

**MINUTES OF THE MEETING**  
**BOARD OF STUDIES MEETING IN THE SUBJECT OF BMM/BAMMC**  
**ACADEMIC YEAR- 2020-2021**

**Day and Date:-** Thursday, 18 February 2021

**Venue:** Online on Zoom Meetings

**Time:** 5:00pm- 7:00pm

**Members Present:**

1. Dr. Manjula Shrinivas (KC College, Mumbai)
2. Dr Sanjay Singh (Zee News)
3. Dr. Rinkesh Chheda (SIES College, Mumbai)
4. Prof. Aswathi Anilkumar (Vaze College, Mumbai)
5. Prof. Pooja Bhardwaj (In-house faculty)
6. Prof. Akash Purswani (In-house faculty)
7. Prof. Prachi Vankiani (In-house faculty)

**Agenda of the Meeting:**

1. Review of the Last Meeting, Minutes and Amendments (Held on 21st July 2020).
2. Selection of electives for the TYBAMMC Advertising and Journalism for the academic year 2021-2022.
3. Discussion of recommendation of the college towards implementation of revised credits from 120 to 132 for the Undergraduate Courses.
4. Any other matter proposed by the members.

**Minutes of the Meeting:**

1. Online lectures have been conducted for the semesters 1,3 and 5 and subsequent evaluations were carried out on the same platforms as well. Google classrooms were created for all the subjects and reference materials, assignments were posted therein. Efforts were taken to maintain the interest for online sessions and even though attendance posed a slight challenge, overall students have adapted well to online learning.
2. Selection of electives were carried out after detailed discussions. This was additionally done keeping in mind item number 3 on the agenda of this BOS Meeting. It was decided to choose the electives which shall pave way for the credit increase in the next academic year.
3. Electives chosen for TYBAMMC- Advertising, Sem V are as follows:
  - Brand Building
  - Agency Management
  - Direct Marketing & E-Commerce
  - Consumer Behaviour

4. Electives chosen for TYBAMMC- Journalism, Sem V are as follows:
  - Writing & Editing Skills
  - Global Media & Conflict Resolution
  - Business & Financial Journalism
  - News Media Management
5. Electives chosen for TYBAMMC- Advertising, Sem VI are as follows:
  - Advertising in Contemporary Society
  - Media Planning & Buying
  - Advertising & Sales Promotion
  - Retailing & Merchandising
6. Electives chosen for TYBAMMC- Journalism, Sem VI are as follows:
  - Contemporary Issues
  - Lifestyle Journalism
  - Magazine Journalism
  - Television Journalism
7. With reference to the third item on the agenda, the members have given valuable suggestions which shall be discussed with our Head of the Institution. To make the transition from 120 to 132, extra Credits for first year can be 2, second year 4 and third year 6. This can be accomplished by adding additional content in existing subjects to justify the credit increase or additional subjects. The rationale is to adopt an integrated approach with a contemporary outlook. Few pointers given by the members could be incorporated as follows:
  - Advertising in Contemporary Society can include sections of Rural marketing.
  - Fake news is covered in other subjects as well so instead of a separate elective, fake news can be elaborated in those subjects and Fact checking workshops can be conducted.
  - Photo journalism can be incorporated in Introduction to photography in Sem 3.
  - Travel journalism can be included as a component of Writing and Editing Skills in Sem V.
  - Sports journalism non- technical portions could be included in Lifestyle Journalism.
  - Mobile Journalism and New Media is a very relevant subject but instead of a stand alone elective, it can be taught and evaluated as a part of project under the subject Reporting in Sem V and students can be taught about script writing for interview on mobile as a part of Writing & Editing Skills in the same semester.
  - Brand Management, though a logical progression for Brand Building, can be incorporated as a component of Brand building in Sem V. Care needs to be taken to ensure the parts added do justice to the subject.
  - Documentary and Ad Film Making was suggested as common for both Advertising and Journalism in the third year.
8. Overall focus has to be on skill development based subjects as electives.
9. Keep all the subjects mandatory with straight progressive electives and credits.
10. Combined subjects for both Advertising and Journalism in the third year can have 3 credit points.