

MINUTES OF THE MEETING

BOARD OF STUDIES MEETING IN THE SUBJECT OF BAMMC

ACADEMIC YEAR- 2022-2023

Day and Date: March 31 , 2023

Time: 10:00 AM

Venue: Seminar Hall, Ground Floor, Ramniranjan Jhunjhunwala College, Ghatkopar (W).

Mode: Blended (Online Zoom Meeting ID: 999 3880 7808, Passcode: 308870)

Members Present:

1. Ms. Daivata Patil (VC Nominee, Department of Communication and Journalism, University of Mumbai)- Online
2. Prof. Shilpa Hattiangadi (Expert from outside university, SNDT Women's University, Pune)- Online
3. Dr. Nimisha Kambli (Expert from outside university, Smt. P. N. Doshi Women's College)- Offline
4. Mr. Chetan Dubey (Industry Representative, Loreal)- Online
5. Mr. Takshak Shegokar (Illustrious Alumni, Associate Project Manager, Content Publishing)- Offline
6. Prof. Pooja Bhardwaj (In-house faculty)- Offline
7. Prof. Prachi Vankiani (In-house faculty)- Offline
8. Dr. Prasadhini Gautam (In-house faculty)- Offline
9. Prof. Sheryl Cusher (In-house faculty)- Offline

Agenda of the Meeting:

1. To read and confirm the minutes of the BOS meeting held on 30th July 2022.
2. Overview of the activities conducted, and initiatives undertaken for the students during the academic year 2022-2023.
3. Update on action taken on the curriculum feedback received from alumni students, employers/ industry experts and peer teachers.
4. Discussion on the revision of syllabus for implementing credit increase in the Third Year BAMMC for both Advertising and Journalism courses.
5. Discussion on the revised syllabus of BAMMC for Semester I and II as per NEP guidelines.
6. Any other matter.

Minutes of the Meeting:

Item 1: The meeting commenced with welcoming the members who joined us via online and offline mode. Minutes of the meeting held on 30th July 2022 were read and confirmed unanimously.

Item 2: Ms. Pooja Bhardwaj presented an overview of the activities conducted and initiatives undertaken for the students during the academic year 2022-2023. All the BOS members appreciated the efforts taken by the department for imparting quality education to the students. The members were given an overview of the teaching, learning and evaluation activities undertaken during the academic year. We discussed the varied sessions and seminars conducted for the students to encourage holistic development.

- a. Induction programs
- b. These include various media related days celebrated such as: World Emoji day, World Social media day, Photography day, Bollywood day, National Cinema day,
- c. Documentary screenings to commemorate Human Rights Day
- d. Career guidance seminars.
- e. The Media Chronicles, where 6 media professionals from varied fields related to media addressed the students and held interactive sessions. This was the Department's initiative to celebrate 60 years of our esteemed institution.
- f. Field visits to National Museum of Indian Cinema, Ikea, Gravity Films and Alok Industries at Silvassa.
- g. Soft skill development sessions
- h. Value added course: Events Planning and Management
- i. DSE courses offered to the SY students.
- j. Mentor Mentee Sessions
- k. The Inter collegiate Fest Mediosa., to name a few.

Item 3: In view of action taken report on curriculum feedback from the stakeholders, on discussion, there being no suggestions which could be included in the revision of curriculum.

Item 4: In view of the progressive increase in credits from 120 to 132 for the UG program of BAMMC for both advertising and Journalism, 3 credit increase has been proposed. The revised syllabus was presented by Ms. Pooja Bhardwaj. There was a detailed discussion on the course being offered and the suggestions have been incorporated. All the members of BOS unanimously approved the revised syllabus for TYBAMMC Advertising and Journalism Semester V and VI and the same has been forwarded to the Academic Council for its approval. The proposed unit wise changes with respect to the subjects are as follows:

TYBAMMC - Journalism

Semester 5

RJAUBAMMCJR503	Writing and Editing Skills	Credits= 03+1	<ol style="list-style-type: none"> 1. Tools and techniques of editing 2. Crisp Writing 3. Resume writing: telling your story 4. Feature writing 5. City based features writing 6. Interviews.
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SEMESTER V	
Course Name: Writing and Editing Skills	
Course Code: RJAUBAMMCJR503	
Credits: 03+1; Total Contact Hours: 48+12= 60	
UNIT I	Contact Hours
Tools and Techniques of Editing	10
<ul style="list-style-type: none"> • Brevity: The soul of communication, Eliminating redundancy in communication • Functional Grammar: Refreshing Grammar, Common Errors • Word Power: Working with words • Punctuations: For media usage • Style Book: Use of numbers, abbreviations, names and terms 	
UNIT II	08
Crisp Writing	
<ul style="list-style-type: none"> • News Sense: Finding the right story angle • Saying it in bold: Writing headlines, captions, leads and intros • Podcast: Writing for the ear • Net cast: Writing for visuals • Webcast: Story Compiling, Difference between writing for print and real time writing. 	
UNIT III	10
Resume writing: Telling your story	
<ul style="list-style-type: none"> • Assimilating facts and details • Building a narrative • Making it pictorial • Layout and page design • Being a credible voice 	
UNIT IV	10 +2
Feature Writing	

<ul style="list-style-type: none"> Feature stories: Different types (Travel, Personality, Human Interest Stories etc) Reviews: Books, Films, App Columns: Analytical, Interactive, Agony Aunt Editorials: Importance, Voice of the publication, Format Obituaries: Writing obituaries, Need for factual verification and tone, Can obituaries be critical? 	
UNIT V	10
City based features/ letter to the editor/ post/opinion piece	
<p>Any 5 of the following issues can be chosen and addressed</p> <ul style="list-style-type: none"> Plight of Rag pickers, Construction workers or the homeless Poor health specially mental health Lack of facilities and obstacles to education Unemployment and exploitation Slum rehabilitation projects Condition of Mumbai Jails/ Courts City issues of hygiene and pollution Crime and safety Corruption issues faced by the common man Challenges faced by senior citizens and the physically 	
UNIT VI	10
Interviews	
<ul style="list-style-type: none"> Types of subjects Preparing for interviews Preparing a questionnaire Protocol and Ethical Issues Writing the Interview copy 	

RJAUBAMMCJR504	Global Media and Conflict Resolution	Credits = 03+1	1. Evolution of Global Media 2. Media Profiles, issues and analysis 3. Media Profiles, issues and analysis 4. Conflict Coverage 5. Conflict Resolution 6. Media Information Literacy
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SEMESTER V

Course Name: Global Media and Conflict Resolution

Course Code: RJAUBAMMCJR504

Credits: 03+1; Contact Hours: 48+12=60	
UNIT I	Contact Hours
Evolution of Global Media	10 + 2
<ul style="list-style-type: none"> • North – South Divide, Imbalance in Global flows • NWICO, MacBride Commission, Failure of NANAP • Global Media Conglomerates, parachute journalism and embedded journalism • Bias/Varying Perspectives in Reporting (Quantitative, Qualitative, cultural?? Coverage of Natural disasters by regional and global media) • Post Truth and avalanche of fake news • Information Disorder 	
UNIT II	10
Media profiles, Issues and Analysis	
<ul style="list-style-type: none"> • Contemporary Role of Global News Agencies • Media in Europe • Media in USA and Australia • Media in Russia • Media in Africa: talking drums; community radio 	
UNIT III	12
Media profiles, Issues and Analysis	
<ul style="list-style-type: none"> • Media in China • Media in Japan • Media in North Korea • Media in Singapore • Media in the Middle East and Role of Al Jazeera • Media in Malaysia 	
UNIT IV	10
Conflict Reporting/ Coverage	
<ul style="list-style-type: none"> • Media Coverage of wars and conflicts • Case Study Discussion Vietnam War, Gulf Wars, Kargil Conflict, Surgical Strikes on Pakistan War on terror-International conflicts in Syria, Israel, Afghanistan, and Europe. 	
UNIT V	10
Conflict Resolution	
<ul style="list-style-type: none"> • Changing nature of conflict • Media driver of peace or driver of conflict • The shifting media landscape, Challenges for independent media • The role media can play in conflict resolution and peace promotion • Case study: The Kashmir Conflict and LTTE conflict in Sri Lanka 	

UNIT VI	06
Media Information Literacy	
<ul style="list-style-type: none"> • Five Laws of MIL • MIL and youth radicalization in cyberspace • Preventing violent extremism • MIL to tackle social polarization of Europe • Encryption / Cryptography media communication landscape 	

RJAUBAMMCJR506	News Media Management	Credits= 03+1	1. Introduction 2. Organizational Structure 3. Resource and Supply Chain and Media Management 4. Financial and Marketing Aspects 5. Disruptive Technology and Media Business Models 6. Case Studies
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SEMESTER V		
Course Name: News Media Management		
Course Code: RJAUBAMMCJR506		
Credits: 03+1	Total Contact Hours: 48+12= 60	
UNIT I	Contact Hours	
Introduction	10	
<ul style="list-style-type: none"> • Making News: Truth, Ideology and News work • Legacy Media Broadcast Media Overview and Print Publishing Overview • A Comparative Analysis with Electronic Media: Contemporary Elements, Dimensions and Image of Print Media: • News media as business enterprise: Proprietary concerns, Types of ownership 		
UNIT II	10	
Organizational Structure		
1. Human Resource Development <ul style="list-style-type: none"> • Hierarchy • Decision making • Inter-relationship between departments • Specialized training for skilled workers • Careers in News Media houses: Departments-wise required skills set 2. Challenges of Globalization and Liberalization <ul style="list-style-type: none"> • Foreign Direct Investment • Cross Media Ownership • Commercialization of Media 3. Understanding Company Law		

<ul style="list-style-type: none"> ● Press and Registration of Books Act ● Relevant aspects of Company Law 	
UNIT III	12
Resource and Supply Chain and Media Management	
<ol style="list-style-type: none"> 1. Resource and Supply Chain <ul style="list-style-type: none"> ● Newsprint ● Technology ● Production process 2. Managing Resources <ul style="list-style-type: none"> ● Advertising revenue building and maintenance ● Circulation revenue ● Ways to cut cost and boost revenue 3. Media Management: <ul style="list-style-type: none"> ● Principles and Need for Management ● Management Functions- Definition & Concept, ● Principles & Significance of Media Management 	
UNIT IV	
Financial and Marketing Aspects	14
<ol style="list-style-type: none"> 1. Financial Management, Cost and Profitability <ul style="list-style-type: none"> ● Costing classification and allocation ● Nature of cost ● Factors affecting cost ● Fixed and variable costs ● Introduction to Media Economics: <ul style="list-style-type: none"> ● Print Media- Newspaper, Magazine ● Electronic Media - Television, Radio, Digital 2. Marketing Techniques <ul style="list-style-type: none"> ● Brand building ● Public Relations: Newspaper's relation to its community, Understanding the target audience, Building goodwill, Promoting the newspaper's / site's services vs. Sales promotional activities ● Role of research and readership surveys ● Sales forecasting and planning ● Advertising the newspaper / website channel ● Becoming a digital media brand 	
UNIT V	06
Disruptive Technology and Media Business Models	
<ul style="list-style-type: none"> ● The role of advertising ● From Web 1.0 to 2.0 ● Yahoo, Craigslist, Google, Facebook, Twitter, Whats App, Pinterest 	

UNIT VI	06+02
Case Studies	
<ul style="list-style-type: none"> Case studies discussion and analysis– Eenadu and Network Expansion of Sky Network [Star Network in India] Relevance of TAM Ratings in News, Channels along with IRS Studies 	

TYBAMMC - Advertising
Semester 5

RJAUBAMMCAD503	Brand Building	Credits = 03+1	<ol style="list-style-type: none"> 1. Introduction To brand Building, Identity, Personality & Positioning 2. Branding Leveraging, Strategies, Equity, Models 3. Brand Building Through Imperative, Global & Corporate Image 4. Brand Building Through CSR, Brands to Different Sectors, Brand Life Cycle 5. Measuring And Interpreting Brand Performance
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SEMESTER V

Course Name: Brand Building

Course Code: RJAUBAMMCAD503

Credits: 03 +1

Total Contact Hours: 48+12= 60

UNIT I

Contact Hours

Introduction To Brand Building, Identity, Personality And Positioning

10

1. Introduction to brand building:
 - Meaning, Product v/s Brand. Why brand matters
 - Process of branding, Types of brand - National, Retail, Flanker, Distributor, Luxury , Global brands)
 - Brand building blocks, guidelines for effective branding, brand elements – types of brand elements.
2. Brand identity and brand personality: Consumer, industrial, retail, classified, corporate public service, generic, national, global, international, social (CSR) and advocacy
3. Brand positioning: Product class, consumer segmentation, perceptual mapping, brand benefits and attributes, cornerstones of positioning strategy basis.

UNIT II

08

Branding Leveraging, Strategies, Equity, Models	
<ol style="list-style-type: none"> Brand leveraging: <ul style="list-style-type: none"> Line, brand extension, types of brand extensions, their advantages and disadvantages, moving up/ down, co- branding Brand strategies: <ul style="list-style-type: none"> Multi- branding, mix, branding, hierarchy - building equity at different hierarchy levels, brand product matrix, brand architecture- breadth of a branding strategy, depth of a branding strategy. Brand equity & models: <ul style="list-style-type: none"> Element sources, measurements (brand awareness, brand loyalty) models Y and R – Graveyard model, brand asset valuator, brand equity ten, inter-brand equity. 	
UNIT III	10
Brand Building Through Imperative, Global and Corporate Image	
<ol style="list-style-type: none"> Brand imperatives: Coordination across organization, coordination across geography, re-branding, revitalizing, rural advertising and brands. Global brands: <ul style="list-style-type: none"> Emergence of global brands, advantages and disadvantages, global leadership brands and position Globalization Corporate image building through brands: Corporate image in contemporary management, advertising and corporate image. 	
UNIT IV	10
Brand Building through CSR, Brands to Different Sectors, Brand Life Cycle	
<ol style="list-style-type: none"> Brand building through corporate social responsibility: CSR as part of business environment management, how CSR activities can be used for Brand Building, social activities other than CSR to enhance the brand Conception & growth: Important factors in conception and various stages of growth and maturity of brands with various case studies Branding in different sectors: Customer, industrial, retail and service brands. 	
UNIT V	
Measuring And Interpreting Brand Performance:	12
<ol style="list-style-type: none"> Brand Performance & Management: <ul style="list-style-type: none"> Global branding strategies, Brand Audit Role of brand managers Case study analysis 	

RJAUBAMMCAD505	Direct Marketing and E- Commerce	Credits = 03+1	<ol style="list-style-type: none"> 1. Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management 2. Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory 3. Introduction to E-commerce, E-business , Building up a Website 4. Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media. 5. Direct Marketing Campaigns & Case Studies
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SEMESTER V	
Course Name: Direct Marketing and E- Commerce	
Course Code: RJAUBAMMCAD505	
Credits: 03+1	Total Contact Hours: 48+12= 60
UNIT I	Contact Hours
Introduction to Direct Marketing , Integrated Marketing Communication and Customer Relationship Management	10
<ol style="list-style-type: none"> 1. Introduction to marketing, basics of direct and interactive marketing, legal framework towards direct marketing: <ul style="list-style-type: none"> • Meaning and introduction to marketing • Evolution of marketing • Study of marketing mix • Traditional versus modern marketing techniques • Meaning and definition of direct marketing • Importance of direct marketing • Advantages and disadvantages of direct marketing • Approaches of direct marketing • Reasons for the growth of direct marketing • Techniques of direct marketing • Economics of direct marketing • Economics of direct marketing • Laws pertaining to patents, trademark, copyright, etc., privacy - the key issue. 2. Integrated marketing communication versus direct marketing: <ul style="list-style-type: none"> • Meaning and introduction of IMC in the marketing process • Relationship of IMC with direct marketing • Importance of IMC 	

<ul style="list-style-type: none"> Tools of IMC - advertising, sales promotion, personal selling, direct marketing, PR Person to person ,group selling, direct mail, direct response television(DR-TV), direct response print advertising, catalogs, inserts,videos, e-mail, trade shows. <p>3. Customer as the only project center:Segmentation, targeting and customer focus:</p> <ul style="list-style-type: none"> What is customer relationship management (CRM) Importance of CRM, planning and developing CRM Customizing products to different needs Studying the customer mix managing the key consumers Relationship Marketing - customer loyalty, 3 tasks of direct and interactive marketing = customer acquisition, development and retention, market segmentation. 	
UNIT II	08
Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory	
<p>1. Understanding the business of direct marketing database management/ marketing strategies:</p> <ul style="list-style-type: none"> Database Management: meaning, importance, functions of database, sources and uses of E-database, techniques of managing database - internal/external, steps in developing a database, advantages and disadvantages of database management Direct Marketing Strategies: meaning of marketing strategies -Why it is needed, internal and external analysis, objectives of strategies, creating a direct marketing budget. <p>2. Direct market research and techniques:</p> <ul style="list-style-type: none"> What is customer lifetime value (LTV) Factors affecting lifetime value (LTV) How we use LTV LTV sums (3 methods - Present/Historical and Discounted) Using LTV analysis to compare the effectiveness of various marketing strategies. <p>3. Direct marketing analysis:</p> <ul style="list-style-type: none"> List selection, prospecting, product customization, response modeling and experimentation, mail order, lead generation, circulation, relationship/loyalty programs, store traffic/site traffic generation, fund raising, pre-selling, selling(cross selling, up selling) and post-selling. 	
UNIT III	10
Introduction to E-commerce, E-business, Building up a Website	
<p>1. Introduction to E- Commerce:</p> <ul style="list-style-type: none"> Ecommerce- Meaning, Features of E-commerce Categories of E-commerce 	

<ul style="list-style-type: none"> • Advantages and limitations of E-Commerce, • Traditional commerce and E-Commerce, Factors • Responsible for Growth of E-Commerce, Issues in implementing E-Commerce, trends in E-Commerce in sectors like: retail, banking, tourism, government, education <p>2. E- Business:</p> <ul style="list-style-type: none"> • Meaning, Launching an E-Business • Different phases of Launching an E-Business, Important • Concepts in E-Business: data warehouse, customer relationship management, supply chain management, and enterprise resource planning <p>3. Website:</p> <ul style="list-style-type: none"> • Design and development of website • Advantages of website • Principles of web design life cycle • Approach for building a website • Different ways of building a website 	
UNIT IV	10
Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media	
<p>1. Electronic payment system:</p> <ul style="list-style-type: none"> • Features • Different payment systems : Debit card, credit card, smart card, E-cash, E-Cheques, E-wallet, electronic fund transfer, issues relating to privacy and security in E- Business <p>2. Payment Gateway:</p> <ul style="list-style-type: none"> • Introduction • Payment gateway process • Payment Gateway: Types, advantages and disadvantages • Types of transaction security <p>3. Integration of direct marketing and E- Commerce through the use of internet and social media:</p> <ul style="list-style-type: none"> • What is internet • How companies use internet to promote the product • Impact of internet on direct marketing and E-Commerce industry • Growing importance of social media • Role of social media on consumers and business 	
UNIT V	12
Direct Marketing Campaigns & Case Studies	
<ul style="list-style-type: none"> • Direct Marketing Strategies used by companies • Direct Marketing v/s other IMC tools with case studies • Developing & Designing a Direct Marketing Plan - Steps, tactics 	

RJAUBAMMCAD506	Consumer Behaviour	Credits = 03+1	1. Basics of Consumer Behaviour 2. Physiological determinants and Consumer Behaviour 3. Relevance of Learning in Consumer Behaviour 4. Socio- economic and Cultural determinants of Consumer Behaviour 5. Consumer decision making 6. Consumer Behaviour Insights
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SEMESTER V	
Course Name: Consumer Behaviour	
Course Code: RJAUBAMMCAD506	
Credits: 03+1	Total Contact Hours: 48+12= 60
UNIT I	Contact Hours
Basics of Consumer Behaviour	10 + 2
1. Introduction to consumer behaviour: <ul style="list-style-type: none"> Need to study consumer behaviour Psychological & sociological dynamics of consumption Consumer behaviour in a dynamic & digital world 2. Marketing and consumer behaviour: <ul style="list-style-type: none"> Segmentation strategies - VALS Segmentation, targeting and positioning with case study examples Communication process Persuasion - needs & importance ELM Persuasive advertising appeals. 	
UNIT II	08
Physiological determinants and Consumer Behaviour	
<ul style="list-style-type: none"> Motivation - Types & theories (Maslow) Attitude – Characteristics – Theories – Tricomponent. Multi Attitude model Cognitive dissonance Personality - Facets of personality <ul style="list-style-type: none"> a. Theories – Freud & Jung b. Personality traits & consumer behaviour c. Self concept Application of these theories in the marketing and consumer behaviour	
UNIT III	10
Relevance of Perception and learning in Consumer Behaviour	

<ul style="list-style-type: none"> ● Perception - Elements in perception <ul style="list-style-type: none"> a. Subliminal perception b. Stereotyping in advertising ● Learning – Elements in consumer learning ● Behavioral & classical theory ● Cognitive learning 	
UNIT IV	10
Socio-Economic and Cultural determinants of Consumer Behaviour	
<ul style="list-style-type: none"> ● Family - Role of family in socialization & consumption - FLC ● Culture - Role and dynamics <ul style="list-style-type: none"> a. Subculture and its influence on consumption b. Changing Indian core value c. Cross culture consumer perspective ● Social group- primary and secondary and the role of reference group and consumer behaviour. ● Economic- social class as the economic determinants of consumer behaviour 	
UNIT V	10
Consumer decision making	
<ul style="list-style-type: none"> ● Process of decision making ● Models of decision making ● Opinion leadership ● Diffusion and adoption process 	
UNIT VI	10
Consumer Behaviour Insights	
<p>Study and analyse distinguishing features/ behaviour of the following:</p> <ul style="list-style-type: none"> ● Rural Consumers ● Global Consumers ● Gen Alpha, Gen Z, Gen X, Millennials, Baby Boomers 	

TYBAMMC - Journalism
Semester 6

RJAUBAMMCJR604	Lifestyle Journalism	Credits = 03+1	1. Lifestyle Journalism: An Introduction 2. Writing Style: Words, Picture, Story and Editing 3. Types of Lifestyle Writing I 4. Types of Lifestyle Writing II 5. Fashion Influencers: Role and Importance 6. Social Media: Lifestyle and role of Social Media
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SEMESTER VI	
Course Name: Lifestyle Journalism	
Course Code: RJAUBAMMCJR604	
Credits: 03+1	Total Contact Hours: 48+12= 60
UNIT I	Contact Hours
Lifestyle Journalism: An Introduction	10
<ul style="list-style-type: none"> Lifestyle writers have a very niche audience. Who are we writing for? Lifestyle Journalist should know the publication house audience Lifestyle News, critique/review/ evaluate on stories from magazines Lifestyle Journalist : balance between Elite and Mass Lifestyle Culture (newspapers) Source of Lifestyle stories 	
UNIT II	10
Writing Style: Words, Picture, Story and Editing	
<ul style="list-style-type: none"> What is good Lifestyle writing? Use of Pictures and Graphics, finding and focusing your story Crafting and structure – the beginning, middle, and end Reporting and Interviewing. Feature leads, Lifestyle Columns Rewriting and self-editing 	
UNIT III	10+2
Types of Lifestyle Writing - I	
<ul style="list-style-type: none"> Review : Art show, Movie, Theatre Performance, Book Health & Fitness: : Gym, Yoga, various new forms of workout Wellness reporting Other forms Garden, Home & Interiors & General Tips and guidelines 	
UNIT IV	10
Types of Lifestyle Writing - II	
<ul style="list-style-type: none"> Travel : Various types of Travel writings Food : Street, Restaurant food, Food festival, Restaurant review Writing Culture - Music, Folk dance, Festival & seasonal reporting Pitching Lifestyle stories - Key strategies, Portfolio Making: Travel Story - Print, Vlog, Food Stories - Print, Vlog 	

<ul style="list-style-type: none"> Workshop by Lifestyle writer 	
UNIT V	08
Fashion Influencers: Role and Importance	
<ul style="list-style-type: none"> Fashion, Gender and Social Identity The impact of fashion bloggers and magazines on the society E-fashion markets defining the trends amongst the youth Cinemas in the past and in today's world have influenced the society in terms of fashion and Lifestyle Role of Music's Fashion in the society 	
UNIT VI	10
Social Media: Lifestyle and role of Social Media	
<ul style="list-style-type: none"> The power of marketing in the contemporary fashion world Labeling and branding: The power of representation Shakespearian theater and the aesthetic image: how Shakespearian productions reflect contemporary fashion trends The influence of celebrities on fashion: an exploration of celebrity-endorsed fashion lines Fashion Lifestyles and Hashtags Lifestyle advertising , Collaborations and CoMarketing of Brands, Fashion and social Media Campaigns 	

RJAUBAMMCJR605	Magazine Journalism	Credits= 03+1	1. History of Magazine Journalism 2. Definition and Genres of Magazines 3. Organizational Structure 4. Cover Story 5. Types of Articles 6. Magazine Design
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SEMESTER VI	
Course Name: Magazine Journalism	
Course Code: RJAUBAMMCJR605	
Credits: 03	Total Contact Hours: 48+12= 60
UNIT I	Contact Hour
History of Magazine Journalism	10+1
<ul style="list-style-type: none"> A brief history of magazine journalism, global scenario and current trends in magazine 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 National and International Magazines 	
UNIT II	10+5

Definition and Genres of Magazines	
<ul style="list-style-type: none"> ● Special and General Interest Magazines ● General Interest Magazines: Importance of Bytes- Local News, Political ● 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. ● Importance of references in a magazine ● Study references with respect to different genres and different publication ● Study references with national and international magazines 	
UNIT III	05
Organizational Structure	
Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	
UNIT IV	10
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 illustrations.	
UNIT V	05
Types of Articles	
<ul style="list-style-type: none"> ● Magazine articles: features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers, interviews 	
UNIT VI	08+06
Magazine Design	
<ul style="list-style-type: none"> ● Format, layout, typography, colour, photos, illustrations, infographics and Blurbs ● Design a magazine of any genre. 	

RJAUBAMMCJR606	Television Journalism	Credits = 03+1	<ol style="list-style-type: none"> 1. History and Development of TV Journalism 2. Television formats: Content and presentation 3. Television Programming and Production 4. Developing skills 5. Current and Emerging Trends in Television Journalism 6. Evolution, Organization, Policies and Programming of News Service.
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SEMESTER VI	
Course Name: Television Journalism	
Course Code: RJAUBAMMCJR606	
Credits: 03+1	Total Contact Hours: 48+12=60
UNIT I	Contact Hours
History and Development of TV Journalism	10
<ol style="list-style-type: none"> 1. History and Development <ul style="list-style-type: none"> ● Brief History of the development of TV journalism- Globally and in India. ● Emerging Trends in journalism ● The International Scenario- John Baird (Inventor of TV) till dateTimeline. 2. Indian scenario - Doordarshan - <ul style="list-style-type: none"> ● News; Entertainment, Culture, Sports and Films. 3. Private and Satellite channels <ul style="list-style-type: none"> ● Growth of Private International, National and Regional TV Networks 4. Regional channels- Impact and critical study of: <ul style="list-style-type: none"> ● News Channels- Star Majha, IBN Lokmat , Zee 24 Taas, Aamchi Mumbai, Sun News Network, Aaj Tak 	
UNIT II	10+1
Television formats: Content and presentation	
<ol style="list-style-type: none"> 1. News: Main characteristics of News as against news in other media. Spot news, News Bulletins and News analysis 2. Features on TV: <ul style="list-style-type: none"> ● Talk Shows ● Reviews ● Interviews ● Discussions. ● Documentaries. ● Docudramas. ● Commentaries. 3. Other Programs <ul style="list-style-type: none"> ● Music ● Sports ● Entertainment 	

UNIT III	10
Television Programing and Production	
<ol style="list-style-type: none"> 1. Elements of Programming: <ul style="list-style-type: none"> • 24 hours schedule • Time slots • Weekday and weekend programming • National and regional level programming 2. Introduction to Production: <ul style="list-style-type: none"> • Production house and three stages of production: Pre, Shoot and Post. • Monitoring, Crewing, Casting, Sets & Outdoors, Scheduling & Budgeting, Unions - Rates, Rules & Regulation. 	
UNIT IV	10+1
Developing skills	
<ol style="list-style-type: none"> 1. Anchoring: <ul style="list-style-type: none"> • Reporting or shooting anchor links in public • How and what to give in PTC or piece to camera • How to approach people for sensitive stories. 2. Beat reporting: Educational, Crime, Science, Court, Environmental, Political 3. Reporting: Reporting national and International events 4. Scripting and presentation <ul style="list-style-type: none"> • Scripting for Interviews/Documentary/Feature/Drama/Skits on TV. • Story idea, development and Presentation- Web series • Design a script Interviews/Documentary/Feature/Drama/Skits on TV 5. Editing: Skills of editing, online and offline 	
UNIT V	08
Current and Emerging Trends in Television Journalism	
<ol style="list-style-type: none"> 1. 24/7 news broadcast <ul style="list-style-type: none"> • Features, Audience effectiveness, advertisements and Dumbing down of News. • TV v/s online streaming catering to infotainment genre majorly targeting the youth (Netflix, Amazon Prime, etc) • Fake News on Internet v/s news on broadcast 2. Ethics (Including Censorship) in presentation of News 	
UNIT VI	10
Evolution, Organization, Policies and Programming of News Service	
Evolution, Organization, Policies and Programming, News Service, Features, Concept of 24x7 news, Catering to Transnational audiences, Advertising and promotion.	

TYBAMMC - Advertising
Semester 6

RJAUBAMMCAD603	Advertising In Contemporary Society	Credits = 03+1	<ol style="list-style-type: none"> 1. Changes In Advertising Environment 2. Effects of Advertising, Criticisms of Advertising, Social Implication of Advertising 3. Types of Advertising; Internet Advertising and Digital Advertising 4. Marketing Environment 5. Analysis of Advertising Environment of India and other Foreign Countries 6. Social Marketing
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SEMESTER VI	
Course Name: Advertising In Contemporary Society	
Course Code: RJAUBAMMCAD603	
03+1	Total Contact Hours: 48+12= 60
UNIT I	Contact Hours
Changes In Advertising Environment	10 +2
<ul style="list-style-type: none"> Advertising Environment post-independence; Liberalization Privatization, Globalization Policy 1991: FDI, entry of MNCs in India, Its effect on Indian companies and the advertising strategy. Effects of Liberalization on the advertising industry in context to economy, business, employment and lifestyle. Emerging Markets (Rural, Changing Demographics and Preferences) 	
UNIT II	10
Effect of Advertising, Criticisms of advertising, Social Implication of Advertising	
<ul style="list-style-type: none"> The use and effect of advertising on the following: <ol style="list-style-type: none"> 1. Women 2. Children 3. Old People 4. Youth Criticism of Advertising: Controversial advertising; Gender Bias Advertising and popular culture; social implication of advertising; the effect of advertising on market and economy. 	
UNIT III	08
Types of Advertising; Internet Advertising and Digital Advertising	
<ul style="list-style-type: none"> Political advertising, B to B Consumer advertising Retail advertising 	

<ul style="list-style-type: none"> Industrial advertising Financial advertising Internet advertising and digital advertising: Upcoming different ways in new media. 	
UNIT IV	08
Marketing Environment	
<ul style="list-style-type: none"> Introduction to Marketing Environment Need and Importance of Environmental Analysis (Internal and External), Methods of Analysis – SWOT, PESTLE 	
UNIT V	12+2
Analysis of Advertising Environment of India and other Foreign Countries	
<ul style="list-style-type: none"> National, international and global advertising and marketing: The environmental analysis of India and other foreign countries, specifically, USA, UK, France, China, Japan, Brazil, UAE, Thailand The use of this analysis in marketing and advertising (case study) Analysis of Indian Companies in International Markets (Case Study where at least 4 countries are analyzed) 	
UNIT VI	08
Social Marketing	
<ul style="list-style-type: none"> Definition, Need for social marketing The difficulties of social marketing The various subjects for social marketing Effects of social marketing (case study) 	

RJAUBAMMCAD605	Advertising and Sales Promotion	Credits = 03+1	<ol style="list-style-type: none"> 1. Introduction to sales promotion 2. Various methods of sales promotion 3. Study & analyse sales promotion campaign of the major brands 4. Effects, Steps And Coordination of Sales Promotion 5. Sales Promotion Campaigns
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SEMESTER VI	
Course Name: Advertising and Sales Promotion	
Course Code: RJAUBAMMCAD605	
Credits: 03+1	Total Contact Hours: 48+12= 60
UNIT I	Contact Hours
Introduction to Sales Promotion	10

1. Introduction to Sales promotion: <ul style="list-style-type: none"> • Nature and importance of sales promotion, • Role of promotion in the marketing mix • Scope and role of sales promotion • Reasons for the Increase in sales promotion • Consumer franchise building versus non franchise building promotions 2. Theories in sales promotion: <ul style="list-style-type: none"> • Push promotion • Pull promotion • Combination theory 3. The psychological theories behind sales promotion <ul style="list-style-type: none"> • Reciprocation • Social Proof • Foot-in-the-Door Technique • Door-in-the-Face Technique • Loss aversion • Social norms marketing • High, medium, low 	
UNIT II	12
Various Methods of Sales Promotion	
1. Methods of consumer oriented sales promotion: <ul style="list-style-type: none"> • Sampling • Coupons • Premiums • Refund, rebates, cash backs • Contests and sweepstakes • Bonus packs • Price off • Exchange offers • EMI • Demonstration of product • After sale service 2. Methods of trade oriented sales promotion: <ul style="list-style-type: none"> • Contest & incentives for dealers • Trade allowances (buying allowances, slotting allowances, promotional allowances) • Point of purchase displays • Sales training programs • Trade shows and dealer conferences • Stock return • Credit terms • Dealer trophies 3. Methods of sales forces oriented sales promotion:	

<ul style="list-style-type: none"> • Bonus and incentives to sales force • Sales promotion contest • Sales meetings and conferences • Free travel • Sales literature • Demonstration kits • Honor or recognition 	
UNIT III	12 + 2
Study and Analyse Sales Promotion Campaign of the Major Brands	
<ol style="list-style-type: none"> 1. Three loyalty programs:(One each of FMCG, consumer durable and service) 2. Three Consumers oriented sales promotion: (One each of FMCG, consumer durable and service) 3. Three trade oriented sales promotion program:(One each of FMCG, consumer durable and service) 4. Three sales force oriented sales promotion program:(One each of FMCG, consumer durable and service) 5. Two sales promotion of any luxury brands 6. Two Sales promotions programs in rural markets 	
UNIT IV	10
Effects, Steps and Coordination of Sales Promotion	
<ol style="list-style-type: none"> 1. Predicting sales promotion effect <ul style="list-style-type: none"> • Evaluation methods of sales promotion • Short term and long term effects of sales promotion • Long-term impact of sales promotion on brand image • Influence of sales promotion on customer purchasing behaviour 2. Steps in designing of sales promotion campaign: <ul style="list-style-type: none"> • Designing loyalty, continuity and frequency program • Big data and loyalty • Gratification and loyalty 3. Coordination sales promotion and advertising: <ul style="list-style-type: none"> • Budget allocation • Coordination of ad and promotion themes • Media support and timing 4. Sales promotion abuse: <ul style="list-style-type: none"> • Over use • Sales promotion trap 	
UNIT V	10
Sales Promotion Campaign	
Designing a sales promotion for the following: <ul style="list-style-type: none"> • FMCG • Consumer Durable • Service 	

<ul style="list-style-type: none"> • Luxury Brand • Rural Market 	
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RJAUBAMMCAD606	Retailing and Merchandising	Credits = 03+1	1. About the features 2. Retail Communication & IT 3. Introduction to merchandising 4. Visual and online merchandising 5. Retail Consumer and Promotional Strategy
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SEMESTER VI	
Course Name: Retailing and Merchandising	
Course Code: RJAUBAMMCAD606	
Credits: 03+1	Total Contact Hours: 48+12=60
UNIT I	Contact Hours
About the Features	12
1. Introduction to the world of retailing 2. Types of retailers: <ul style="list-style-type: none"> • Multichannel retailing, Customer buying behaviour, retail market strategy, overview of merchandising 3. Identifying and understanding retail customers: <ul style="list-style-type: none"> • Factors affecting retail strategies, consumer demographic and lifestyle 4. Social factor: <ul style="list-style-type: none"> • Social factors, consumer needs and desires, shopping attitudes and behaviour, consumer decision making process, retailers' actions 5. Formats based on pricing: <ul style="list-style-type: none"> • Pricing as a competitive advantage, discount retailing , super Store retailing , off price retailing 	
UNIT II	12
Retail Communication and IT	
1. Managing communication for a retail store offering: <ul style="list-style-type: none"> • Introduction, objectives, marketing communication, thematic communication 2. Methods of communication: <ul style="list-style-type: none"> • Methods of communication, graphics, signage 3. IT for retailing: <ul style="list-style-type: none"> • Information systems, barcoding, retail ERP 4. Trends & innovation: <ul style="list-style-type: none"> • Analytics & tools 	
UNIT III	12
Introduction to Merchandising	

<ol style="list-style-type: none"> 1. Concept of retail merchandising: <ul style="list-style-type: none"> • Meaning of merchandising, major areas of merchandise management, role and responsibilities of merchandisers 2. Merchandise mix: <ul style="list-style-type: none"> • Merchandise mix, concept of assortment management, merchandise mix of show off 3. Merchandise display: <ul style="list-style-type: none"> • Concept of merchandise displays, importance of merchandise displays 4. Space management: <ul style="list-style-type: none"> • Concept of space management, role of it in space management, concept of planogram 5. Formats based on merchandise selection: <ul style="list-style-type: none"> • Merchandise selection as a competitive advantage, specialty store retailing, department store retailing, super specialist, niche specialist 	
UNIT IV	12
Visual and Online Merchandising	
<ol style="list-style-type: none"> 1. Visual merchandising: Merchandising: Meaning of visual merchandising, objectives of visual merchandising, growth of visual merchandising 2. Visual merchandising in India: Visual merchandising in India, product positioning and visual merchandising 3. Non store merchandising: Introduction, objectives, non-store retail merchandising, television retailing/home shopping, product presentation in non-store retail merchandising 4. Online merchandising: Internet retailing/online shopping, catalogue management 5. Trends and innovation: Analytics and tools 	
UNIT V	12
Retail Consumer and Promotional Strategy	
<ul style="list-style-type: none"> • Significance of MR & Application of AMR Techniques for Retailer & Merchandising • CRM in Retail - Objectives, Customer Retention approaches • Retailing Merchandising campaigns analysis of case studies 	

Item 5: Ms. Pooja Bhardwaj presented the outline of the courses to be offered as Major, Minor, GEC, AEC and field projects/ community engagement/ internship. Inputs were received from the members and revised syllabus was accepted subject to some changes if any new guidelines come from the University of Mumbai. The same is being forwarded to the academic council for approval.

Sem I	Credits	Sem II	Credits
Major (DSC)		Major (DSC)	
Effective Media Communication - I	3	Effective Media Communication - II	3
History of Media	3	Media Gender and Culture	3
Major (DSE)		Major (DSE)	
Minor		Minor	
Fundamentals of Mass Communication	3	Introduction to Advertising	3
Visual Communication	3	Introduction to Journalism	3
Generic Elective Course (Any 1)		Generic Elective Course (Any 1)	
Current Affairs	4	Content Writing	4
Introduction to Media Psychology	4	Principles of Management and Marketing	4
Vocational and Skill Enhancement Course		Vocational and Skill Enhancement Course	
Ability Enhancement Course		Ability Enhancement Course	
Computer and digital literacy	2	Soft Skills and Corporate Etiquettes	2
Language (English/ Indian language/Foreign Language))	2	Language (English/ Indian language/Foreign Language))	2
		Environment Studies (Foundation Course Modified to suit Media students)	2
Field Project/ Internship/ Community and Engagement Services		Field Project/ Internship/ Community and Engagement Services	
Foundation Course - I (Community Engagement)	2		
	22		22

Item 6: There being no other matter, the meeting was concluded with a Vote of Thanks to the members for their valuable support and input.