



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

B.A.M.M.C. (BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)

Sr. No.	Heading	Particulars
1	Title of the course	BAMMC(BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION)
2	Eligibility for admission	HSC or Equivalent
3	Minimum percentage	40%
4	Semesters	III and IV
5	Level	UG
6	Pattern	04 years & 08 semesters CBGS
7	To be implemented from	From Academic year 2024-25 in a progressive manner

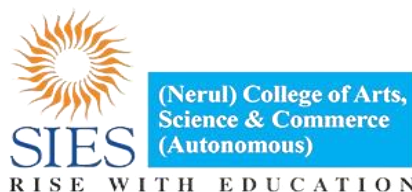
*Students who have passed first year in CBCS Non NEP, need to complete and clear 2 credit course examinations per semester as per the equivalence committee guidelines.

DATE: 29th June, 2024

Signature:

Dr. Koel Roychoudhury
AC Chairperson

Mr. Mithun Pillai
HOD



**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

**B.A.M.M.C (BACHELOR OF ARTS IN MULTIMEDIA AND MASS
COMMUNICATION)**

(WITH EFFECT FROM THE ACADEMIC YEAR 2024-2025)

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 skill

PROGRAM OUTCOMES

- 1.The learners should develop critical thinking skills, professional writing skills and effective oral communication skills.
- 2.The students should develop an awareness of current events and gain understanding of constitutional values and the Indian political system.
- 3.The students should develop skills in enabling them to work in a digital interconnected society.
- 4.The learners will gain skills in designing and visual communication enabling them to creatively work in the advertising industry.
- 5.The learners will gain awareness of Indian Knowledge systems including gaining insight into roots of Indian culture and Society.

PROGRAMME SPECIFIC OUTCOMES:

PSO1: The Learners should develop awareness of current trends through innovative projects and presentations assigned to students.

PSO2: The Learners will be able to demonstrate proficiency in reporting, writing, editing, and presenting for print, broadcast, and digital media, while upholding ethical standards, accuracy, and social responsibility in both Indian and global contexts.

PSO3:The Learnerswill be able to adapt and apply emerging technologies—including social media, AI-driven tools, and immersive platforms—to innovative storytelling, strategic communication, and audience engagement in a rapidly evolving media environment.

PSO4:The Learners will be able to conduct media research, critically analyze communication policies, and evaluate the role of mass media in shaping public opinion, culture, and democracy, with particular emphasis on the Indian socio-political landscape.

SCHEME OF MODULES

SEMESTER III			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC3MJ01	04	Understanding Cinema
2	U24MMC3MJ02	04	Media Studies
II	Minor Department Specific Course		
1	U24MMC3MI01	02	Consumer Behaviour
3	U24MMC3MI02	02	Broadcast Media
III	Open Electives(OE)/ Generic Electives (For other departments)		
IV	VOCATIONAL SKILL ENHANCEMENT COURSE (VSC)		
1	U24MMC3VSC01	02	Introduction to Photography
V	ABILITY ENHANCEMENT COURSE(AEC)/OPEN ELECTIVE/CC		
	U24MS3OE01 U24IT3OE01	02	Personality Development II - Leadership Visualization Tools for Marketing Research
1	U24ENGAEC01(Revised 2025-2026)	02	Understanding Basic Forms of English Literature-1
2	U25CC3SN01 U25CC3NSS03 U25CC3DLLE03 U25CC3SP02	04	SIESNET National Service Scheme (NSS)Studies Paper-III DLLE-Social Work Performance Psychology in Sports and Adapted Physical Education
TOTAL CREDITS		22	

UNDERSTANDING CINEMA

COURSE CODE: U24MMC3MJ01
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

Course Objectives:

1. To inculcate liking and understanding of good cinema.
2. To make students aware with a brief history of movies; the major cinema movements.
3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.
4. Insight into film techniques and aesthetics.

Course Outcomes:

1. The students will have a thorough understanding of cinema with its elements and impact on the society
2. The students will have a thorough understanding of the history and the various movements that lead to the use of cinema in social upliftment
3. The students will understand the use of production elements to tell a powerful story
4. The students will understand the art elements used in films while production of a film.

Syllabus			
Sr. No	Module	Details	Lectures
	Art of Story telling		
1.	History: Still pictures to moving images.	1.1 History of Cinema. 1.2 Birth of Visual Art. 1.3 Understanding the Language of Cinema.	09
2.	Understanding aspects of film appreciation.	2.1 Grammar, Technology and Art. Director - the captain Writer -the back bone. 2.2 Aspects of Film-1: Visual Aspects and Editing Mise-en-Scene (Art, Costume, Cameraplacement) Cinematography Creating Meaning through editing 2.3 Aspects of Film-1: Film Sound, Three components of Film Sound 2.4 The relationship between Sound and Image Genres of Cinema: Understanding the genre with examples	16

3.	Film Production	An overview of the three stages 3.1 Preproduction: 3.2 Production 3.3 Post Production An overview of production techniques 3.4 Lighting Techniques 3.5 Camera Techniques	20
4.	Major film movements and its impact.	The major cinema movements and their film makers Italian neo-realism- Origin and impact on world cinema, work of Roberto, Rossellini and Vittorio de sica French new wave Origin and impact on world cinema, work of Francois Truffaut, Jean-Luc Godard, Indian New Wave cinema- Origin and impact on Indian cinema, work of Satyajit Ray, Mrinal Sen.	12
5.	Film Culture	Film and Society: Role and Impact of Film in society Film and Censorship: Importance of censorship in Films. Censorship of films.	03
Total Lectures			60

Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

"Film Art: An Introduction" by David Bordwell and Kristin Thompson

"The Film Experience: An Introduction" by Timothy Corrigan and Patricia White

"Understanding Movies" by Louis Giannetti

"An Introduction to Film Studies" edited by Jill Neldes.

"Film Theory and Criticism: Introductory Readings" edited by Leo Braudy and Marshall Cohen.

"The Oxford History of World Cinema" edited by Geoffrey Nowell-Smith.

"Making Movies" by Sidney Lumet.

"In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch.

"Film Genre Reader IV" edited by Barry Keith Grant.

"Hitchcock/Truffaut" by François Truffaut.

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.

MEDIA STUDIES

COURSE CODE: U24MMC3MJ02

1 credit - 15 lectures

COURSE CREDIT: 04

1 lecture is 60 minutes

Course Objectives:

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

Course Outcomes:

1. Students will have a deeper understanding of media theories
2. Students will critically analyze relationship of media with culture and society
3. Students will gain an understanding of the media's role in international and global context.

Sr No	Syllabus	No. of lectures
01	Eras, relevance, connection to culture, literature Era of Mass Society and culture – till 1965 . Normative theories-Social Responsibility Theory, Libertarian theory, Market Place of ideas, Authoritarian theory. Development media theory, Democratic Participant theory, Civic journalism.	15
02	Propaganda and propaganda theory- Origin and meaning of Propaganda Behaviorism, Freudianism Hypodermic Needle/Magic bullet Harold Lasswell, Walter Lippmann Scientific perspectives to limited perspectives Paul Lazarsfeld-Two step flow Carl Hovland and Attitude Change theory	15

03	Cultural Perspectives Toronto school (Marshall McLuhan) Schools- Birmingham (Stuart Hall) Frankfurt- Theodor Adorno and Max Horkheimer Raymond Williams- Technological Determinism Harold Innis- Bias of Communication Agenda Setting Theory, Cultivation Theory Politics and Media studies-media bias, mediacy, media consolidation.	15
04	Media and Identity Feminism /Racism/ethnicity- Caste/class/tribal/queer representations (India examples) Meaning making perspectives New media, Henry Jenkins-Participatory culture Internet as public sphere-Habermas to Twitter McLuhan's concept of Global village in the age of Netflix, Uses and Gratification in the age of Internet.	15

Syllabus designed by:

Mr Mithun Pillai

Ms. Tejal Shinde

References:

1. Mass communication theory- Dennis quail
2. Mass communication theory: foundations, ferment and future- Stanley J Baran and Dennis K Davis
3. Introduction to Mass communication: media literacy and culture updated edition 8th edition
4. Introduction to mass communication – Stanley J. Baran
5. Media and cultural studies-Meenakshi Gigi Durham and Douglas M Kellner
6. Social media: a critical introduction- Christian Fuchs

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

(B) 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.

CONSUMER BEHAVIOUR

COURSE CODE: U24MMC3MI01

1 credit - 15 lectures

COURSE CREDIT: 02

1 lecture is 60 minutes

Course Objectives:

- To introduce students to the complexities of consumer behaviour, its importance in marketing & advertising
- To develop an understanding of underlying concepts, changing trends and issues in Consumer behavior in marketing.
- To develop analytical skills in students to critically evaluate consumer behaviour theories, models, and research studies.
- To enable students to apply consumer behaviour knowledge to analyse market trends, anticipate consumer needs, and develop effective marketing strategies.

Course Outcomes:

- Student will be able to understand the sociological & psychological perspective of consumer behaviour. Student will be able to assess the impact of consumer's motivation, personality on the buying behaviour.
- Students will be able to analyze the consumer decision process.
- Students will be able to evaluate the factors affecting consumer behaviour in detail.

Sr. No	Syllabus	No. of lectures
	Module 1-INTRODUCTION TO CONSUMER BEHAVIOUR	10
	1. Nature, scope & application; Importance of consumer behaviour in marketing decisions; characteristics of consumer behaviour; role of consumer research; consumer behaviour in a dynamic & digital world. 2. Market Segmentation, VALS 2 segmentation profile, . Segmentation Strategies – VALS 2. Communication process. 3. Persuasion - Needs & Importance. ELM. Persuasive advertising appeals	
	Module 2-FACTORS AFFECTING CONSUMER BEHAVIOUR	10

	1. PSYCHOLOGICAL DETERMINANTS & CONSUMER BEHAVIOUR Consumer Motivation– Needs, Goals, Motive arousal, Maslow’s Hierarchy of Needs, Freud’s Theory of Motivation , Consumer Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory. 2. RELEVANCE OF LEARNING IN CONSUMER BEHAVIOUR 1. Perception - Elements in perception. a. Subliminal perception. b. Perceptual Interpretation – Stereotyping in advertising. 2. Learning – Elements in Consumer Learning. 3. Behavioral & Classical Theory. 4. Cognitive Learning.	
	Module 3- SOCIO – ECONOMIC & CULTURAL DETERMINANTS OF CONSUMER BEHAVIOUR AND CONSUMER DECISION MAKING	10
	1. Family - Role of family in Socialization & Consumption – FLC. Culture – Role & Dynamics. i. Subculture & its influence on consumption. ii. Changing Indian core values. iii. Cross culture consumer perspective. Social group- primary and secondary and the role of Reference group & Consumer Behaviour. Economic- social class as the economic determinant of consumer behaviour 2. Consumer Decision Making Process Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation –Purchase Selection – Post purchase Evaluation, Buying pattern in the new digital era. Models of decision making	

Syllabus designed by:

Dr. Divya Nair

Ms. Tejal Shinde

References:

1. Hawkins, Best and Coney, Consumer Behaviour, Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi

5. Leon. Schiffman, Joseph Wiserblit, S.Ramesh Kumar – Consumer Behaviour. Pearson 11th Edition.
6. David.L.Louder, Albert Jdello Bitta, Consumer Behaviour- Concepts & Applications. Mcgrow Hill.
7. Ramaniy Majumdar, Consumer Behaviour, Insights from Indian Market. Ph I Learning Pvt Ltd . Delhi.

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

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	
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.

BROADCAST MEDIA

COURSE CODE: U24MMC3MI02

1 credit - 15 lectures

COURSE CREDIT: 02

1 lecture is 60 minutes

Course Objectives:

- 1) To make the students acquainted with working of radio and television.
- 2) To help students analyze the technical aspects of broadcast production, including audio, video, and editing.
- 3) To write effectively for broadcast media, considering different formats and audiences.

Course Outcomes:

- 1) Students will have a thorough understanding of the fundamental principles and history of broadcast media.
- 2) Students will be able to analyze and interpret audience data to tailor content effectively.
- 3) Students will develop the ability to critically analyze broadcast media content and its societal impact

Module-1 Evolution and History of Radio and TV		(Total 10 Lectures)
1	Radio – The Evolution and Growth · AIR and Community Radio: Developmental and Educational Role Internet Radio and Private FM Trends in regional radio	05
2	TV: Evolution and growth · Growth of Private International, National and Regional TV Networks Television channels for niche audiences —entertainment, news, sports, science, health and life style. Rise of regional channels and Importance of Regional Channels in India	05
Module-2. - Introduction to Sound and Visuals		(Total 10 Lectures)

1	Significance of sound Types of Sound: Natural, Ambient, Recorded, Diegetic Sound, Non-Diegetic Sound, Dialogue, Music, Voiceover, Foley. Types of recording- Tape Recording, Digital Recording, Outdoor Recording	05
2	The Power and Influence of Visuals Video-camera: types of shots, camera positions, shot sequences Lighting: The importance of lighting types of lighting	05
	Difference between Studio and on-location shoots	
Module-3. Program formats and Writing (Total 10 Lectures) for Broadcast Media		
1	Radio Formats: News, Documentary, Feature, Talk Show, Music shows, Sports broadcasting. Television formats: News, Documentary, Feature, Talk Shows, TV serials and soaps, Sports, Reality, Animation.	05
2	Preparation of Audio and Video briefs: Idea generation, Scripting, Story board Scripting for: Interviews/Documentary/Feature/Drama Ethics: Ethics including Censorship in presentation of News.	05

Syllabus designed by:

Ms. Tejal Shinde

Dr Divya Nair

References

2. Basic Radio and Television: by S Sharma
3. The TV Studio Production Handbook : Lucy Brown
4. Mass Communication in India by Keval J. Kumar
5. Beyond Powerful Radio by Valerie Geller
6. Writing News for TV and Radio : Mervin Block
7. Essential Radio Journalism: How to produce and present radio news (Professional Media Practice) : Peter Stewart, by Paul Chantler

8. Andrew Boyd, _Broadcast Journalism, Techniques of Radio and Television News_, Focal Press London.
9. Keval J Kumar, _Mass Communication in India_, Jaico Publishing House.
10. K.M Shrivasta, _Radio and TV Journalism_, Sterling Publishers Pvt. Ltd, New Delhi.
11. Usha Raman, _Writing for the Media_, Oxford University Press, New Delhi
12. Media Production: A Practical Guide to Radio and TV 1st Edition by Amanda Willett

SCHEME OF EXAMINATION(for 50 marks 2 credits Theory)

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 PATTERNPAPER PATTERN

Duration: 1 hour	
Total Marks: 30	
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.

INTRODUCTION TO PHOTOGRAPHY

COURSE CODE: U24MMC3VSC01COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

The content and learning activities in this course are designed to help students achieve the following objectives:

- Apply practical skills for professionally handling a camera and making a picture that can be used for commercial purpose
- Analyze the quality and difference between multiple photographs to suit their need / purpose of photography
- Obtain a sense of understanding about the different applications of photography as per the assignment / requirement
- Identify best practices for the delivery of successful photography assignment in any type of event as per the purpose and requirement set by the external agency.

Course outcomes

- Students will demonstrate the ability to operate professional cameras effectively, ensuring proper use of settings like ISO, aperture, and shutter speed.
- Students will develop critical analysis skills to assess the quality, composition, lighting, and technical aspects of photographs.
- Students will gain insight into diverse photography applications

Syllabus			
Sr NO	Module	Details	Lectures
1.	Camera: Functioning and types	1.1 What is photography 1.2 Camera and its parts 1.3 Different types of camera - Current and Old	05
2.	Lens: Types and uses	2.1 Understanding the lens as an important part with its function 2.2 Types of lens - Depth of field and Focus 2.3 Using different lenses with their capacity and delivery	05
3.	Light: The essential raw material	3.1 Understanding light for photography, consideration for exposure 3.2 Understanding natural light and artificial light, Introduction to basic studio lighting	06

		3.3 Understanding the quality of light and using light modifiers	
4.	Composition: Way of portraying a subject	4.1 Introduction to composition 4.2 Types of composition 4.3 Creativity of composition	<i>06</i>
5.	Digital Imaging: Electronic format	5.1 Understanding digital imaging 5.2 Digital file formats and their application	<i>05</i>
6 .	Care and Maintenanc e of the camera & equipment	6. 1 Protection of the camera and equipment against different situations	<i>03</i>
Total Lectures			30

Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

Collins Books series: Pentax Inc.

1. Taking successful pictures,
2. Making most of colour,
3. Expanding SLR system,
4. Lighting techniques

Minolta Photographer's handbook

Indoor Photography, Outdoor
photography: Life Book series:
Colour, Camera, Light & Portrait

Photography course:

Volume 1: Understanding Camera

Volume 2: Secrets behind successful pictures

Volume 3: Practicing Photography

Volume 4: Handling Professional assignments

Me and My Camera-Portrait photography, Glamour photography, Do it in Dark (Darkroom Techniques), Pro-technique (Pro-photo), Night Photography, Beauty and Glamour , Product Photography

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

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	
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.

SOCIAL MEDIA MARKETING (Offered to other departments as Open Elective)

COURSE CODE: U24MMC3E01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

Learn to communicate and tell stories through the web.

1. Students learn real-world skills from leading designers, artists, and entrepreneurs.
2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
4. Identify and apply strategies to improve and succeed no matter what their initial skills.

COURSE OUTCOMES

1. Students will be able to solve problems and learn from creative risks by using people skills, design principles, and processes.
2. Students will be able to build a strong foundation in all aspects of design and production for storytelling in motion.
3. Students will be able to use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.
4. Students will be able to develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

Syllabus

Sr. No	Module	Details	Lectures
1.	Introduction to Digital Marketing	1.1 Understanding Digital Media Marketing 1.2 Advantages of Digital Media 1.3 Principles of Digital Media Marketing 1.4 Key Concepts in Digital Media 1.5 Traditional vs. Digital Media	06
2.	Types of Digital Marketing	2.1 Types E- mail marketing 2.2 Types Internet marketing 2.3 Types of Mobile marketing 2.4 Digital Marketing and AI	06
3.	Introduction to Social Media Marketing	3.1 Meaning and Importance 3.2 Myths about Social media marketing 3.3 Brief History Characteristics of Social Media Marketer 3.4 Careers in Social media marketing	06

4.	Content Strategy for Social Media Marketing	4.1 10- step framework for creating successful SMM strategy 4.2 Building content for sharing 4.3 Generating Ideas and Creating content for Multiple platforms	<i>06</i>
5.	Ethics and Careers	5.1 Code of ethics 5.2 9 Rules of engagement for Social Media Marketing 5.3 Careers in Social media marketing 5.4 Code of Ethics in AI	<i>06</i>
Total Lectures			30

Syllabus designed by:

Mr. Abhishek Dandekar

Dr Divya Nair

References:

- 1. Digital marketing by Vandana Ahuja**
- 2. Social Media Marketing: a strategic approach by Barker and Barker.**

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

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 Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
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:

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.

SEMESTER IV			
Serial No	Course code	Credits	Course Name
I	Major Department Specific Course (DSC)		
1	U24MMC4MJ01	04	Film Production
2	U24MMC4MJ02	04	Multimedia Production
II	Minor Department Specific Course		
1	U26MMC4MI01	04	Mass Media Research
III	Open Electives(OE)/ Generic Electives		
1	U24BI4E01	02	Financial Literacy
	U24AF4E01		Advanced Multimedia and Design
IV	Skill Enhancement Course (SEC)		
1	U24MMC4SEC01	02	Media Laws and Ethics
V	ABILITY ENHANCEMENT COURSE(AEC)/CEP		
1	U24ENGAEC01(Revised 2025-26)	02	Understanding Basic Forms of English Literature-2
2	U25CC4CEP01	04	Community Engagement Project
TOTAL CREDIT		22	

FILM PRODUCTION

COURSE CODE: U24MMC4MJ01
1 credit - 15 lectures

COURSE CREDIT: 04
1 lecture is 60 minutes

Course Objectives:

- Students will be able to Demonstrate Proficiency in Film Production Techniques
- Students will be able to apply narrative storytelling techniques and aesthetic principles to their film projects
- Students will gain an understanding of professional practices and ethical considerations within the film industry.

Course Outcomes:

1. Students will demonstrate the ability to develop compelling stories and scripts for various genres and formats of film.
2. Students will understand and apply the principles of production management, including budgeting, scheduling, and logistics.
3. Students will understand and adhere to ethical and professional standards in film production.

Sr No	Syllabus	Number oflectures
01	Pre-production Process: Introduction to Pre-Production Script Development Casting Location Scouting Budgeting and Financing Scheduling Crew Selection Production Design Storyboarding and Shot Lists Legal and Insurance Considerations	15

02	Production Techniques: Introduction to Production Stage Set Etiquette and Safety Directing Actors Cinematography Sound Recording Continuity and Script Supervision Production Management Special Effects and Stunts On-Set Collaboration Working with Extras and Background Actors Location Management Equipment Handling and Maintenance Visual Effects Supervision Post-Production Handover	15
03	Post-production Editing: Footage Ingestion Transitions and Effects Organisation and Logging Assembly Editing Rough Cut Fine Cut Color Correction/Grading Audio Editing and Mixing Sound Design	15
	Visual Effects (VFX) Titling and Graphics Final Review and Output	

04	Distribution and Marketing: Theatrical Release Film Festivals Marketing Materials Release Strategy Print and Advertising (P&A) Screening Events Streaming Platforms Branding and Positioning Online Presence Publicity Campaigns Trailers and Teasers Social Media Marketing Influencer and Celebrity Endorsements	15
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Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

- "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus
- "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch: "Cinematography: Theory and Practice" by Blain Brown
- "Directing: Film Techniques and Aesthetics" by Michael Rabiger
- "The Visual Story: Creating the Visual Structure of Film, TV and Digital Media" by Bruce Block:
- "Sound for Film and Television" by Tomlinson Holman
- "Film Production Management" by Bastian Cleve

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.

Multimedia and Production

COURSE CODE: U24MMC4MJ02

COURSE CREDIT: 04

1 credit - 60 lectures

1 lecture is 60 minutes

Course Objectives:

1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To understand the latest industry trends in design & editing

COURSE OUTCOMES:

1. Students will be able to identify basics to production.
2. Students will learn software for production techniques.
3. Students will learn editing required in production.

Sr. No	Syllabus	No. of lectures
01	Introduction to Photoshop – Raster-based image editing Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools The tools, Toolbox controls Property bar, Options bar, Floating palates Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling Image Editing	10

	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributesWorking on simple project/ one page design Layers Changing background, Gradient, Moving linking aligning layers Applying Transformations, Masking layers Masts and extractions, Layer effects, Adjustment layers Blending Modes Blend modes Advanced blending options Layer blends Working of Texts Text as art, Glyphs, Creative text Type mask tool, Image in text Text to path and Direct selection Path selection (black arrow) Creating Professional design using all the tools AI in Photoshop Gen AI tool of Photoshop	
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02	Vector based Drawing software Introduction to Adobe Illustrator Illustrator Interface, Tool Box, Panels and Bars Importing files in illustrator, Different file formats Text Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Making designs Text based logo replication, Shape based logo replica, Creating new symbols, Fill colour, Outline colour, Weight and opacity Applying effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips Exporting Exporting, Types of export, Exporting for other softwares Introduction to CorelDraw Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats Using Text Artistic and paragraph text, Formatting Text, Embedding Objects into text, Wrapping Text around Object, Linking Text to Objects Exploring Tools Basic shapes: Cut, Erase, Combine, Shaping tool: Nodes, Handles, Corners Convert to Curves: Reshaping, Creating figures, Logos Applying Effects Power of Blends, Distortion and contour Effects, Envelopes, Lens effects, Transparency, Creating Depth Effects and Power Clips Exporting Exporting, Types of export, Exporting for other software	15
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03	InDesign: Layout Software Introduction to Adobe In Design List the menus, List the tools, Palates Benefits of using In Design, Application of In Design Text Edits in InDesign Format of text, Character and Paragraph Bars Purpose of text selection, Aligning text in different design formats, Text alignment with embedded images Using palettes Using palettes for different types of publications made in InDesign, Magazine in InDesign, Paragraph styles Newspaper in InDesign, Paragraphs type palate, Text wrap palate Colour correction in InDesign Embedding images in proper formats, Colour correction on the images, Adjusting according to the color tone of the publication Exporting Files Types of files, Exporting for different publications/templates, Newspaper,magazine etc	10
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	Premiere Pro: Audio-visual: Advanced application Introduction to Editing Editing importance, Great editing examples, Editing for different formats (film/ad/news/etc.) Introduction to Premiere How premiere helps in editing, Understanding the toolbar, Importing files, Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.) Understanding file formats Understanding different file formats (AVI/MPEG/MOV/H264, etc.), Importing raw footage for edits, Performing video checks while editing Experimenting with video and audio layers, Basics of editing (cut/layers/different windows/etc.) Using inbuilt transitions Using colour grading What is color grading, Examples of color grading, Using filters and presents in color mixing, Applying presents on layers for editing Exporting and rendering Importing files, Exporting in different formats, Choosing right formats for exposing, Managing quality while exporting, Rendering and maintain file format, Improving quality and time to render techniques AI in Editing AI tools for video editing	15
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05	Sound Forge/Sound Booth: Sound Editing Software Introduction to Digital Audio Sound basics, Audio band pitch volume Understanding Digital audio Sampling, bit rate Concept of Dolby Digital Mono, Stereo, Quadrophonic Surround sound, 5.1 Channel, Subwoofer Difference in Dolby Digital and DTS, More about DTS Three way sound speaker Sound Recording Recording Equipment Microphone and Types of microphones Preamps, Power amps, Sound card Input from audio sources, Extract audio from CD Different audio saving formats Wave, WMA, CDA, MP3 Digital Computer software Working with Sound Workspace, Play bar, timeline, Transport tool bar Working with audio file Basic editing, cut/copy/paste, Paste special Using Markers, Regions and Commands Sound processing techniques Channel converter, Bit depth converter Advanced Sound Processing Delay, Echo, Reverb, Chorus Mixing sounds Noise gating Expansion, Changing pitch and Time duration Sound track output Create your audio CD and mark chapters	10
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Syllabus designed by:

Mr Izaz Ansari

References:

1. Photoshop Bible McLeland Willey Publication
2. Corel Draw Practical Learning: BPB Publication
3. Digital Music and Sound Forge Debasis Sen BPB Publications
4. Adobe Illustrator Classroom in a book: Adobe House
5. InDesign: Classroom in a book Kelly Kordes and Tina DeJarld Adobe
6. Adobe Premiere Pro: Practical Video Editing

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.

MASS MEDIA RESEARCH

COURSE CODE U26MMC4MI02

COURSE CREDIT: 04

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives

1. This course aims to introduce students to the fundamental concepts, scope, and significance of mass media research.
2. It seeks to develop an understanding of research processes, research designs, data collection methods, and content analysis in media studies.
3. The course also aims to familiarize students with the practical application of research in print, broadcast, advertising, public relations, and new media while emphasizing ethical considerations.

Course Outcomes

1. On successful completion of the course, students will be able to explain key concepts, methodologies, and tools used in mass media research.
2. Students will be able to apply basic research techniques to collect, analyze, and interpret media-related data.
3. Students will be able to evaluate media research findings for professional media practices while adhering to ethical standards.

Course Outcomes:

Sr. No	Syllabus	No. of lectures
01	Module-1 - Research In Media Introduction to mass media research ○ Relevance, Scope of Mass Media Research ○ Role of research in the media ○ Steps involved in the Research Process ○ Qualitative and Quantitative Research ○ Discovery of research problem, identifying dependent and independent variables, ○ developing hypothesis Research designs ○ Designs: Exploratory, Descriptive and Causal.	20
02	Module-2 – Steps in Research Literature review Research methodology Data – collection a) Primary Data – Collection Methods (Depth interview, Focus group, Surveys, b) Observations, Experimentations)	20

	c) Secondary Data Collection Methods d) Designing Questionnaire and measurement techniques (Types and basics of questionnaire, Projective technique, Attitude measurement scales) Content analysis a) Definition and uses b) Quantitative and Qualitative approach c) Steps in content analysis d) Devising means of a quantification system e) Limitations of content analysis Sampling process Data Tabulation and Research report format	
03	Module-3 - Application of research in mass media a) Readership and Circulation survey b) TRP c) RRP d) Audience Research e) Exit Polls f) Advertising Consumer Research The Semiotics of the Mass Media. a) What is semiotics in media? b) Why is semiotics important? c) What are codes in semiotics? d) d. Semiotics and media	10
04	Module-4 - Application of Mass Media Research Application of Mass Media Research in Media a) Research in Print Media b) Research in Advertising c) Research in Public Relations d) Research in Broadcast Media e) Media Research and New Media f) Ethical issues and considerations in mass media research Basic media consumption theories based on past researches.	10

Syllabus designed by:
Dr. Divya Nair
Dr Hanif Lakdawala

References:

1. C.R. Kothari: Research Methodology: New Age International Publication, New Delhi (2004)
2. Roger D. Wimmer and Joseph R. Dominick: Mass Media Research: An Introduction, Thomson Wadsworth 2006
3. Shearon A. Lowery and Melvin L. DeFleur: Milestones in Mass Communication Research, 1995 Allyn and Bacon
4. B.R. Dixon, G.D. Bouma, G.B.J. Atkinson: A Handbook of Social Science Research, Oxford University Press 1987
5. Barrie Gunther: Media Research Methods: Measuring Audiences, Reactions and Impact, Sage

Publications 2000

6. Daniel Riffe, Stephen Lacy and Frederick G.Fico: Analysing Media Messages:

Using Quantitative Content Analysis in Research : Lawrence Erlbaum Assoc Inc, July 2005

7. Research Methodology and Analysis: Sharma R.P. Publisher- DPH Publication, New Delhi

8. Methodology of Research in Social Sciences: Krishna Swamy- Himalaya Publication

9. Marketing Research- An applied orientation by Naresh K. Malhotra-Prentice Hall of India Publication

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.

MEDIA LAWS AND ETHICS

COURSE CODE: U24MMC4SEC01

COURSE CREDIT: 02

1 credit - 15 lectures

1 lecture is 60 minutes

Course Objectives:

1. To provide the learners with an understanding of laws that impacts the media.
2. To sensitize them towards the social and ethical responsibility of the media.
3. To enable them to be aware citizens who value the constitution of India.

Course Outcomes:

1. Learners will understand the laws that impact the media.
2. learners will imbibe ethical values and social responsibility of the media.
3. Learners will be ideal citizens valuing the constitution.

Sr No	Syllabus	No. of lectures
01	Constitution and Media Core values of the Constitution-Refreshing Preamble, unique features of the Indian Constitution. Article 19 (1) (a), Article 19(2) restrictions on press freedom Hierarchy of the courts Independency of the judiciary Legal terminologies	10
02	Copyright and IPR What is copyright, Intellectual Property Rights Exceptions, Major Amendments, Recent Case studies. Defamation 1. Definition. 2. Civil, Criminal 3. Exceptions 4. Recent case studies Contempt 1. Contempt of Court 2. Contempt of Parliament	10

03	Right to Privacy – Evolution, Right to Privacy a Fundamental Right Critical Review of Morality and Obscenity. Sedition Law Right To Information Act 2005 Ethical responsibility of journalist, Press Council of India. Fake News-Post -truth and challenges of fighting fake news Techniques of fact verification Ethical responsibility of advertisers Stereotyping of minorities, women, senior citizens, regions, LGBT	10
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Syllabus Designed by-

Mr Mithun Pillai

Mr Abhishek Dandekar

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>
12. Post-Truth: How Bullshit Conquered the World. London: by James Ball, Biteback Publishing.

List of Websites:

1. www.indiankanoon.org
2. www.prasarbharathi.gov.in.
3. www.lawzonline.com
4. www.presscouncil.nic.in
5. www.thehoot.org

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

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 Q.1. Attempt 2 questions out of 4 questions (5 marks each)- 10 Marks	10
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	
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.

INTRODUCTION TO PHOTOGRAPHY
(Offered to other departments as Open Elective)

COURSE CODE: U24MMC4OE01
1 credit - 15 lectures

COURSE CREDIT: 02
1 lecture is 60 minutes

Course Objectives:

The content and learning activities in this course are designed to help students achieve the following objectives:

- Apply practical skills for professionally handling a camera and making a picture that can be used for commercial purpose
- Analyze the quality and difference between multiple photographs to suit their need / purpose of photography
- Obtain a sense of understanding about the different applications of photography as per the assignment / requirement
- Identify best practices for the delivery of successful photography assignment in any type of event as per the purpose and requirement set by the external agency.

Course outcomes

- • Students will demonstrate the ability to operate professional cameras effectively, ensuring proper use of settings like ISO, aperture, and shutter speed.
- • Students will develop critical analysis skills to assess the quality, composition, lighting, and technical aspects of photographs.
- • Students will gain insight into diverse photography applications

Syllabus			
S r. N o.	Module	Details	Lectures
1.	Camera: Functioning and types	1.1 What is photography 1.2 Camera and its parts 1.3 Different types of camera - Current and Old	05
2.	Lens: Types and uses	2.1 Understanding the lens as an important part with its function 2.2 Types of lens - Depth of field and Focus 2.3 Using different lenses with their capacity and delivery	05
3.	Light: The essential	3.1 Understanding light for photography, consideration for exposure	06

	raw material	3.2 Understanding natural light and artificial light, Introduction to basic studio lighting 3.3 Understanding the quality of light and using light modifiers	
4.	Composition: Way of portraying a subject	4.1 Introduction to composition 4.2 Types of composition 4.3 Creativity of composition	06
5 .	Digital Imaging : Electronic format	5. Understanding digital imaging 1 Digital file formats and their application 5. 2	05
6 .	Care and Maintenance of the camera & equipment	6. 1 Protection of the camera and equipment against different situations	03
Total Lectures			30

Syllabus designed by:

Mr. Abhishek Dandekar

Ms. Tejal Shinde

References:

Collins Books series: Pentax Inc.

7. Taking successful pictures,
8. Making most of colour,
9. Expanding SLR system,
10. Lighting techniques

Minolta Photographer's handbook

11. Indoor Photography,
12. Outdoor photography: Life Book series:
Colour, Camera, Light & Portrait

Photography course:

Volume 1: Understanding Camera
Volume 2: Secrets behind successful pictures
Volume 3: Practicing Photography

Volume 4: Handling Professional assignments

Me and My Camera

Portrait photography, Glamour photography, Do it in Dark (Darkroom Techniques), Pro-technique (Pro-photo), Night Photography, Beauty and Glamour , Product Photography

SCHEME OF EXAMINATION (for 50 marks 2 credits Theory)

The scheme of examination shall be divided as follows:

- **Comprehensive Internal assessment 100% i.e. 50 marks**

SrNo	Details	Marks
1	Project	20 marks
2	Photo album submission	20 marks
3	Practicals in the classroom	10 marks
