



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: RJAUBAMMCAD
(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 adopted. Learners are given a variety of projects such as documentary making, marketing research, photography, brand building, developing entrepreneurship skills, designing, printing adverts for magazines and newspapers, etc.
- 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

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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, Beach Cleaning, Spreading Christmas cheer amongst the underprivileged children, reducing carbon footprint by environment friendly department fest-Mediosa, etc.
- 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 focussing on a variety of aspects of multimedia and mass communication and the last two offering a choice of specialisation 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, organisational, professional and journalistic venues. Field trips and industrial visits generate learner interest and enhance learning. Our illustrious alumni 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 conceptualise, 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, organisational, 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
TYBAMMC - ADVERTISING SEMESTER V

Course Code	Unit	Topic Headings	Credits	Duration
RJOJTBAMMCAD361	Paper Title: On the Job Training			120 Hours
	I	Hands-on experience within the typical working environment	04	
	II	Real-time learning setup		
	III	Learn new skills		
	IV	Internship, Mentoring, Coaching Presentation		

SEMESTER	:	VI
TITLE OF THE SUBJECT/ COURSE	:	On the Job Training
COURSE CODE	:	RJOJTBAMMCAD361
CREDITS	:	4
DURATION	:	120 hrs

LEARNING OBJECTIVES	
1	To develop an experience in media field
2	To introduce various career options that are suitable for each candidate.
3	To help students prepare for future job prospects
4	To develop familiarity with various workplace departments and can expand their skill set over time.

COURSE OUTCOME NUMBER	On Completing the course student will be able to	PSO Addressed	BLOOMS LEVEL
CO1	Understand the Market better and gain experience.	1,2,3	Level II Understand
CO2	Exploring and equipping oneself to the new areas and new technology that are in demand.	3,4,6	Level II, IV Understand, Analyse

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CO3	To understand various work cultures.	3,4,5	Level II, III, IV Understand, Apply, Analyse
CO4	Getting to understand various workplace departments and can expand their skill set over time.	1,2,3,5,6	Level II, III, IV Understand, Apply, Analyse

SEMESTER VI	
Course Name: On The Job Training	
Course Code: RJOJTBMCCAD361	
Credits: 04	Total Lectures: 120
UNIT I	
Hands-on experience within the typical working environment	
On the Job Training is a practical approach to acquiring new competencies and skills needed for a job in a real, or close to real, working environment.	
UNIT II	
Real-time learning setup	
On-the-job training get a firsthand look at all the work procedures they can expect to encounter	
UNIT III	
Learn new skills	
Gain experience working in situations very similar to those that can be encountered in the future.	
UNIT IV	
Internship, Mentoring, Coaching	
Getting more familiar with various workplace departments and can expand their skill set over time.	

On-the-Job Training (OJT) for Mass Media students (Advertising & Journalism under NEP 2020) can be done in Advertising Agencies, Digital Marketing Firms, PR/Event Agencies, and Corporate Branding Departments, News Channels, Newspapers, Magazines, Radio Stations, Online Media Platforms, and Blogs. Also in Government media units, University media cells, and NGOs involved in communication and outreach.

Minimum duration - 120 hour

Total marks for OJT- 100

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OJT and Report writing

Dept: _____ Course Code: _____

Dates/Duration: _____

UID No: _____ Roll No: _____

Name of student: _____

Title of Assignment / Company Name : _____

Marks: _____

Assessment Grid: Place one tick in each appropriate row. The overall marks should reflect the positions of ticks in the individual rows. In boxes that have more than one set of marks, cancel out the marks that are not applicable and circle the correct marks.

OJT (Parameters)	Marks 100	80 – 100% Excellent	60 -80% Good	40 – 60% Satisfactory	20 – 40% Average
Work Done at OJT includes attendance	70	70-60 / 70	59- 50 /70	49-40 / 70	39-30 / 70
Total working Hours	20	100-120 Hours 20 - 16 /20	100-80 Hours 16 - 12/20	79-60 Hours 12 - 8/20	59-40 Hours 7 - 1 /20
Presentation Communication	10	10-8 /10	7-5 /10	4-2 /10	2-1 /10

CREDIT DISTRIBUTION

OJT (Parameters)	Marks 100	100-20 Marks
Credits	4	4

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ASSESSMENT METHODS

1. Detailed records will be maintained by the students in accordance with the instructions given by the department.
2. The Booklet to be maintained will have details of the employers/ customers.
3. For students who are self employed or undertake freelance work, they shall maintain records of testimonials and/or geo tagged photographs.
4. An external viva will be conducted.

Weightage To Evaluation Parameters

Evaluation of OJT Course (RJOJTBAMMCAD361)

This shall be done as per the details given in the syllabus in the preceding pages of this document.

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.

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

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**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	ON THE JOB TRAINING	RJOJTBAMMCAD361	Unit I: Hands-on experience within the typical working environment Unit II: Real-time learning setup Unit III: Learn new skills Unit IV: Internship, Mentoring, Coaching, Presentation		Students will be prepared to track and maintain records of their work

**MAPPING OF THE CURRICULUM WITH RELEVANCE TO LOCAL, REGIONAL, NATIONAL
AND GLOBAL DEVELOPMENTAL NEEDS**

Sr No.	Course Code/ Topic (Paper/ Unit/ Content)	Relevance
1	RJOJTBAMMCAD361: On The Job Training Unit I, II, III and IV	Regional, National and Global developmental needs

**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	On The Job Training	RJOJTBAMMCAD361	SDG 4, SDG 8, Professional Ethics, NEP Interdisciplinary