



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)

MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
	Minimum percentage	40%
3	Semesters	III and IV
4	Level	PG
5	Pattern	02 years & 04 semesters CBGS
6	To be implemented from	From Academic year 2025-26

Date: 22nd February 2025

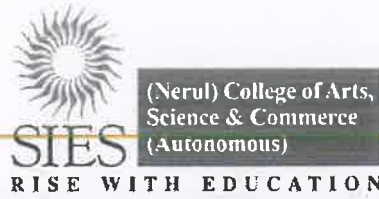
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Dr. Koel Roychoudhury
AC Chairperson




Mr. Mithun Pillai
Head of Department

Sri Chandrasekarendra Saraswati Vidyapuram, Plot I-C, Dr D Y Patil Vidyanagar, Sector 5, Nerul, Navi Mumbai, Maharashtra 400706. Tel No: 61196409, 61196410, 61196402, 61196413, 61196414, 61196415, 27708371, Fax No: 022-27713356
Email: ascnsies@sies.edu.in/siesascn@yahoo.in, Website: www.siesascn.edu.in



SIES (Nerul) College of Arts, Science and Commerce (Autonomous)
(Affiliated to University of Mumbai)
RE-ACCREDITED GRADE “A” BY NAAC (3rd CYCLE)

BOARD OF STUDIES
SYLLABUS FOR
MAMMC (MASTERS OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

(WITH EFFECT FROM THE ACADEMIC YEAR 2025-2026)

OBJECTIVES OF THE PROGRAMME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Students should acquire Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.



PROGRAM OUTCOMES

1. Students should demonstrate depth of knowledge from communication, media and ancillary domains.
2. Students should critically engage with different media and communication contexts and extend into other social spheres.
3. To enable students to think critically, creatively and independently
4. Students should be able to apply technologies essential for Journalism or Advertising
5. Practise informed-citizenship based on secular and egalitarian values enshrined in the Indian Constitution.

PROGRAMME SPECIFIC OUTCOMES:

PSO 1: Advanced Media Production & Innovation

Learners will be able to **design, direct, and manage complex multimedia projects** by integrating advanced creative techniques, production workflows, and innovative storytelling approaches across traditional and digital platforms.

PSO 2: Critical Journalism & Investigative Practice

Learners will be able to **apply advanced journalistic methods in reporting, analysis, and investigative writing**, demonstrating rigor, ethical responsibility, and contextual awareness in addressing socio-political and cultural issues.

PSO 3: Research, Policy & Media Analysis

Learners will be able to **conduct independent media research, critically evaluate communication policies, and analyze media systems** to assess their impact on democracy, culture, and society, with emphasis on Indian and global contexts.

PSO 4: Academic, Professional & Industry Contribution

Learners will be able to **contribute to academia, media industries, and cultural institutions** through teaching, scholarly writing, consultancy, and creative practice, thereby advancing knowledge and professional standards in multimedia and mass communication.



SEMESTER III			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course		
1	P25MMC3MJ01	04	Computers and Multimedia - Advanced Editing
2	P25MMC3MJ02	04	AI and Digital Media
3	P25MMC3MJ03	04	Media and Human Rights
	P25MMC3MJ04	02	Gender and Media
II	Major Elective Specific Course		
1	P25MMC3MJE01/ P25MMC3MJE02	04	Investigative Journalism/ Social Media Analytics
III	Research Project		
1	P25MMC3RP01	04	Research Project
TOTAL CREDITS		22	



Computers and Multimedia – Advanced Editing

COURSE CODE: P25MMC3MJ01

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

1. To provide students with the skills to use advanced multimedia editing software.
2. To develop a deep understanding of advanced editing techniques for visual storytelling
3. To equip students with the ability to integrate multiple multimedia elements

Course Outcomes

1. Edit complex video and audio projects with advanced tools, applying techniques such as multi-camera editing
2. Use professional transitions, visual effects, and compositing techniques to enhance storytelling
3. Critically analyse and deconstruct professional-level multimedia works to understand editing

Sr. No	Syllabus	No. of lectures
01	Pre-Production and Production Purposes of Art, Art and Morality, Fundamentals of A-V communication, Screen Language & Storytelling, Culture Society Visual Arts vis-a-viz Media, History of Editing, Aesthetics of Visual Design, Sound Design & Editing, Mise-en-Scene, Montage Theory, Storyboards, Continuity	10
02	Post-Production Feature Films – Linear and Non-Linear Editing, Documentary – History of Documentary, Kinds of Documentary Films, Watching and Analysing Important Indian and International Documentary Films, Software (Introduction to Interface & Panels, Workspace, Source v Timeline Panel, Timeline, Exporting), Elements of Shot & Camera Movements, Principles of Continuity, Rhythm and Pace, Dialogue Editing, Action Sequence, Dramatic Impact, Types of Multi Camera Programme	18
03	VFX – VFX Basics, Colour Psychology & Theory, Colour Grading, Colour Wheel, Colour Palettes, Node-based V Layer-based	04
04	Audio Editing – Sound Wave Theory, Physics of Sound (Frequency, Amplitude, Velocity, Wavelength, Phase, Timbre, Period, Harmonics &	14



	Overtones), Properties of Sound (Reflection, Echo, Reverberation, Delay, Refraction, Diffraction, Absorption), Doppler Effect, DAW, Sample Rate, Bit Depth, Nyquist Theorem, Microphones, Polar Patterns, Recording Techniques, Audio Effects, Dialogue & Effects Matching, Matching or Syncing with the Visuals	
05	Practical – Setting up Camera Live Location, Camera Handling on Location, Mic on Location, Lights, Deflectors, Framing Importance, Multi Camera Familiarization	14

Syllabus designed by:

Izaz A.

Abhishek D.

References:

- Adobe Premiere Pro Tutorials
- The Filmmaker's Handbook by Steven Ascher and Edward Pincus
- The Technique of Film and Video Editing: History, Theory, and Practice by Ken Dancyger
- The Lean Forward Moment: Create Compelling Stories for Film, TV, and the Web by Norman Hollyn
- Colour Correction Handbook by Alexis Van Hurkman
- The Recording Engineer's Handbook by Bobby Owsinski
- Modern Recording Techniques 6th Edition by David Miles Huber, Robert E. Runstein
- The Master Handbook of Acoustics 4th Edition by Alton F. Everest

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- **Internal assessment 40% i.e. 40 marks**
- **Semester end examination 60% i.e. 60 marks**

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5



Total	40
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B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



AI and Digital Media

COURSE CODE: P25MMC3MJ02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To understand the application of AI in marketing management and familiarize students with changes brought in traditional marketing activities due to AI and ethical concerns raised by AI adoption.

Course Out comes:

1. This course provides a comprehensive understanding of AI and its impact on the advertising industry.
2. Students will explore a range of AI-driven tools, techniques, and technologies while examining their practical applications in marketing and advertising campaigns.
3. The course will cover the ethical and societal implications of AI technology in human communication and marketing.

Sr. No	Syllabus	No. of lectures
01	<p><u>Introduction to AI.</u></p> <ul style="list-style-type: none">- Introduction to AI Algorithms, Designs of AI, Transition process of AI.- Customer value and Role of AI in Value Delivery Process, Transforming Marketing Strategy using AI- Using AI for segmentation, targeting, and positioning, Application of AI in Marketing Mix, Marketing Information Systems and its Components, Personalization and automation	15



02	<p><u>Marketing and Advertising in the Age of:</u></p> <ul style="list-style-type: none"> - AI in Advertising: Past, Present, and Future. What is Marketing Research, Individual Dynamics and its influence on Consumer Behaviour, Consumer Buying Decision Process, Understanding Customer Journey. - Consumer Journey with AI Driven Advertising, Customer Experience: Meaning & Characteristics, Personalization: Going Beyond Segmentation 	15
03	<p>AI and Journalism</p> <ul style="list-style-type: none"> ● Use of AI in data collection, data analysis, generating basic news reports on routine topics (like sports scores or weather updates), transcribing interviews, fact-checking, translating languages, personalizing content based on reader preferences. ● Use of AI in TV news reading, proof reading, editing content. 	15
04	<p>Ethics, Challenges, Sustainability</p> <ul style="list-style-type: none"> - Ethics of AI adoption in advertising and journalism - Data privacy and security concerns - Responsible use of customer data - Bias and fairness in AI-driven marketing strategies and news consumption. 	15

Syllabus designed by:

Gaurav Derasari

Dr Divya Nair

References:

1. Gentsch, Peter., "AI in marketing, sales and service: How marketers without a data science degree can use AI, big data and bots", (eBook) Springer.
2. King K., "Using Artificial Intelligence in Marketing: How to harness AI and maintain the competitive edge", Kogan Page Publishers
3. Sterne J., "Artificial intelligence for marketing: practical applications", John Wiley & Sons.
4. Hosnagar, K, "A human's guide to machine intelligence", New York: Viking.
5. Venkatesan, R., and Lecinski J, "The AI Marketing Canvas: A Five-stage Road Map to Implementing Artificial Intelligence in Marketing", Stanford University Press.



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behavior	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



MEDIA AND HUMAN RIGHTS

COURSE CODE: P25MMC3MJ03

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

1. The Course seeks to examine Media's Role in Human Rights
2. To identify and apply ethical standards in media coverage of human rights issues.
3. To understand the legal frameworks and international agreements that govern human rights and media practices.
4. To design and implement media strategies to advocate for human rights and social justice issues.

Course Out comes:

1. Understanding the Role of Media: Students will be able to explain the role of media in the protection and promotion of human rights.
2. Analysing Media Impact: Students will analyze how media impacts human rights, both positively and negatively.
3. Critical Thinking: Students will develop critical thinking skills to evaluate media content and its influence on human rights issues.
4. Investigative Skills: Students will gain investigative skills to research and report on human rights violations.
5. Ethical Reporting: Students will understand and apply ethical standards in reporting on human rights issues.

Sr. No	Syllabus	No. of lectures
01	Human Rights-An Introduction Human Rights - concept, scope and importance—historical perspectives—changing dimensions of human rights – Human Rights movements— Human Rights and Democracy, Human Rights and Education Trade Union Rights--Human Rights and environmental issues--Human Rights and Secular Values – Human Rights and Gender Equity--Human Rights of Accused persons- Human Rights and child labour, bonded labour - Human Rights and death, torture in police lockups--Human Rights and	15



	fighting terrorism - Concern for protection of Human Rights in the context of Globalisation.	
02	Human Rights an International Perspective UN system and human rights- Universal Declaration of Human Rights 1948 -- International Covenant on Civil and Political Rights 1966-- International Covenant on Economic, Social and Cultural Rights 1966-- Convention on Elimination of All Forms of Racial Discrimination 1965 - - Convention on Elimination of All Forms of Discrimination against Women 1979 -- Convention on the Rights of the Child 1989 --Role of organizations like Amnesty International, Human Rights Watch.	15
03	Human Rights in India Fundamental rights, Freedom of Speech and Expression under Indian Constitution, Freedom of Press, Right to Know, RTI, Right to Privacy, AFSPA, Custodial Deaths Role and responsibilities of implementing agencies of human rights in India-- National Human Rights Commission -- State Human Rights Commission - National Commission for Women-- National Commission for Minorities - National Commission for Scheduled Caste & Scheduled Tribe (S.C. & S.T.)	15
04	Media and Human Rights Media and Social Issues: Problems of girl child and women, LGBT Movement, Casteism, Violence against women, Rights of Children and Adolescents, Protection of Children against Sexual offences, Reflection of such issues in Media. Writing on Human Rights: Promotion, Protection and Violation, Types of Reports, Sources of News, Trends in Indian Press, Problem of writing about Human Rights Issues, Media in Promotion and Protection of Human Rights, Media Activism, Advocacy Journalism –Role of Social Media and mobilization of public opinion.	15

BOS SYLLABUS COMMITTEE MEMBERS

1. Prof. Renu Nauriyal
2. Prof. Mithun Pillai

References:

1. A R Desai(ed), Expanded Governmental Lawlessness & Organised Struggles, Bombay, 1991.
2. A R Desai, Repression and Resistance in India, Bombay, 1990.
3. B G Recharan, Thirty Years after the Universal Declaration, Hague, 1979.



4. Council of Europe, Human rights and a changing media landscape (2012)
5. D D Basu, Introduction to the Constitution of India.
6. D Papademas (Ed) (2011), Human Rights and Media. Bringley, UK: Emerald References
7. Gaius Ezejoifer, Protection of Human Rights under the Law, London, 1984.
8. Jack Donnelly, Universal Human Rights in Theory and Practice, Cornell, 1989.
9. Lanterpacht : International Law and Human Rights, New York, 1993.
10. Lilich Richard B. : International Human Rights Problems of Law, Policy and Practice, Boston, 1991.
11. Maalik Surendra : Fundamental Rights Cases, Lucknow, 1975.
12. Michael Perry, The Constitution, Course and Human Rights, New Delhi, 1982.
13. S. Guruswamy, Human Rights and Gender Justice, New Delhi: APH Publishers' Pvt. Ltd, (2009)
14. Tardy M. : Human Rights – The International Petition System, New York, 1979.
15. Universal Declaration of Human Rights, UNO (1945)
16. V R Krishna Iyer, Human Rights and the Law, Indore, 1984.
17. Z Nedhati, Human Rights in the World, Manchester, 1972.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15



Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



GENDER AND MEDIA

COURSE CODE: P25MMC3MJ04
1 credit - 15 lectures

CREDIT: 02
1 lecture is 60 minutes

COURSE OBJECTIVES:

1. To explore the relationship between gender and media representation.
2. To understand the impact of media on the construction of gender roles and identities.
3. To introduce key feminist theories and approaches in media studies.
4. To analyze gendered media portrayals in various forms such as news, advertising, film, television, and social media.
5. To sensitize students about the role of media in challenging or reinforcing stereotypes.

COURSE OUTCOMES:

1. Critically assess the portrayal of gender in different media forms.
2. Apply feminist media theories to analyze media content.
3. Identify the role of media in perpetuating or challenging gender stereotypes.
4. Understand the intersectionality of gender with race, class, sexuality, and other identities in media.
5. Develop research skills to examine the evolving trends in gender representation across media platforms.

Sr. No	Syllabus	No. of lectures
1	1. Introduction to Gender and Media <ul style="list-style-type: none">• Understanding Gender: Concepts of Sex, Gender, and Sexuality• Gender as a social construct and its relation to media.• Feminist Media Theory: Historical and Contemporary Approaches• Key theories: Intersectionality, Queer Theory, Postfeminism, etc.• Overview of gendered media representations and their societal impact.	10
2	2. Media and Gender Representation: Historical and Contemporary Perspectives <ul style="list-style-type: none">• Historical portrayal of gender in media: Early cinema, radio, and print.	10



	<ul style="list-style-type: none"> • The changing representation of women and men in media over time. • Case studies: Media portrayal of gender roles in the 20th and 21st centuries. 	
	<ul style="list-style-type: none"> • The media's role in constructing ideal gender identities. • Gender in Advertising and Marketing. 	
3	<p>4. Gendered Narratives in Film, Television, and Digital Media</p> <ul style="list-style-type: none"> • Gender roles in film and television: From traditional roles to modern shifts. • The male gaze and the objectification of women in the media. • Feminist Film Theory: Key concepts and critiques. • Representation of LGBTQ+ identities in mainstream media. • Gender and social media: The impact of Instagram, Twitter, and YouTube. • Media's role in shaping perceptions of body image, beauty, and gender norms. • Technology and the reshaping of gender identities and expressions. 	10

Syllabus designed by:

Tejal S.

Renu Nauriyal

Mithun P.

REFERENCES:

1. Gill, R. (2007). Gender and the Media. Polity Press.
2. Van Zoonen, L. (1994). Feminist Media Studies. Sage Publications.
3. McRobbie, A. (2004). The Aftermath of Feminism: Gender, Culture and Social Change. Sage.
4. Dines, G., & Humez, J. M. (Eds.). (2011). Gender, Race, and Class in Media: A Critical Reader. Sage Publications.
5. Stacy, J. (1994). Starving for Attention: The Representation of Women in the Media. Longman.
6. Butler, J. (1990). Gender Trouble: Feminism and the Subversion of Identity. Routledge.
7. Couldry, N. (2000). The Place of Media Power: Pilgrims and Witnesses of the Media Age. Routledge.



SCHEME OF EXAMINATION

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided into two parts:

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e.20 marks
- Semester end examination 60% i.e.30 marks

(A) Internal Assessment- 20 marks

Description	Marks
Internal test of 10 marks	10
Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	
One Project and Viva voce/Presentation/Case studies/Assignments	10
Total	20

B) Semester end examination 30 marks

PAPER PATTERN

Duration : 1 hour	
Total Marks: 30	
Q.1 Attempt Q1 a) or b)- 10 marks	10
Attempt Q2 a) or b)- 10 marks	10
Attempt Q3 a) or b)- 10 marks	10
Total	30
Note:1. Q.1, 2, 3 - 10 marks questions may be divided into sub questions if required.	

Passing criteria: Minimum 40% in Internal (08 out of 20) and 40% (12 out of 30) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026-2027.



INVESTIGATIVE JOURNALISM

COURSE CODE: P25MMC3MJE01

CREDIT:04

1 credit - 15 lectures

1 lecture is 60 minutes

COURSE OBJECTIVES:

1. To Understand the role of investigative reporting in modern journalism
2. Examine the impact of investigative journalism on society, democracy, and accountability.
3. Learn to navigate legal and ethical considerations in investigative reporting, including privacy, confidentiality, and sources' protection.

COURSE OUTCOMES:

1. Understand the role of investigative reporting in modern journalism
2. To learn to conduct investigative research in an ethical manner.
3. To create and write excellent investigative stories for the media.
4. To acquire advanced investigative journalistic skills

Sr. No	Syllabus	No. of lectures
1	INTRODUCTION TO INVESTIGATIVE JOURNALISM: Who is an Investigative Reporter, Role of an Investigative Reporter Qualities and essentials for becoming an investigative journalist, career and opportunities Centre for Investigative Journalism (CIJ) Ethical/unethical use of sting operations	15
2	SOURCES: Records and the Confidentiality of Source Issues of contempt, defamation Right to Privacy and Official Secrets Act What is evidence? Case Study: Panama Papers and Watergate Scandal Bofors Scam, Harshad Mehta Scam, Rafale Investigations.	15
3	DESIGNING THE STORY:	10



	Observation Planning techniques Cultivating sources Developing the project	
4	SECURITY OF SOURCES and DATA: Protection of sources Safety of journalists Criticism of Investigative Journalism	10
5	GENERATION OF THE STORY: Research methods Insight knowledge Asking the right questions Libel and fact checking Writing and rewriting the report	10

Syllabus designed by:

Tejal S.

Dr. Divya N

Renu Nauriyal.

REFERENCES:

1. A Manual for Investigative Journalism Edited By Syed Nazakat And The Kas Media Programme

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40



B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



SOCIAL MEDIA ANALYTICS

COURSE CODE: P25MMC3MJE02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. Understand digital marketing platform
2. Understand the key goals and stages of digital campaigns
3. Understand the of use key digital marketing tools
4. Learn about data and analysis of data for decision making

Course Outcomes:

1. Students will be able to identify and understand various digital marketing platforms
2. Students will gain the ability to plan, create, and execute digital marketing campaigns by understanding key goals such as lead generation, brand awareness, and customer engagement.
3. Students will learn how to collect, analyze, and interpret data from digital marketing campaigns

Syllabus		
Sr No.	Module	Lectures
Module-1. Introduction, Network fundamentals and models		
1	Social media landscape, Need for Social Media Analytics (SMA) in Small. SMA in large organizations; Application of SMA in different areas organizations	15
2	Basics of Social Network Structure - Nodes, Edges & Tie. The social networks perspective - nodes, ties and influencers, social network and web data and methods. Graphs and Matrices- Basic measures for individuals and networks. Information visualization	
3	Describing the Networks Measures Degree Distribution, Density, Connectivity, Centralization, Tie. Network Visualization - Graph Layout, Visualizing Network features, Scale Issues.	
Module-2. - Social Media - Web analytics tools:		
1	Introduction to social media & web Analytics: Web sites, web apps, mobile apps, and social media- usability, user experience, customer experience, customer sentiment, web marketing, conversion rates, brand reputation, competitive advantage	15
2	Link analysis. Random graphs and network evolution. Social contexts: Affiliation and identity.	
3	Clickstream analysis, A/B testing. Online surveys, Web crawling and Indexing. Natural Language Processing Techniques for Micro-text Analysis	



Module-3. Metrics and Web Analytics		
1	Web metrics web analytics: Pulse metrics – page views, uptime, latency, seven-day active users on business and technical issues.	5
2	Heart metrics - Happiness, engagement, adoption, retention and task success on user behavior issues.	
Module-4. Mobile Analytics		
1	Understanding Mobile Analytics Concepts, Difference between Mobile Analytics and Site Analytics	10
2	Natural language Processing with Mobile Analytics, Text Mining for Mobile Analytics, Mobile Analytics Tools, Churn Analytics	
Module-5. Analytics tools Data Analysis and Metrics		
1	Ready-made tools for web and social media analysis – key Google analysis metrics, dashboard, and social reports.	10
2	Web analytics and web analytics 2.0 framework (click stream, multiple outcome analysis, voice of customer).	
3	Processing and Visualizing Data, Influence Maximization, Link Prediction, Collective Classification, Applications in Advertising and Game Analytics, Collecting and analyzing social media data; visualization and exploration	
Module-6. Future of Analytics and Data Privacy		
1	Introduction to Big Data, Predictive Analysis for Business, Social Information Processing and Distributed Computing,	5
2	Advances in Machine Learning, Traditional Data Models, Evolution, Analytics to Solve Social Problems, Location Based Data Explosion, Internet of Things, Artificial Intelligence.	
3	Data Privacy and Backlash	

References

- Social Media Analytics: Techniques and Insights for Extracting Business Value Out of Social Media - Matthew Ganis, Avinash Kohirkar
- Social Media Metrics: How to Measure and Optimize Your Marketing Investment - Jim Sterne
- Social Media Analytics - Marshall Sponder
- Duncan J. Watts. 2003. Six Degrees: The Science of a Connected Age. New York: W. W. Norton and Company
- Hanneman, Robert and Mark Riddle. 2005. Introduction to Social Network Methods

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks



A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks
Question Paper Pattern

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



RESEARCH PROJECT

COURSE CODE: P25MMC3RP01

COURSE CREDIT: 04

1 credit 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To familiarize students with the procedure for data analysis.
2. To orient students with the process of data interpretation.
3. To enable students to understand how to conclude their research with appropriate recommendations.
4. To encourage students to present their findings and understand the seriousness of plagiarism

Course Outcomes:

1. Students will be able to conduct data analysis for their study.
2. Students will be able to interpret the data obtained after analysis.
3. Students will be able to conclude their study by recommending appropriate suggestions.
4. Students will be able to present their findings from the research.

Sr. No.	Topics	Marks
1	Introduction and Literature Review	25
2	Data Analysis and Data Interpretation	25
3	Conclusion & Recommendations	25
4	Report/Presentation/Viva	25
	Total	100



SEMESTER IV			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course		
1	P25MMC4MJ01	04	Understanding Audiences
2	P25MMC4MJ02	04	Magazine Journalism
3	P25MMC4MJ03	04	Media Laws and Governance
	P25MMC4MJE01 P25MMC4MJE02	04	Newspaper Design/ Client Servicing and Consumer Analytics
II	Research Project (DISSERTATION/DOCUMENTARY FILM MAKING/AD FILM MAKING)		
1	P25MMC4RP01	06	Research Project
TOTAL CREDITS		22	



SEMESTER 4
UNDERSTANDING AUDIENCES

COURSE CODE: P25MMC4MJ01
1 credit - 15 lectures


COURSE CREDIT: 04
1 lecture is 60 minutes

Course Objectives:

1. To introduce students to key concepts and theories related to media audiences.
2. To develop students' ability to critically analyze media consumption patterns in India.
3. To equip students with research methods to study media audiences in the Indian context.

Course Outcomes:

1. Students will Learn strategies to engage audiences effectively.
2. Students will Understand the role of active audiences in creating trending and popular content
3. Students will Appreciate the evolution process of the audience from being passive mass audiences to being active media prosumers.

Sr. No	Syllabus	No. of lectures
01	Introduction to Audience Studies Historical Perspectives on Media Audiences Origin of Mass Audience Audience as a group & as Market Technology as source of change in audience formations A structural approach to audience formation. • Functionalist Model- The uses & gratification model	15
		

02	Theoretical Foundations about Audiences Sociological Theories of Mass Communication Cultivation Theory; The Uses and Gratification Theory;	15
	Reception Analysis, Polysemic approach to media reading, Agenda Setting Theory; Dependency Theory, Theories of Public Opinion	
03	Transition of Mass audiences into interactive Media Prosumers User-generated content-blogs, vlogs, SNS, podcasting Creating personalized experience for audience / user-experience UI-UX / Digital media, convergence and audience interactivity Audiences of legacy media Relevance of Small data Big Data and Audience metrics Participatory culture, Social, political and ethical dimensions of media audiences- Surveillance, IPR, Privacy Tran media audiences, Economics of audience aggregation	15
04	Understanding Audiences in the Indian Context Media Consumption Patterns in India Regional Media and Local Audiences Bollywood and Its Impact on Indian Audiences Digital Media and the Changing Landscape of Indian Audiences The Role of Television and Print Media in India Fan cultures- K Pop, Star followers, Influencers, fan activism,	15

BOS SYLLABUS COMMITTEE MEMBERS

1. Dr. Hanif Lakdawala
2. Prof. Mithun Pillai
3. Prof. Surya Gune



References:

1. Evans Elizabeth Tran media Television- Audiences, New Media and Daily Life, Routledge, UK, 2011. Hernandez Santaolalla V & Monica Barrientos Bueno (ed.)
2. Handbook of Research on trans media storytelling, audience engagement, and business strategies, IGI Global, Pennsylvania, 2020.
3. McQuail Denis, Audience Analysis, SAGE, 1997. Nightingale Virginia, The handbook of media audiences, Wiley, USA, 2013. Pieter Jacobus Fourie, Media Studies: Content, audiences, and production, Juta and Company Ltd, 2001.
4. Pieter Jacobus Fourie, Media Studies: Content, audiences, and production, Juta and Company Ltd, 2001 Sullivan J L, Media Audiences: Effects, Users, Institutions, and Power, Sage, USA, 2019.
5. Tenderrich B & Jerried Williams, Tran media Branding- Engage your audiences, USC Annenberg Press, USA, 2015.
6. Nightingale, Virginia. "The Handbook of Media Audiences." □ Wiley-Blackwell 2011
7. McQuail, Denis. "McQuail's Mass Communication Theory." Sage publications 2010
8. Jenkins, Henry. "Convergence Culture: Where Old and New Media Collide." NYU press 2006.

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks



Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



MAGAZINE JOURNALISM

COURSE CODE: P25MMC4MJ02
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

Course Objectives:

1. To equip students with an understanding of frameworks, and trends in the Magazine Industry
2. Introducing the students to magazine journalism.
3. Will make students go through different genres and sections of magazine along with its design

Course Outcome:

1. The students will be well versed with Magazine Journalism as a profession
2. The students will be practically ready with the tools needed for magazine journalism
3. The students will be ready with the skills requires to become an efficient magazine content writer.

Syllabus			
Sr. No.	Module	Details	Lectures
1.	History of magazine journalism	A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine magazine journalism versus newspaper journalism, Survival of Magazines in digital era –issues , challenges, prospects	10
2.	Definition and Genres of Magazines	Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations, Automobile , Career guidance, Technology, Sports , Health , Women, Children, Diwali issues, Travel, Environment , Education , B2B magazines, literary magazines, Sunday magazines and journals; online magazines- e-zines, webzines, web-edition magazines; a review of leading general interest magazines in English, Hindi and Marathi. Magazine formats.	10



3.	Organizational structure	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	10
4	Cover Story	Cover and cover story – functions of the cover-cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratibility	10
5	Types of Articles	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , interviews	10
6	Magazine Design	Design–format, layout, typography, colour, photos, Illustrations, info graphics and Blurbs.	10
Total Lectures			60

References:

1. Jack Ian., (1996) Granta: The Magazine of New Writing. London, England: Granta Publishers
2. Tim Holmes, Magazine Journalism. SAGE Publications Ltd., 2010
3. Earl R. Hutchison, Art of Feature Writing. Oxford University Press, 2008
4. ShantoIyengar, Jennifer A, McGrady, Media Politics: A Citizen's Guide. W.W.Norton, 2011
5. Hayes, Keith, Business Journalism: How to Report on Business and Economics: APRESS, 2014
6. SubhomoyBhattacharjee, India's Coal Story. PBI PAN INDIA, 2017
7. Mark Tatge, New York Times Reader: Business and the Economy. 2010

SYLLABUS DESIGNED BY

Mr. Abhishek Dandekar

Dr. Gayatri Hari

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

A) Internal Assessment 40 marks

Description	Marks
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Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks Question Paper Pattern

Q.1 15 marks OR 15marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



MEDIA LAWS AND GOVERNANCE

COURSE CODE: P25MMC4MJ03

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To provide students with a comprehensive understanding of the legal framework governing media in India, including constitutional provisions, statutes, and case laws.
2. To assess the ethical and social responsibilities of the media, understanding the importance of ethical standards and self-regulation in maintaining public trust and integrity.
3. To enhance critical thinking and the ability to engage in informed debates on contemporary issues related to media laws and governance in India.
4. To evaluate the role of media in democracy, balancing freedom of expression with the need for responsible journalism and public interest.

Course Out comes:

1. Students will gain a comprehensive understanding of the legal framework governing media in India, including key laws and constitutional provisions.
2. Students will evaluate the governance mechanisms and regulatory bodies overseeing media, including the Ministry of Information and Broadcasting and the Press Council of India.



Sr. No	Syllabus	No. of lectures
01	<p>Introduction to Media Laws</p> <ul style="list-style-type: none"> ● Overview of Media Laws in India ● Historical Context and Evolution of Media Laws ● Constitutional Provisions: Article 19(1)(a) and Article 19(2) <p>Press and Registration of Books Act</p> <ul style="list-style-type: none"> ● Overview and Key Provisions <p>Law of Libel and Defamation</p> <ul style="list-style-type: none"> ● Understanding Libel and Slander ● Legal Remedies and Defences 	15
02	<p>Contempt of Court</p> <ul style="list-style-type: none"> ● Types of Contempt: Civil and Criminal, ● Contempt of Parliament ● Information Technology Act ● Right to Information (RTI) Act ● Intellectual Property Rights ● Copyright Laws and Media Content ● Fair Use and Fair Dealing 	15
03	<p>Media Governance and Regulatory Bodies</p> <ul style="list-style-type: none"> ● Overview of Media Governance in India ● Role of Ministry of Information and Broadcasting ● Press Council of India and Other Regulatory Bodies ● Broadcasting Regulatory Mechanisms ● Regulation of Digital Media ● Case Studies on Media Governance ● Cinema and Censorship 	15



04	<p>Ethical responsibility of advertisers</p> <ul style="list-style-type: none"> ● Advertising Standards Council of India ● AAAI and other bodies ● Social Criticisms of Advertising and Entertainment Media ● Public Service Advertising ● Consumer protection in India ● Stereotyping of minorities, women, senior citizens, regions, LGBT in Advertising and Cinema. 	15
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BOS SYLLABUS COMMITTEE MEMBERS

- 1. Dr. Hanif Lakdawala**
- 2. Prof. Mithun Pillai**
- 3. Prof. Surya Gune**

References :

1. Introduction to the Constitution of India by Durga Das Basu
2. Law of the Press by Durga Das Basu
3. Press Laws and Ethics of Journalism by P.K. Ravindranath
4. Journalism in India by Rangaswami Parthasarthy.
5. Textbook on the Indian Penal Code Krishna Deo Gaur
6. The law of Intellectual Property Rights edited by Shiv Sahai Singh
7. The Journalist's Handbook by M V Kamath
8. Media and Ethics by S.K. Aggarwal
9. Introduction to Media Laws and Ethics by Juhi P Pathak
10. Edelman TRUST BAROMETER - Global Results. <https://www.edelman.com/global-results/>
11. Viner, K. A mission for journalism in a time of crisis; The Guardian. <https://www.theguardian.com/news/2017/Nov/16/a-mission-for-journalism-in-a-time-of-crisis> Ball, J. (2017).

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.



3. www.lawsonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



NEWSPAPER AND MAGAZINE DESIGN

COURSE CODE: P25MMC4MJE01

CREDIT:04

1 credit - 15 lectures

1 lecture is 60 minutes

COURSE OBJECTIVES:

1. Equip students with a comprehensive understanding of the entire print media production process.
2. Enable students to develop skills in crafting and reconstructing headlines
3. Provide students with hands-on experience in industry-standard design and editing software

COURSE OUTCOMES:

1. The learner is required to understand the process of print media production since the content collection to the final print ready layout.
2. Learners should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
3. Learners are expected to develop software skills to be employable in industry.
4. Learners shall develop the aesthetic vision and understand the discipline behind a layout.

Sr. No	Syllabus	No. of lectures
1	Design and Layout basics Elements of design Point, Line, Shape, Size, Tone, Colour, Texture, Space Principles of Design Proportion, Contrast, Harmony, Balance, Harmony, Unity Rules of Layout Alignment, Proximity, Emphasis, Syntax, Visual path Grid and Page setup Page size, Space division, Creating template, Margins, Master Pages Creating master pages, Margins, Page numbering, Columns, Footer space.	15
2	Editing and Terminology. Page division National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd) Rewriting / recomposing headlines, Creating decks, Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts, Terminology Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers Type of Content Anchor story, Lead, Tombstoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback. Errors Widow, Orphan, Dog leg, Buried story	15
3	Typography and Visual aids. Type classification: Serif, Sans serif, Decorative, Trendy, Distress, Handwriting Measurements Size, Weight, Posture, Kerning, Tracking, Leading,	10



	Expand, Condense. Visual indicators Indentation, Dropcap, Inset, Alignment, Hyphenation Text path Curvilinear, Baseline, Shift, Warp text, Text in shapes: Text to Box Picture in text, Texture in text, Text effects, Shadow, outline,	
4	Working on Project Quark or InDesign Workspace Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking, Toolbox Text, Picture, Shape, Table, Transparency, Line, Panels Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text, Picture treatment Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	10
5	Content Plan/ varied content: Cover story, Interview, Feature, Sp report, Tips, Content collection, Sorting and scrutiny, Picture collection, Dividing in parts, Extracting pull outs, quotes, Assigning pages to stories, Assigning pages to Ads Flat plan Block diagram of the content, Judgment of facing page relevancy, Testing for contradiction Rough Layout Rough idea of layout, Conceptualization, Judging weightage of pictures and text. Logic of Cover design Title size, Cover lines, Release date, Close up based, Action based, Celebrity, Demo, Art, Animation, Gimmick, Cover story Pagination and Print ready Sequencing for printing, Form, Cut marks, Alley	10

Syllabus designed by:

Tejal S.

Abhishek D.

REFERENCES:

1. Visual Journalism: Rajesh Pandey, Adhyan Publication.
2. Newspaper Layout and Design: Daryl Moen, Surjeet Publication.
3. The Magazine Handbook: NcKay J. Routledge.
4. Editorial Art and Design: Randy StanoMiyami Herald.
5. Art and Production: N. N. Sarkar.
6. Digital Editorial Experience: Sue Apfelbaum.



SCHEME OF EXAMINATION:

Evaluation Pattern:

Description	Marks
Activity related work such as Attending lectures etc	20
Practical sessions	20
Designing newspaper and magazine in software	20
Maintenance of work records and submission of content plans	20
Presentations/Viva-voce by faculty in charge	20
Total	100



CLIENT SERVICING AND CONSUMER ANALYTICS

COURSE CODE: P25MMC4MJE02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To understand the role and importance of client servicing in the advertising and media industry, and how it contributes to building strong, lasting client relationships.
2. To equip students with the practical skills necessary to manage client accounts, communicate effectively with clients, and understand their needs and expectations.
3. To introduce students to consumer analytics techniques and tools, enabling them to derive actionable insights from consumer data to drive strategic decision-making.
4. To develop students' ability to use client servicing and consumer analytics insights to create impactful advertising campaigns and communication strategies.

Course Outcomes:

1. Students will be able to effectively manage client relationships, addressing their needs and expectations while maintaining strong communication and trust.
2. Students will develop the ability to analyze consumer behaviour and trends, applying consumer analytics to inform client strategies and decision-making.
3. Students will demonstrate proficiency in the practical aspects of client servicing, from initial contact through to final campaign execution and post-campaign evaluation.
4. Students will be able to create and implement data-driven advertising campaigns that leverage client and consumer insights for maximum impact.

Sr. No	Syllabus	No. of lectures
	Module 1: Introduction to Client Servicing	15
	<ol style="list-style-type: none">1. Understanding Client Servicing<ol style="list-style-type: none">a. Definition and Scope of Client Servicingb. Importance of Client Servicing in Advertising and Communicationc. Client Servicing as a Strategic Role in Agency/Brand Relations2. The Client Servicing Process<ol style="list-style-type: none">a. Managing Client Expectationsb. The Role of Account Managers/Client Servicing Teamsc. Client Briefing and Understanding Client Needsd. Effective Communication and Reporting3. Building Strong Client Relationships<ol style="list-style-type: none">a. Establishing Trust and Maintaining Long-Term Partnershipsb. Managing Difficult Clients and Conflict Resolutionc. Handling Feedback and Expectations4. Client Servicing and Agency Structure	



	<ul style="list-style-type: none"> a. The Role of Account Planning, Creative, and Media Teams in Client Servicing b. The Integration of Client Servicing with Other Agency Functions c. Client Servicing in the Digital Age: Challenges and Opportunities 	
	Module 2: Consumer Behaviour and Analytics Overview	15
	<ul style="list-style-type: none"> 1. Consumer Behaviour Fundamentals <ul style="list-style-type: none"> a. The Psychology of Consumer Decision-Making b. Factors Influencing Consumer Behaviour: Psychological, Social, Cultural, and Economic c. The Consumer Decision Journey and Buying Process 2. Introduction to Consumer Analytics <ul style="list-style-type: none"> a. The Role of Analytics in Understanding Consumer Behaviour b. Key Tools for Consumer Analytics (Surveys, Focus Groups, Digital Analytics) c. Quantitative vs. Qualitative Data in Consumer Research 3. Data-Driven Insights for Client Servicing <ul style="list-style-type: none"> a. Using Consumer Data to Inform Client Strategies b. How to Translate Data Insights into Actionable Client Recommendations c. Case Studies of Successful Analytics-Driven Campaigns 4. Consumer Segmentation and Targeting <ul style="list-style-type: none"> a. Segmenting Consumers: Demographics, Psychographics, and Behavioural Data b. Targeting Strategies Based on Consumer Segmentation c. Understanding Niche Markets and Micro-Targeting 	
	Module 3: Client Servicing and Communication Strategies	15
	<ul style="list-style-type: none"> 1. Effective Communication in Client Servicing <ul style="list-style-type: none"> a. Communicating with Clients: The Importance of Listening and Clarity b. Handling Client Feedback and Requests c. Writing Clear and Concise Client Reports and Presentations 2. Managing Client Expectations and Deliverables <ul style="list-style-type: none"> a. Setting Clear Objectives and Deadlines b. Handling Scope Creep and Budgeting Issues c. Managing Timelines and Delivering Results 3. Collaborating Across Teams for Client Success <ul style="list-style-type: none"> a. Working with the Creative, Media, and Strategy Teams b. Aligning Agency and Client Objectives 	



	<ul style="list-style-type: none"> c. Managing Campaign Execution and Monitoring Progress 	
	<ul style="list-style-type: none"> 4. Client Relationship Management (CRM) Tools and Techniques <ul style="list-style-type: none"> a. Introduction to CRM Systems for Client Servicing b. Analyzing Client Data to Improve Relationship Management c. Using CRM Tools for Efficient Client Interaction and Follow-Up 	
	Module 4: Consumer Analytics for Strategic Decision-Making	15
	<ul style="list-style-type: none"> 1. Advanced Consumer Analytics Techniques <ul style="list-style-type: none"> a. Predictive Analytics in Consumer Behaviour b. Sentiment Analysis and Social Listening for Real-Time Consumer Insights c. A/B Testing and Conversion Rate Optimization 2. Consumer Journey Mapping <ul style="list-style-type: none"> a. Mapping the Consumer Journey: Touchpoints and Decision-Making Stages b. Using Data to Optimize the Customer Experience c. Integration of Offline and Online Consumer Behaviour Data 3. Applying Consumer Insights to Advertising Campaigns <ul style="list-style-type: none"> a. Creating Data-Driven Campaigns: How Analytics Shapes Strategy b. Using Analytics for Media Planning and Content Creation c. Measuring Campaign Effectiveness: KPIs, ROI, and Performance Metrics 4. Client Reporting and Presentation Using Analytics <ul style="list-style-type: none"> a. Presenting Consumer Insights to Clients b. Turning Analytics into Actionable Client Recommendations c. Creating Reports That Drive Strategic Decisions. 	

SYLLABUS DESIGNED BY

Dr Divya Nair

Dr Hanif Lakdawala

References:

1. Consumer Behaviour: Buying, Having, and Being" by Michael R. Solomon
2. "Marketing Research: An Applied Approach" by Naresh K. Malhotra
3. "The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits" by Russell Glass and Sean Callahan
4. Client-Centered Communication: A Guide to Effective Client Service by Mark E. Ingwer



SCHEME OF EXAMINATION

The scheme of examination shall be divided into two parts:

- Internal assessment 40% i.e. 40 marks
- Semester end examination 60% i.e. 60 marks

(A) Internal Assessment 40 marks

Description	Marks
Internal test of 20 marks-Q.1 Any 4 out of 6 questions (5 marks each)	20
One Project and Viva voce/Presentation/Case studies/Assignments	15
Attendance and Class behaviour	5
Total	40

B) Semester end examination 60 marks

Question Paper Pattern

Duration: 2 hours	
Total Marks: 60	
Q.1 15 marks OR 15 marks	15
Q.2 15 marks OR 15 marks	15
Q.3 15 marks OR 15 marks	15
Q.4 15 marks (Short notes Any 3 out of 5) (5 Marks each)	15
Total	60

Passing criteria: Minimum 40% in Internal (16 out of 40) and 40% (24 out of 60) in semester end examination.

Note: The question paper (Evaluation) pattern for Postgraduate Courses shall follow a 50:50 marking distribution between internal and external assessment component, subject to approval by the Board of Studies, effective from the academic year 2026–2027.



GUIDELINES FOR DOCUMENTARY FILMMAKING

Course Objectives:

1. To train students to Distinguish between different styles and approaches in documentary filmmaking
2. To gain proficiency in pre-production tasks such as scriptwriting, storyboarding, budgeting.
3. To learn the technical aspects of shooting a documentary, including camera operation, lighting, and sound recording.

Course Outcomes:

1. Learners will be able to Work in teams to produce short documentary projects, simulating real-world filmmaking environments.
2. Learners will be able to gain experience in collaboration, problem-solving, and project management. Learners will gain exposure to films from different cultures and perspectives.
3. Learners will be able to shoot a documentary, including camera operation, lighting, and sound recording.

Sr. No.	Topics	Marks
1	Attending lectures	20
2	Practical sessions	30
3	Screening of documentary	30
4	Maintenance of work records and submission of activity report	20
5	VIVA	50
	Total	100



GUIDELINES FOR AD FILM MAKING

Course Objectives:

1. To train students to distinguish between different styles and approaches in advertising filmmaking
2. To gain proficiency in pre-production tasks such as scriptwriting, storyboarding, budgeting.
3. To learn the technical aspects of shooting an advertisement, including camera operation, lighting, and sound recording.

Course Outcomes:

1. Learners will be able to Work in teams to produce short advertisements, simulating real-world advertisement filmmaking environments.
2. Learners will be able to gain experience in collaboration, problem-solving, and project management. Learners will gain exposure to ad-films from different parts of the world.
3. Learners will be able to shoot an ad-film, including camera operation, lighting, and sound recording.

Sr. No.	Topics	Marks
1	Attending lectures	20
2	Practical sessions	30
3	Screening of Ad films.	30
4	Maintenance of work records and submission of activity report	20
5	VIVA	50
	Total	100

