical	02
	Open Elective (OE)	JMC-266-OE	Bloggng	Theory	02
	Skill Enhancement Course (VSC)	JMC-271-SEC	Video Editing	Practical	02
	Ability Enhancement Course(AEC)	MAR-281-AEC	भाषिक उपयोगना व लेखनकौशल्य	Theory	02
		HIN-281-AEC	हिंदी भाषा-सृजन कौशल्य		
		SAN-281-AEC	प्राथमिक संभाषण कौशल्यम		
	Community Engagement Program	JMC-285-CEP	CEP	Project	02
	Co-curricular Course (CC)	NSS/NCC/YOG /PES/CUL - 239- CC	NSS/NCC/Yoga/Physical Education and Sport/ Cultural Activity	Theory/ Practical	02
Total Credits Semester -III					22

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)

PSO1 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 mediacontent 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.

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

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc. JMC
Semester	: IV
Course Type	: Major Mandatory
Course Code	: JMC-251-MJM
Course Title	: Introduction to Television
No. of Credits	: 02
No. of Teaching Hours	: 30

Course objectives:

1. Students will understand new trends in television journalism.
2. To introduce students' techniques and skills for presentation, anchoring for television programme production.
3. Students will know the procedure and techniques of different programme formats of television news and news-based programme.
4. Understand Television journalism while practicing in the studios how to handle and use various television gadgets.
5. Students will acquire skills and learn to use different softwares for editing television Programmes.
6. Students will know the Television newsroom and functionaries.
7. Students learn to team Work to develop a Content Plan for a television production.

Course Outcomes:

- CO1.** Students will be able to understand new trends in television journalism.
- CO2.** Students will anchor, present and be able to produce television news bulletin.
- CO3.** Students will be able to cover events and news-based stories using mobile phones, video cameras.
- CO4.** Students will acquire skills and techniques of television media production.
- CO5.** Students will be able to do the editing both offline and online programme of television with using the software
- CO6.** Students will be able to understand Television newsroom and functionaries.
- CO7.** Student also get knowledge of various types of TV programmers.

Topics and Learning Points

Teaching Hours

Unit 1 – Introduction to Television

(6 hours)

- History of Television world and India
- Growth and Development of Television
- Impact on Society

- News Gathering on Television

Unit 2 – Television Channels

(6 hours)

- Public and Commercial Channels
- Regional Television Channels
- Programme and Audience
- Reporting Skills

Unit 3 – Structure and Functionaries of Television

(6 hours)

- Concept of News Room
- Structure of News Room
- Role of Editor to Anchor
- Role of Journalist in News Channel

Unit 4 – Types of News Television Programs

(6 hours)

- Live Coverage
- News Bulletin
- Interview
- Panel Discussion

Unit 5 – Programs in Fictional and Non-Fictional

(6 hours)

- Concept of Fictional and Non-Fictional Programme
- **Fictional Programme** – Soap Opera, Epic Serial, Sitcom, Series, Countdown Show, Tele Film, Cartoon Show, Advertisement etc.
- **Non – Fictional Programme** - News, News Programme, Documentry, Reality Show, Live Show etc.

Suggested Readings:

1. TV News, Building a Career in Broadcast Journalism, Ray White
2. Broadcast Journalism: Techniques of Radio and TV News, Andrew Boyd
3. Ethics for Media, William Reeves, and Cleave Mathews
4. Ethics in Journalism, Jeffrey Olen
5. Writing for Television, Radio, and New Media, 11th Edition- Robert L. Hilliard, CengageLearning
6. Broadcast Journalism and Digital Media - Dr. KeshavSathaye, Dimond Publication, Pune

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

Name of the Programme	: B.Voc. Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc. JMC
Semester	: IV
Course Type	: Major Mandatory
Course Code	: JMC-252- MJM
Course Title	: Introduction to Radio (Theory)
No.of Credits	: 02
No.of Teaching Hours	: 30

Course Objectives:

1. To introduce students to the history of radio in world and India
2. To introduce students to the working of radio
3. To develop the knowledge of program production and workflow of radio
4. To understand the different type of transmission and station
5. To understand the production technology of production used for audio
6. To know the how ethics regulate in broadcasting ministry
7. To understand the term of podcasting and webcasting

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Students would be able to understand working of the radio
- CO2. The student will understand creative writing and strategic communication skills for radio
- CO3. Students would be able to understand technical or editing knowledge for radio production
- CO4. Students will understand the different type of transmission and station which used in sound Production
- CO5. Students will able to understand different aspect of production technology
- CO6. Students will able to understand how ethics regulate in broadcasting ministry
- CO7. Students will able to know the term of podcasting and webcasting

Topics and Learning Points

Unit 1 General Awareness about Radio

(6 hours)

- History of Radio world and India (AIR)
- Functions & Characteristics of Radio
- Radio Programme Formats and News Service Division
- Ethics of Radio broadcasting (Prasar Bharati)

Unit 2 Types of Radio and its Reach

(6 hours)

- Entertainment Radio
- Community Radio
- Internet Radio
- Satellite Radio

Unit 3 Different modes of transmission, stations and Radio News writing

(6 hours)

- Modes of transmission: AM, SW, MV and FM
- Different types of radio stations
- Qualities of an RJ/ News Presenter and Reporter
- Characteristics of radio writing style

Unit 4 Voice Modulation and Production technology

(6 hours)

- Importance of pronunciation & voice modulation
- Types of microphones
- Audio recording
- Sound editing software's
- Webcasting / podcasting -Radio apps

References:

1. Broadcasting in India, P.C. Chatterjee, SageNew Delhi.
 2. Broadcast Journalism, Boyd Andrew, Focal PressLondon.
 3. News Writing for Radio and T.V., K.M. Shrivastava, Sterling PublicationNew Delhi.
 4. This is ALL India Radio, U.L Baruah, Publications Division.
 5. Indian Broadcasting, HK Luthra, Publications Division, New Delhi, 1987
 6. Broadcasting and the People, Mehra Masani, NBT, New Delhi, 1985
 7. Radio Production, Robert Mcleish, Focal Press, Oxford, 2005
 8. Writing for Broadcast Journalists, Rick Thomson, Routledge, New York, 2010
 9. Radio Programme Production: , Richard Aspinall, UNESCO, Paris, 1971
 10. Modern radio Production: Production, Programming and Performance, Hausman, Messere, Benoit & O'Donnel, Wadsworth, Boston, 2010
 11. The Radio Station: Broadcast Satellite and Internet, Michael C. Keith, Focal Press, Oxford, 2010
 12. Basic Radio Journalism, Paul Chantler & Peter Stewart, Oxford, 2003
 13. Radio Communication at Close Range, PK Bandopadhyay, BR Publishing Corporation, 2010.
 14. Other Voices: The Struggles for Community Radio in India, Vinod Pavarala and. Kanchan K. Malik,Sage, New Delhi, 2007
 15. Radio in the Global Age, David Hendy, Polity Press, Cambridge, 2000
 16. Radio Programme Production –M.Neelamalar PHI Learning private ltd Delhi 2018
- News production: Theory and Practice, Routledge, Machin, David & Niblock, Sarah

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

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc. JMC
Semester	: IV
Course Type	: Major Mandatory
Course Code	: JMC-253- MJM
Course Title	: Television Production (Practical)
No.of Credits	: 02
No.of Teaching Hours	: 60

Course Objectives:

1. To understand the working pattern of electronic media platform.
2. To familiarize the students with the basic techniques of broadcasting.
3. To create understanding of electronic media content creation.
4. To inculcate the knowledge of script writing.
5. To develop the knowledge of News anchoring.
6. To familiarize the students with the basic structure of news bulletin
7. To inculcate skills and techniques of taking interview, talk-shows, P2C for Television.

Course Outcomes:

By the end of the course, students will be able to:

- CO1. Students will be able to understand the working pattern of electronic media platform.
- CO2. Students will be able to familiarize with the basic techniques of broadcasting.
- CO3. Students will be able to have understanding of electronic media content creation.
- CO4. Students will be having the knowledge of script writing.
- CO5. Students will be having the knowledge of News anchoring.
- CO6. Students will be able to familiarize the basic structure of news bulletin.
- CO7. Students will be Learn to basic studio setup Exercises in studio.

Topics and Learning Points

Unit 1 preparing a news bulletin

(15 hours)

- News and News bulletin
- News and Script writing
- Anchoring Skills and Techniques
- News bulletin editing and presentation.

Unit 2 Bulletin Writing Skills

(15 hours)

- Headlines Writing, Breaking News,
- Live ticker

- News Scripts on - Audio visual, Audio visual byte
- Writing news packages

Unit -2Reporting Skills

(15 hours)

- Walk through - concept, techniques, skills, presentation
- P2C,VOX POP - concept, techniques, skills, presentation
- In Studio interview Vs Informal interiew - concept, Types, techniques, skills, presentation
- Reporting on - live events, News Bulletine, short news video

Unit 3 Basic Studio Exercises in a Multi camera setup

- Studio use of various instruments
- Softwares
- camera handling
- set up and position

Unit 4 Exercises- Group Activity

(15 hours)

1. Interview and Panel Discussion in the studio
2. News Production- Packaging and production of bulletin in groups .

References:

1. Students will be able to understand the working pattern of electronic media platform.
2. Students will able to familiarize with the basic techniques of broadcasting.
3. Students will be able to have understanding of electronic media content creation.
4. Students will be having the knowledge of script writing.
5. Students will be having the knowledge of News anchoring.
6. Students will able to familiarize the basic structure of news bulletin.

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

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc. JMC
Semester	: IV
Course Type	: Major Mandatory
Course Code	: JMC-254- MJM
Course Title	: Audio Production (Practical)
No.of Credits	: 02
No.of Teaching Hours	: 60

Course Objectives:

1. Understand the Basics of Audio Technology
2. Explore Sound Characteristics and Propagation
3. Master the Use of Audio Equipment
4. Explore Recording Techniques
5. Apply Audio Techniques in Program Production
6. Develop Skills in Radio Program Production
7. Learn Advertising Production Techniques

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Students will grasp the fundamentals of audio technology, including the distinction between analogue and digital audio, as well as the principles of radio transmission.
- CO2.** Students will gain knowledge of sound characteristics, quality, propagation, measurement, noise, and distortion, enabling them to analyze and manipulate audio effectively
- CO3.** Students will become proficient in using various audio equipment, including microphones, cables, connectors, mixers, equalizers, loudspeakers, monitors, and Dolby sound systems.
- CO4.** Students will explore different recording techniques with an emphasis on multi-track recording, audio sweetening, and editing for both studio and location settings.
- CO5.** Students will apply their knowledge to produce various radio programs, including news, promos, interviews, and music programs, understanding the unique requirements of each.
- CO6.** Students will acquire hands-on experience in producing different types of radio programs, gaining proficiency in news production, promos, interviews, and music program creation.
- CO7.** Students will understand the nuances of advertising production, creating product ads and social awareness ads, and gaining insights into the role of sound in conveying messages effectively.

Topics and Learning Points

Unit 1 Introduction to Audio equipment (15Hours)

- Use of Microphones - types, characteristics, responses designs and uses
- Use of Audio cables and connectors
- Use of Audio mixers and its different parts,
- Use of Loudspeakers and Monitors,

Unit 2 Sound for Program (15Hours)

- Introduction to sound forge software
- Setting up audio for interviews, vox-pop
- Setting audio for documentary films
- Understanding the importance of music in non-fiction content

Unit 3 Sound Production (15Hours)

- Different types of recording with emphasis on Multi Track Recording,
- Audio Sweetening and Editing,
- Sound production in studio
- Sound Perspective - creating an aural space with the help of Music, Sound effects and voice.

Unit 4 Production for Radio Program (15Hours)

- News Production for AIR
- Promos Production for Advt
- Interview Production
- Podcast Production

References:

- Alten, S. R. (2005). Audio in Media: Principles, Technology and Production. Wadsworth Cengage Learning. New Delhi.
- Nesbit, A. (1979). The Sound Studio, Focal, London.
- Runstein, R. E., (1984). Modern Recording Techniques. Howard Sams. New York.
- Holman, & Tomlinson, (2010). Sound for film and television, Focal Press.
- Rumsey, F., & McCormick, T. (2006) Sound and recording: An introduction, Focal Press.

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

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc JMC
Semester	:IV
Course Type	: Minor
Course Code	: JMC-261-MN
Course Title	: Introduction to Digital Marketing (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objective :

1. To Introduce current and core practices of Digital and Social Media Marketing that will allow learners to analyze, plan, execute and evaluate a digital marketing strategy.
2. To Understand ethical issues related to digital marketing (e.g., data privacy, advertising transparency).
3. To Understand the process of creating buyer personas, customer journey mapping, and targeting.
4. To create a Content on all digital platforms.
5. To explore advanced Digital Marketing Skills.
6. To develop proficiency in forms of writing for digital media.
7. To explore effective storytelling structure for the all digital media platforms using Text, Image, Audio and Video.

Course Outcomes:

1. Students Understand the concept of Digital Marketing
2. Students understand the process of Digital Marketing
3. Student Learn how to create a Content on all digital platforms.
4. Student learn how to Utilize Digital Marketing Strategies.
5. Student acquired Digital Marketing Skills and Techniques.
6. Students develop proficiency in forms of writing for digital media.
7. Students identify the emerging digital marketing trends.

Topics and Learning Points

	Teaching Hours
Unit 1 Introduction to Digital Marketing	(06Hours)
<ul style="list-style-type: none">• Concept and approaches to Digital Marketing -• Need of Digital Marketing• Scope of Digital Marketing	
Unit 2	(08Hours)
<ul style="list-style-type: none">• Digital Marketing vs. Traditional Marketing	

- Various Digital marketing platforms
- Digital marketing Techniques
- Latest Digital Marketing Trends

Unit 3

(08Hours)

- The Digital users in India,
- Digital marketing Strategy- Consumer Decision journey
- POEM Framework
- Segmenting & Customizing messages

Unit 4

(08Hours)

- Digital advertising Market in India
- Skills in Digital Marketing, Digital marketing Plan
- Terminology used in Digital Marketing
- PPC and online marketing through social media

Suggested Books

1. Digital Marketing –Kamat and Kamat-Himalaya
2. Marketing Strategies for Engaging the Digital Generation, D. Ryan,
3. Digital Marketing, V. Ahuja, Oxford University Press
4. Digital Marketing, S.Gupta, McGraw-Hill
5. Quick win Digital Marketing, H. Annmarie , A. Joanna, Paperback edition

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Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc JMC
Semester	: IV
Course Type	: Minor
Course Code	: JMC-262-MN
Course Title	: Digital Marketing Practices (Practical)
No. of Credits	: 02
No. of Teaching Hour	: 60

Course Objectives:

1. To develop proficiency in forms of writing for digital media.
2. To explore effective storytelling structure for the all digital media platforms using Text, Image, Audio and Video
3. To gain Proficiency in Digital Marketing Tools and Platforms
4. To explore advanced searching techniques on SEO
5. To create a website, Facebook page
6. To digital Content Marketing Strategy and Execution.
7. To identify the emerging digital marketing trends.

Course Outcomes:

1. Students will be able to understand digital marketing .
2. Students will be able to writing for digital media.
3. Students will be able to use of effective digital marketing tools .
4. Students will be able to learn advanced searching techniques on SEO
5. Students will be able to create a digital platforms like- Facebook, Twitter(X), Instagram, Blogger, etc.
6. Students will be able to create a advertising and promotional video on digital platform.
7. Students will be able to identifying emerging digital marketing trends.

Topics and Learning Points

	Teaching Hours
Unit 1: Writing for Digital Media	(15Hours)
<ul style="list-style-type: none">• Linear VS nonlinear form• Content Writing• Content Editing	
Unit 2: Digital Story Telling	(15Hours)
<ul style="list-style-type: none">• Storytelling Structure that works on the web.• Storytelling text and Image• Storytelling using Audio and Video	
Unit 3: Digital Content Creation	(15Hours)

- Post Creation – Business, Political, Sport, Tech.
- Blog Writing,
- Advertising Creation for Digital Media

Unit 4: Digital Content Promotion

(15Hours)

- Create a Facebook Promotional Post
- Instagram Promotional Video
- Create Promotional post on Tweeter

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Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc JMC
Semester	: IV
Course Type	: Open Elective
Course Code	: JMC-266-OE
Course Title	: Blogging (Theory)
No. of Credits	: 02
No. of Teaching Hour	: 30

Course Objectives:

1. To understand the basic Concepts of Blogging .
2. To know the importance of Blogging
3. To know the various types of blogging .
4. To Create the road map for successful Blogger.
5. To Connect with readers and foster a community around shared interests.
6. To create and manage individual blogs using platform like Blogger
7. To Implement SEO Best Practices for Blogging

Course Outcomes:

1. Students will be able to understand the basic Concepts of Blogging .
2. Students will be able to the importance of Blogging
3. Students will be able to writing for various types of blogging .
4. Students will be able to Create a road map for successful Blogger.
5. Students will be able to learn how to Connect with their readers and foster a community around shared interests.
6. Students will be able to how create and manage their individual blogs using platform like Blogger
7. Students will be able to learn SEO for Blogging

Topics and Learning Points

	Teaching Hours
Unit 1: Understanding Blogging	(06Hours)
<ul style="list-style-type: none">• History and Evolution of blogging• Concept of blogging• How to start blogging?• Required Qualities of Blogger	
Unit 2: Types of Blogging	(08Hours)
<ul style="list-style-type: none">• Personal Blog, Political Blog• News Blog,• Business Blog, Travel Blog	

- Food Blog , Lifestyle Blog

Unit 3: Writing Compelling Blog Post (08Hours)

- Crafting Engaging Headlines
- Structuring Blogs (Introduction, Body, Conclusion)
- Incorporating Visuals (Images, Videos, Info graphics)
- Balancing Evergreen vs. Trending Content

Unit 4: Popular Blog Platforms– Blogger, Word press (08Hours)

Legal and Ethical Considerations - Copyright and Plagiarism

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

Name of the Programme	: B.Voc Journalism and Mass Communication
Programme Code	: UVJMC
Class	: S.Y.B.Voc. JMC
Semester	: IV
Course Type	: Skill Enhancement Course (VSC)
Course Code	: JMC-271- SEC
Course Title	: Video Editing (Practical)
No.of Credits	: 02
No.of Teaching Hours	: 60

Course Objectives:

- 1) Understand the types of machines, software, and recording devices involved in video editing
- 2) Develop foundational skills in video editing, including understanding basic formats
- 3) Gain competence in video editing software interfaces, managing audio-video tracks.
- 4) Explore the aesthetics of editing, mastering cut-timing, arranging shots dynamically.
- 5) Acquire advanced video editing skills, including color adjustment, multi-track editing.
- 6) Develop skills in packaging videos, incorporating titles, credits, motion control, and importing graphics and sound effects.
- 7) Explore various aspects of editing, including handling multi-camera footage, reading vector scopes.

Course Outcomes:

By the end of the course, students will be able to:

- CO1.** Demonstrate proficiency in setting up and operating video editing studios, utilizing various formats of cards and recording devices.
- CO2.** Apply knowledge to initiate and organize video editing projects, effectively arranging footage and configuring sequences.

- CO3.** Demonstrate proficiency in using video editing software, executing edits, and maintaining synchronization between audio and video tracks.
- CO4.** Apply aesthetic principles to video editing, producing well-timed cuts, dynamic shot arrangements, rhythmic edits, and seamless transitions.
- CO5.** Demonstrate proficiency in applying special treatments during video editing, manipulating colors, working with multiple tracks, applying effects, and rendering the final output.
- CO6.** Showcase the ability to create polished video products with professional packaging, including titles, credits, controlled motion, and integrated graphic and sound elements.
- CO7.** Demonstrate expertise in advanced video editing techniques, including handling multi camera setups, analyzing visual and audio metrics, and exporting edited content in various formats for different purposes, including broadcast.

Topics and Learning Points

Teaching Hours

Unit1. Introduction to Video Editing

15 Hours

- Understanding basic formats and project set up
- Introduction to the software interface
- Setting of the sequence
- Arranging the footage

Unit2. Video Editing

15 Hours

- Audio video- Tracks
- Tools of editing
- Editing Process
- Editing with reference to sound

Unit3. Special treatment in editing

15 Hours

- L- Cut and J-Cut
- Multi-track editing
- The Effects
- Rendering

Unit4. Packaging of the Video

15 Hours

- Titles and Credits
- Controlling motion
- Importing from graphics software
- Importing Sound effects

References:

1. In the Blink of an eye 2nd Edition: Walter Murch, 2001: Publisher: Silman-James

2. Adobe Premiere Pro CC Classroom in a Book 2018 Release: Maxim Jago:
3. Final Cut Pro X Beyond the Basics: Advanced Techniques for Editors, Tom Wolsky
4. Art of the Cut: Conversations with Film and TV Editors, by Steve Hullfish
5. Color Correction for Video: Using Desktop Tools to Perfect Your Image, by Jaime Fowler and Steve Hullfish
6. The Technique of Film and Video Editing: History, Theory, and Practice 5th Edition: Ken Dancyger
7. Grammar of the Edit 2nd Edition: Roy Thompson Christopher J. Bowen: Focal Press