



Hindi Vidya Prachar Samiti's
Ramniranjan Jhunjhunwala College
of Arts, Science & Commerce
(Empowered Autonomous College)

Affiliated to

UNIVERSITY OF MUMBAI

Syllabus for the TYBAMMC- ADVERTISING

Program: BA in Multimedia and Mass Communication

Program Code: RJBAMMCAD

(CBCS 2025-26)

THE PREAMBLE

Why BA in Multimedia and Mass Communication?

Media is a key cornerstone in the growth of modern society. The functions of mass media include dissemination of information, spreading awareness, imparting education and providing entertainment, to name a few. Driven by high demand, competitiveness and government policy support, the media sector has seen unprecedented growth in recent times. With the percolation of media into all walks of life, it is the right time to be a part of this sector and develop proficiency in the same. Bachelor of Arts in Multimedia and Mass Communication, or BAMMC, is a three-year undergraduate programme that encompasses the study of many forms of communication such as marketing, journalism, television, radio, film, newspaper, magazine, photography, etc. The learners also learn about management and administration aspects of this industry etc. Candidates can also choose from specialisations, such as advertising or journalism. Media is currently a fulfilling and lucrative career option for Indian youngsters, and applicants with a BAMMC degree have access to a wide range of professional and higher education prospects. The course enables the learners to apply conceptual knowledge and the skills gained through hands-on projects ensuring applicability and utility in the domain of society and nation.

Why BA in Multimedia and Mass Communication at R J College?

We at RJ College believe that theoretical knowledge when supplemented with hands-on projects, cooperative and inclusive learning enables us to impart a firm foundation to our learners. Additionally under the autonomous status, we have the freedom of altering the syllabus, which enables us to enhance the learning thereby giving an edge to our students. Our initiatives to meet the learning outcome include:

- Project based approach with focus on extensive practical applications of concepts.
- Comprehensive and continuous evaluation with a balance between theoretical, practical, hands-on and research based methodology is carried out. Learners are given a variety of projects such as documentary making, carrying out marketing research, photography, brand building, developing entrepreneurship skills, designing and printing adverts for magazines and newspapers, etc.

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- Periodic guest lectures by eminent professionals in the mass communication and multimedia industry helps bridge the gap between theory and the practical world.
- Alumni engagement with lecture series enabling regular interaction between students and the alumni of the department.
- Computer lab support is provided assisting in provision of hands-on education for industry focused multimedia softwares.
- Professional visiting faculties who are experts from their respective fields regularly teach subjects such as photography, film making, investigative journalism etc.
- Provision of learning and evaluations support is extended to special need learners thereby fostering an inclusive learning atmosphere and encouraging self reliance.
- Student Induction sessions, Open house with learners after semester end exams and Parent Faculty Sessions helps in creating an inclusive and open learning environment.
- Focus on holistic learning and encourage students to be socially responsible with activities like, Cleaning Dadar Chaupati, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest- Mediosa and other activities.
- Placement support and internship opportunities extended to our learners.

Our Curriculum, Your Strength

The syllabus for BAMMC spans a total of six semesters with the first four semesters focusing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialization between advertising and journalism to the students. The curriculum is meticulously designed to enable the learners to gain understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. Being an autonomous institution empowers us to undertake revisions in the syllabus and evaluations thereby incorporating the developments of the industry into our curriculum and strengthening the same. This further strengthens our students, equipping them to better adjust in the professional world and enabling them to demonstrate their knowledge and ability in a variety of creative, cinematic, organizational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni

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are given a platform to remain in constant touch with our every new batch of students in providing them guidance in their studies and assisting in the internship and placement. Focus on inclusive, integrated and holistic learning environments equips our students to be highly focussed professionals and socially responsible citizens.

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PROGRAMME OUTCOMES (PO) OF BAMMC

PO 1: The learners will be able to gain fundamental disciplinary knowledge and conceptual understanding of various aspects pertaining to Multimedia and Mass Communication.

PO 2: Enable the learners to conceptualize, design and create media products using technical skills.

PO 3: The learners will be able develop professional writing skills, effective oral communication and critical thinking skills

PO 4: The program shall enable the learners to develop research acumen.

PO 5: The program shall enable the learners to apply gained knowledge and skills, thereby preparing them for higher studies and catering to the growing demands of the job market related to Advertising, Journalism, TV, Radio, Film, Newspaper, Magazine, etc.

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PROGRAM SPECIFIC OUTCOMES (PSO) OF BAMMC

PSO 1: The program will enable aspirants to acquire knowledge in the varied fields associated with media such as advertising, journalism, public relations, films, TV, radio, digital platforms etc.

PSO 2: Learners will be able to gain a critical understanding of mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

PSO 3: The learners will be able to gain proficiency skills in professional writing and effective oral communication skills across a variety of media platforms.

PSO 4: This program will equip the learners with creative and analytical skills essential for making a career in the media and entertainment industry, including advertising, public relations, cinema, television, OTT Platforms, digital media, etc.

PSO 5: The program will inculcate in the learners a global awareness of political, social and corporate issues and ethical issues, therein the learners will demonstrate the ability to apply the knowledge in a variety of creative, cinematic, organizational, professional, entrepreneurial media venues.

PSO 6: Learners will be imparted with technical knowledge and skills that shall enable them to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PSO 7: The learners shall acquire fundamental research skills and prepare themselves for higher studies.

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DISTRIBUTION OF TOPICS AND CREDITS STRUCTURE
TYBAMMC ADVERTISING SEMESTER V

Course Code	Unit	Topic Headings	Credits	Duration
RJMINBAMMCAD351	Paper Title: Direct Marketing and E- Commerce		60 hours	
	I	Introduction to Direct Marketing, Integrated Marketing Communication and Customer Relationship Management	04	
	II	Database Management and Direct Marketing Strategies		
	III	Introduction to E-commerce, E-business , Building up a Website		
	IV	Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media		
	V	Direct Marketing Campaigns and Case Studies		

TYBAMMC - ADVERTISING SEMESTER VI

Course Code	Unit	Topic Headings	Credits	Duration
RJMINBAMMCAD361	Paper Title: Agency Management		60 hours	
	I	Introduction To Advertising Agency	04	
	II	Analysing Advertising Campaigns		
	III	Setting Up An Agency		
	IV	Marketing Plan For The Client		
	V	Advertising Theories and New Business Development		

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DETAILED SYLLABUS WITH LEARNING OBJECTIVES AND COURSE OUTCOMES

SEMESTER	:	V
TITLE OF THE SUBJECT/ COURSE	:	DIRECT MARKETING AND E-COMMERCE
COURSE CODE	:	RJMINBAMMCAD351
CREDITS	:	04
DURATION	:	60

LEARNING OBJECTIVES	
1	To acquaint learners with various direct marketing techniques (traditional and modern) for reaching ultimate customers and building up customer loyalty and database management.
2	To help Learners to get an insight on direct marketing activities on various Social Media platforms through E-commerce.
3	To educate learners about the business of direct marketing, database management, marketing strategies, research analysis and testing the consumer buying pattern.
4	To enable learners evolve and gain knowledge about importance of Direct Marketing over conventional advertising

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	The learners will comprehend the growing significance of direct marketing.	1	Level I,II Remember, Understand
CO2	The learners will be able to understand the importance of effective integrated marketing communication and customer relationship management.	1,2	Level II, Understand
CO3	The learners will be acquainted with skills relating to database management, developing marketing strategies, research analysis and testing	4,6,7	Level II, IV Understand, Analyse
CO4	The learners will gain an understanding of the increasing significance of E-Commerce and its applications in business and various sectors	4,6	Level II, IV,V Understand, Analyse, Evaluate

SEMESTER V	
Course Name: Direct Marketing and E- Commerce	
Course Code: RJMINBAMMCAD351	
Credits: 04	Total Lectures: 60

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UNIT I	Lectures
Introduction to Direct Marketing , Integrated Marketing Communication and Customer Relationship Management	14
1. Introduction to marketing, basics of direct and interactive marketing, legal framework towards direct marketing: ● 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 ● Laws pertaining to patents, trademark, copyright, etc., privacy 2. Integrated marketing communication versus direct marketing: ● Meaning and introduction of IMC in the marketing process ● Relationship of IMC with direct marketing ● Importance of IMC ● 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, catalogues, inserts,videos, e-mail, trade shows. 3. Customer as the only project center:Segmentation, targeting and customer focus: ● 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	10
Database Management and Direct Marketing Strategies	
1. Understanding the business of direct marketing ● 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.	

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2. Database management techniques: - 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. 3. Direct marketing analysis (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	12
Introduction to E-commerce, E-business, Building up a Website	
1. Introduction to E- Commerce: - Ecommerce- Meaning, Features of E-commerce - Categories of E-commerce - 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 2. E- Business: - 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 3. Website: - 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	12
Payment, Security in E-Commerce, Integration of Direct Marketing and E-Commerce through Social Media	
1. Electronic payment system: - 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 2. Payment Gateway: - Introduction	

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• Payment gateway process • Payment Gateway: Types, advantages and disadvantages • Types of transaction security 3. Integration of direct marketing and E- Commerce through the use of internet and social media: • 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 and Case Studies	
• Direct Marketing Strategies used by companies • Direct Marketing v/s other IMC tools with case studies • Developing & Designing a Direct Marketing Plan - Steps, tactics	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

1. Alan Tapp, Principles of Direct and Database Marketing - Financial Times -Prentice Hall 2000
2. Drayton Bird, Commonsense Direct Marketing - Kogan Page 1996
3. Jim Sterne and Anthony Prior - Email Marketing - John Wiley and Sons 2000
4. Robin Fairlie, Database Marketing and Direct Mail - Exley Publications 1990
5. Successful Direct Marketing Methods Hardcover – (7th edition) by Bob
6. Direct Marketing: Strategy, Planning, Execution by Edward L Nash
7. The New Direct Marketing: How to Implement a Profit driven Database, by Rajeev Batra
8. Reinventing Interactive and Direct Marketing: Leading Experts Show How to ...by Stan Rapp
9. Digital marketing (E commerce) – Vandana Ahuja.

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SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	AGENCY MANAGEMENT
COURSE CODE	:	RJMINBAMMCAD361
CREDITS	:	04
DURATION	:	60 Hours

LEARNING OBJECTIVES	
1	To gain comprehensive understanding of the concepts required for their application in the current media world.
2	To inculcate competencies thereby enabling to undertake professional work with the advertising industry.
3	To explore various business models and learn how to innovate in designing business structures that align with market needs
4	To enhance skills pertaining to setting up advertising agencies and creating marketing plans for the clients.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Learners will get a basic understanding of how an ad agency works and what opportunities exist.	1,6	Level I,II Remember, Understand
CO2	Learners will be acquainted with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.	2,3,4	Level II,III Understand, Apply
CO3	Learners will develop the ability to navigate the complex landscape of startup financing by exploring various sources of capital	1,2	Level II Understand
CO4	Learners will gain skills on how to develop a marketing plan for clients and how to evaluate the success of the same	2,4,6	Level II,III,V Understand, Apply, Evaluate

SEMESTER VI	
Course Name: Agency Management	
Course Code: RJMINBAMMCAD361	
Credits: 04	Total Lectures: 60

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UNIT I	Lectures
Introduction to Advertising Agency	14
- Advertising agencies: - Agencies role and function, organization and importance - Different types of ad agencies - Account planning: - Role of account planning in advertising - Role of account planner - Account planning process - Client servicing: - The Client - Agency Relationship 3 P's of Service: Physical evidence, Process and People - The Gaps Model of service quality - Stages in the client-agency relationship - How do agencies gain clients - Why agencies lose clients - The roles of advertising - Account executives - Advertising campaign management: Means-End chaining and the method of laddering as a guide to creative advertising formulation.	
UNIT II	10
Analyzing Advertising Campaigns	
- Study and analyse current advertising campaigns of the best advertising agencies for the clients: - Two current campaigns (Previous two years) for each of the following agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class. - JWT - Ogilvy - Lowe Lintas - FCB Ulka - DDB Mudra - Publicize Worldwide - At least three international awards winning previous year campaigns (one or two years previous) should be analyzed and discussed in the classroom. The application questions are expected on the latest campaigns.	
UNIT III	12
Setting Up an Agency	
- Entrepreneurship: - Entrepreneurship- definitions, meaning concept, - Functions, need and importance. - Entrepreneurship-as innovation, risk taking and problem solving - Social entrepreneurship - Sources of capital for startup company:	

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● Personal investment ● Family ● Venture capital ● Angels finance ● Business incubators ● Government grants and subsidies ● Bank loans 3. Creating and starting the venture: ● Sources of new ideas ● Methods of generating ideas, creating problem solving ● Product planning and development process	
UNIT IV	12
Marketing Plan for the Client	
1. Business plan for setting up an agency: ● Business plan introduction ● Various stages in setting up a new agency 2. Marketing plan of the client: ● The Marketing brief ● Marketing audit ● Marketing objectives ● Marketing problems and opportunities review ● STP ● Executing the plan ● Evaluating the plan	
UNIT V	12
Advertising Theories and New Business Development	
1. The response process: ● Traditional Response Hierarchy Models: AIDA ● Communications objectives ● DAGMAR: An approach to setting objectives 2. New Business Development: ● Growing the agency: The Pitch, The pitching process, request for proposal, speculative pitches ● Agency compensation: Various methods of agency remuneration	

LIST OF REFERENCE BOOKS AND READING MATERIAL:

1. Advertising and Promotion by G. Belch and M. Belch
2. Advertising Promotion and Other Aspects of Integrated Marketing Communications by Terence A. Shimp

RULES AND REGULATIONS REGARDING ASSESSMENT AND EVALUATION

1. A learner appearing for first year examination under NEP will have a maximum of **22 credits** and examinations will be of **maximum 550 marks**.

2. Courses having **2 credits, 3 credits and 4 credits** will have examinations of **50, 75, 100 marks** respectively.

3. With regard to Major Course, Minor Course and OEC:

Continuous evaluation of 40-60 adopted under autonomy (2018) shall continue for all the courses; for the courses with 2 credits and 50 marks, Internal is of 20 marks (only one IA) and External 30 marks (SEE); while the courses with 3 credits and 75 marks, it is 25 marks (only one IA) and 50 marks (SEE). In case of courses of 100 marks, the break up of marks will be 40 marks (IA) and 60 marks (SEE).

4. With regard to IKS, VSEC (VSC and SEC), AEC, VEC:

These will be of 2 Credits each and of 50 marks. Continuous evaluation of 40-60 wherein Internal is of 20 marks and SEE of 30 marks or Only one SEE of 50 marks or continuous evaluation of more than one test by the respective coordinating department or as directed by the EC.

5. With regard to CC, FP and CEP:

Vertical of CC, FP and CEP shall also be more like a **continuous evaluation** where a student will be awarded marks on the basis of **his / her participation in the co-curricular activities of the department / other departments / associations / extension activities / intercollegiate events and Jeevan Kaushal**. Students keep a record of his / her participation and will be duly evaluated and signed by the concerned teachers.

6. Duration of examinations:

- a. An IA exam of 20/25 marks shall be of duration of 30 minutes.
- b. An SEE exam of 30 marks (offline) shall be of duration of 1 hour.
- c. An SEE exam of 50 marks (offline) shall be of duration of 1 ½ hour.
- d. An SEE exam of 50 marks (online MCQ) shall be of 60 minutes.
- e. An SEE exam of 60 marks (offline) shall be of duration of 2 hours.

7. There shall be combined passing of Internals and SEE in a given paper with a minimum passing percentage of 40.

8. Appearing for SEE for every paper is **compulsory** irrespective of the performance in the Internals examinations. A student absent in SEE will be thus declared failing in a given subject.

9. There shall be provision for supplementary examination for the benefit of students who miss their SEE on grounds of medical emergency or representing college at the national level event or any other equivalent event with a special permission granted by the Head of the institution.

10. There shall be no Additional Examinations for any of the Semesters except for the Semester V wherein one chance of credit improvement in Semester V shall be given before the Learner appears for the final Semester VI Examination.

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11. A learner appearing for first year exam under NEP shall have an examination of maximum **550 marks** to which effect **ATKT** is allowed for **maximum of 200 marks** corresponding to **failing in 3 / 4 courses** but must have passed in at least one Theory course of Major / Minor.

ASSESSMENT METHODS

1. Internal Assessment will be on a continuous evaluation basis with 15/20/25 marks as per the verticals applicable.
2. Internal Assessments could be either of the following depending on the nature of the course: Written Exam/ Group Project/ Individual Project/ Book Review/ Class Test/ Case Study/ Presentation Powerpoint/ Audio – Visual presentation/ Oral Presentation.
3. One External (Semester End Examination) of 50/60 marks with a duration of 1.5/ 2 hours as per the verticals applicable.
4. Minimum marks for passing the Semester End Theory Exam is 40 %.
5. Students must appear at least one of the two Internal Tests to be eligible for the Semester End Examination.
6. For any KT examinations, there shall be ODD-ODD/EVEN-EVEN pattern followed.
7. HOD's decision, in consultation with the Principal, shall remain final and abiding to all.

EVALUATION DETAILS

Total marks per course - 100/75 marks as applicable according to the verticals

Internal Assessment- 40/25 marks as applicable according to the verticals

- The number of internal assessments will vary as per the verticals. In case of 2 internal assessments (15/20 marks: Written test ; 20/25 marks: Assignment / Projects as per the subject specific requirements).
- Assignments/ Projects may include, Documentary filmmaking, Script writing, Copywriting for an advertisement, Radio jingle, Book and movie reviews, Mini group project, blogs and vlogs, photography assignments, role play of talk shows, designing advertisements, market research, subject portfolios, group discussions, viva voce, shooting an interview for a Television channel or scripting and recording a chat show for a radio channel or a fictional program, recording news for TV and Radio, editing of news bulletins, making a docudrama, etc. Innovative evaluation techniques can be used in consultation and agreement with the exam committee.
- The evaluation parameters for the internal assessment 2 needs to be given to the learners in advance. Class participation and attendance are to be added in the evaluative parameters.
- A minimum of 7 days to be given to the students to prepare and complete the internal assignments 2.

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- Some papers have additional project and research components. Those have been communicated to the faculties and details have been given in the syllabus .

Semester End Examination – 60/50 marks as applicable

- Semester End Examination will be organised after all modules of the course are taught in the class.
- It will be a written examination / or as per the needs of the course a practical examination or a combination of both.
- Duration of the exam is 2/1.5 hour(s) as applicable
- Question paper covering all units and ensuring appropriate weightage given to evaluation parameters.
- Paper pattern as approved by BOS members and the exam committee.

Format for 60 Marks and 2 Hours paper is as follows:

Question	Particulars	Marks
Q1	Case Study	15 marks
Q2	Full length question • 15 marks can be one question or two questions of 7 and 8 marks each. • Internal choice given	15 marks
Q3	Full length question • 15 marks can be one question or two questions of 7 and 8 marks each. • Internal choice will be provided	15 marks
Q4	Short Notes • 5 marks each • Internal choice given (Any 3 out of 5)	15 marks

Format for 50 Marks and 1.5 Hours paper is as follows:

Question	Particulars	Marks
Q1	Case Study	10 marks
Q2	Full length question • 15 marks can be one question or two questions of 7 and 8 marks each. • Internal choice given	15 marks
Q3	Full length question • 15 marks can be one question or two questions of 7 and 8 marks	15 marks

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	each. Internal choice will be provided	
Q4	Short Notes 5 marks each - Internal choice given (Any 2 out of 4)	10 marks

Weightage To Evaluation Parameters

Evaluation with regard to Minor Course

IA - 15/20/25/40 Marks

Semester End Examination - 50/60 Marks

Evaluation of Minor Course

(RJMINBAMMCAD351, RJMINBAMMCAD361)

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	05	03	13
III	05	04	03	12
IV	05	05	03	13
TOTAL- Per objective	20	18	12	50
% WEIGHTAGE	40	36	24	100%

The weightage to evaluation parameters can be as per the table for 5 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	05	04	03	12
II	05	04	03	12
III	05	04	03	12
IV	05	04	03	12
V	05	04	03	12
TOTAL- Per objective	25	20	15	60
% WEIGHTAGE	42	33	25	100%

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The weightage to evaluation parameters can be as per the table for 6 Units.

UNIT	KNOWLEDGE	UNDERSTANDING	APPLICATION & ANALYSIS	TOTAL MARKS/ UNIT
I	04	04	02	10
II	04	04	02	10
III	04	04	02	10
IV	04	04	02	10
V	04	04	02	10
VI	04	04	02	10
TOTAL- Per objective	24	24	12	60
% WEIGHTAGE	40	40	20	100%

The weightage to evaluation parameters needs to be adjusted as per the number of units.
Care needs to be taken that all units are covered in the question paper.

TEACHING LEARNING PROCESS

The teaching learning process in the learning outcomes based curriculum framework in the subject of Mass Media is designed to develop the cognitive skills of every learner. The undergraduate courses offer the requisite skills for a profession and jobs in Mass Media. All courses have application based teaching as an integral part which promotes the learner to acquire the requisite skills for employment

An interesting combination of teaching learning processes is adopted in which the teacher and learners are actively involved.

Some of the salient teaching learning processes are:

- Class lectures: Explaining concepts, theories, methodologies related to the subject with a focus on analysis of case studies, practical implications in the industry.
- Presentations: Learners are encouraged to use a variety of techniques such as role play, documentary making, etc and make use of softwares like Photoshop, QuarkXPress, Dreamweaver, Illustrator, Canva, etc and not just restrict to PowerPoint presentation.
- Group Discussion, workshops
- Peer teaching and learning
- Blended learning: Use of edtech platforms like zoom, explainer videos, movies, short films, radio, podcasts, documentaries, etc.
- Knowledge repository: Use of Google classroom, Kahoot, Jamboards, MiroBoards, online libraries, etc.
- Flipped classroom, project-based learning, quiz, seminars, exhibitions, posters
- Practical experimental design planning, analysis, interpretation, application knowledge gained, field projects, mini projects.
- Technology enabled self-learning.
- Internships, On job training
- Project work

The effective teaching strategies would address the requirements of learners to learn at their

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own pace. The teaching pedagogy adopted to ensure inculcation of higher order thinking skills in the learner. The entire program also designed consciousness for an equitable society. The teaching learning processes adopted would be a participatory pedagogy

MAPPING OF THE COURSE TO EMPLOYABILITY / ENTREPRENEURSHIP / SKILL DEVELOPMENT

Class	Course Name	Course Code	Topics focusing on Employability/ Entrepreneurship/ Skill development	Employability/ Entrepreneurship/ Skill development	Specific Activity
TYBAMMC-ADVERTISING	DIRECT MARKETING AND E-COMMERCE	RJMINBAMMCAD351	Unit I: Introduction to Direct Marketing , Integrated Marketing Communication & Customer Relationship Management Unit II: Database Management, Marketing Strategies, Research Analysis and Testing, LTV Sums and Theory Unit III: Introduction to E-commerce, E-business , Building up a Website Unit IV: Payment, Security in E-Commerce , Integration of Direct Marketing & E-Commerce Through Social Media	Employability: These units introduce the learners to the various basic fundamentals of Direct Marketing which will help them to take up their business as a base of the subject. Learners get an insight on direct marketing activities on various Social Media platforms through E-commerce and its emerging significance in business. Entrepreneurship: These units introduce the learners to Database Management and the sums of LTV which will take the subject very practically in the operational	● Practical exercises on formulating marketing strategies ● Class discussion on the fundamentals of E-commerce and E-business models with examples. ● Group presentation analyzing real-life case studies on successful integrated marketing campaigns.

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				element to it. Gain understanding of the increasing significance of E-Commerce and its applications in business which shall in turn help them in setting up their own start-ups. Skill development: These units introduce the learners to various communication tools and Customer Relationship management which will upgrade the skills of the marketer to run its entity more accurately.	
TYBAMMC-ADVERTISING	AGENCY MANAGEMENT	RJMINBAMMCAD361	Unit I: Different Types of Advertising Agencies, The Client - Agency Relationship, Stages In Client Agency Relationship, How Do Agencies Gain/Lose Clients, 3 P's of Service: Physical evidence, Process and People. Unit II: Study and analyse current advertising campaigns of the best advertising agencies for the	Employability: These units will assist students in gaining a thorough understanding of the concepts required for their application in today's media world. Entrepreneurship: These units will assist the learner in understanding the various types of advertising agencies that exist, as well as	● Building the Brand episodes series on Youtube. ● Class discussion on client brief, Group Presentations on types of agencies ● Role-play client-agency meetings ● Case study on how agencies gain/lose clients ● Class activity on generating ideas to start new venture

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			clients Unit III: Setting up an agency, Functions, need and importance, Social entrepreneurship Unit IV: Marketing plan for setting up an agency, Marketing plan of the client Unit V: The Response Process And Sales Promotion Management Traditional Response Hierarchy Models: AIDA, Various methods of agency remuneration, The Pitch: request for proposal, speculative pitches, pitch process	equip their knowledge with learning about the client-agency relationship and assisting them in establishing their own business. Skill development: This unit offers learners the technical skills required to perform audits and customer briefs, earn money for their business through diverse remuneration processes and understand the theories necessary to apply them to advertising.	
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**MAPPING OF THE CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL AND
GLOBAL DEVELOPMENTAL NEEDS**

Sr No.	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	RJMINBAMMCAD351: Direct Marketing and E-Commerce Unit I, II, III, IV and V	Local, Regional, National and Global developmental needs
2	RJMINBAMMCAD361: Agency Management Unit I, II, III, IV and V	Local, Regional and National developmental needs

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**MAPPING OF THE CURRICULUM WITH CROSS CUTTING ISSUES viz. PROFESSIONAL ETHICS,
GENDER, HUMAN VALUES, ENVIRONMENT AND SUSTAINABLE GOALS AND NEP 2020**

Sr No.	Name of the Course	Course Code	Issues Addressed
1	Direct Marketing and E-Commerce	RJMINBAMMCAD351	SDG 4, SDG 8, Professional Ethics
2	Agency Management	RJMINBAMMCAD361	SDG 4, SDG 8, Professional Ethics