



**HSNC University Mumbai**

(2021-2022)

Ordinances and Regulations

For

Choice Based Credit System

(CBCS)

For the Program Under the Department of Mass Media

in

**The Faculty of Humanities**

For the subject

**Bachelor of Arts in Multimedia and Mass Communication**

**(B.A.M.M.C)**

With effect from the Academic year

2022-2023

**Semester V & Semester VI**

## Section A

### Outline of Choice Based Credit System as outlined by University Grants Commission:

**R. 10001: The Definitions of The Key Terms used in the Choice Based Credit System introduced from The Academic Year 2020-2021 are as under:**

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

2. **Elective Course:** A course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 **Discipline Specific Elective (DSE) Course:** Elective courses offered by the main discipline/subject of study is referred to as Discipline Specific Elective.

The University/Institute may also offer discipline related Elective courses of **interdisciplinary** in nature (to be offered by main discipline/subject of study).

2.2 **Dissertation/Project:** An elective course designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and a candidate studies such a course on her/his own with an advisory support by a teacher/faculty member is called dissertation/project. A Project/Dissertation work would be of 6 credits. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

2.3 **Generic Elective (GE) Course:** An elective course chosen from an unrelated discipline/subject, with an intention to seek exposure is called a Generic Elective.

P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. **Ability Enhancement Courses (AEC):** The Ability Enhancement Courses may be of two kinds: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). "AECC" courses are the courses based upon the content that leads to Knowledge enhancement; SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.



## **Choice Base Credit System**

CBCS allows students to choose inter-disciplinary, intra-disciplinary courses, skill-oriented papers (even from other disciplines according to their learning needs, interests and aptitude) and provides more flexibility for the students.

### **Program:**

A Program is a set of course that are linked together in an academically meaningful way and generally ends with the award of a Degree Certificate depending on the level of knowledge attained and the total duration of study.

### **Course:**

A 'course' is essentially a constituent of a 'program' and may be conceived of as a composite of several learning topics taken from a certain knowledge domain, at a certain level. All the learning topics included in a course must necessarily have academic coherence, i.e. there must be a common thread linking the various components of a course. A number of linked courses considered together are in practice, a 'program'.

### **Bridge Course:**

Bridge course is visualized as Pre semester preparation by the learner before commencement of the regular lectures. For each semester the Module, whose knowledge is considered as essential for effective and seamless learning in the Semester, will be specified. The Bridge Course can be conducted in online mode. The Online content can be created for the Bridge Course Modules.

### **Module and Module:**

A course which is generally an independent entity having its own separate identity, is also often referred to as a 'Module' in today's parlance, especially when we refer to a 'modular curricular structure'. A module may be studied in conjunction with other learning modules or studied independently. A topic within a course is treated as a Module. Each course should have exactly 5 Modules.

### **Self-Learning:**

**20% of the topics will be marked for Self-Learning.** Topics for Self-Learning are to be learned independently by the student, in a time-bound manner, using online and offline resources including online lectures, videos, library, discussion forums, field work, internships etc.

Evaluative sessions (physical/online), equivalent to the credit allocation of the Self Learning topics, shall be conducted, preferably, every week for each course. Learners are to be evaluated real time during evaluative sessions. The purpose of evaluative sessions is to assess the level of the students' learning achieved in the topics earmarked for Self-Learning.

The teacher's role in these evaluative sessions will be that of a Moderator and Mentor, who will guide and navigate the discussions in the sessions, and offer concluding remarks, with proper reasoning on the aspects which may have been missed by the students, in the course of the Self-Learning process.

The modes to evaluate self-learning can be a combination of the various methods such as written reports, handouts with gaps and MCQs, objective tests, case studies and Peer learning. Groups can be formed to present self-learning topics to peer groups, followed by Question-and-Answer sessions and open discussion. The marking scheme for Self-Learning will be defined under Examination and Teaching.

The topics stipulated for self-learning can be increased or reduced as per the recommendations of the Board of Studies and Academic Council from time to time. All decisions regarding evaluation need to be taken and communicated to the stakeholders preferably before the commencement of a semester. Some exceptions may be made in exigencies, like the current situation arising from the lockdown, but such ad hoc decisions are to be kept to the minimum possible.

**Credit Point:**

Credit Point refers to the 'Workload' of a learner and is an index of the number of learning Lectures deemed for a certain segment of learning. These learning Lectures may include a variety of learning activities like reading, reflecting, discussing, attending lectures / counseling sessions, watching especially prepared videos, writing assignments, preparing for examinations, etc. Credits assigned for a single course always pay attention to how many Lectures it would take for a learner to complete a single course successfully. A single course should have, by and large a course may be assigned anywhere between 2 to 8 credit points wherein 1 credit is construed as corresponding to approximately 30 to 40 learning Lectures.

**Credit Completion and Credit Accumulation:**

Credit completion or Credit acquisition shall be considered to take place after the learner has successfully cleared all the evaluation criteria with respect to a single course. Thus, a learner who successfully completes a 4 CP (Credit Point) course may be considered to have collected or acquired 4 credits. learner level of performance above the minimum prescribed level (viz. grades / marks obtained) has no bearing on the number of credits collected or acquired. A learner keeps on adding more and more credits as he completes successfully more and more courses. Thus, the learner 'accumulates' course wise credits.

**Credit Bank:**

A Credit Bank in simple terms refers to stored and dynamically updated information regarding the number of Credits obtained by any given learner along with details regarding the course/s for which Credit has been given, the course-level, nature, etc. In addition, all the information regarding the number of Credits transferred to different programs or credit exemptions given may also be stored with the individual's history.

**Credit Transfer:**

(Performance transfer) When a learner successfully completes a program, he/she is allowed to transfer his/her past performance to another academic program having some common courses and Performance transfer is said to have taken place.

**Course Exemption:**

Occasionally, when two academic programs offered by a single university or by more than one university, may have some common or equivalent course-content, the learner who has already completed one of these academic programs is allowed to skip these 'equivalent' courses while registering for the new program. The Learner is 'exempted' from 'relearning' the common or equivalent content area and from re-appearing for the concerned examinations. It is thus taken for granted that the learner has already collected in the past the credits corresponding to the exempted courses.

**Note: The Ordinances and Regulations given below are applicable to Program of Humanities under faculty of Mass Media, unless and otherwise specified.**

**O. 1**

Minimum duration of the BAMMC programme will be of 3 years in the Semester pattern i.e. from Sem. I to Sem. VI.

The degree will be awarded to a learner who successfully completes 120 credits of the programme in period of 3 to 6 years from the year of enrollment to semester VI.

If a learner does not earn 120 credits in 12 semesters from the year of enrolment to semester I, he/she may at his/her option transfer his/her performance in the existing/new program after establishing equivalence between old and new syllabus. Such a performance transfer will be decided by the Board of Studies / Ad-hoc Board / Ad hoc Committee of the concerned subject. The admission to the program will be governed by the existing rules

**O\*\*\*\*\*The fees for transfer of credits or performance will be based on number of credits that a learner has to complete for award of the degree.**

**R10002**Credits earned at one institution for one or more courses under a given program will be accepted under another program either by the same institution or another institution either through Direct Performance Transfer or Course exemption.

**R10003TheScheme of Teaching and Examination:**

The Scheme of Teaching and Examination shall be divided into THREE components, SELF LEARNING, Internal assessment and External assessment (semester end examination) for each course of the program.

1) **SELF LEARNING** Assessment. Some methodology has been described in Definition of Self Learning. However Subject Teacher is authorized to devise newer methods of evaluation, which must essentially be documented and circulated through mail or written circular to the learners at least 7 days prior to its implementation. 10% of the marks shall be allocated for Self-Learning assessment.

2) **Internal Assessment** includes Assignments, Seminars, Core Practical, Practical, Commutative Test, Practical Record, Module Tests etc. Subject Teacher is authorized to devise newer methods of evaluation, which must essentially be documented and circulated through mail or written circular to the learners at least 7 days prior to its implementation. For each course, there is a passing minimum for internal Assessment as 40% (12 out of 30 marks).

3) **Semester End Examination** 60% (24 out of 60 will be passing marks) overall 40% (40 out of 100 will be passing marks).

## Section B

### R. 20001 Passing Standard and Performance Grading:

#### **PASSING STANDARD:**

The learners to pass a course shall have to obtain a minimum of 40% marks in aggregate for each course where the course consists of Internal Assessment & Semester End Examination. The learners shall obtain minimum of 30% marks (i.e. 12 out of 30) in the Internal Assessment and 70% marks in Semester End Examination (i.e. 24 Out of 60) separately, to pass the course and minimum of Grade E in each project, wherever applicable, to pass a particular semester. A learner will be said to have passed the course if the learner passes the Internal Assessment & Semester End Examination together.

#### **PERFROMANCE GRADING:**

The Performance Grading of the learners shall be on the TEN-point ranking system as under:

<b>Grade</b>	<b>Marks Grade</b>	<b>Points</b>
O+	90 & above	10
O	80 to 89.99	9
A+	70 to 79.99	8
A	65 to 69.99	7
B+	60 to 64.99	6
B	55 to 59.99	5

C	50 to 54.99	4
D	45 to 49.99	3
E	40 to 44.99	2
F	(Fail) 39.99 & below	1

**The performance grading shall be based on the aggregate performance of Internal Assessment and Semester End Examination.**

**R.20002 Carry Forwards of Marks: In Case of A Learner Who Fails In The Internal Assessment And /Or Semester End Assessment In One Or More Subjects:**

1) A learner who PASSES in the Internal Examination but FAILS in the Semester End Examination of the course shall re-appear for the Semester End Examination of that course. However, his/her marks of the Internal Examinations shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

2) A learner who PASSES in the Semester End Examination but FAILS in the Internal Assessment of the course shall re-appear for the Internal Examination of that course. However, his/her marks of the Semester End Examination shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

**R. 20003 ALLOWED TO KEEP TERMS (ATKT):**

a. A learner shall be allowed to keep term for Semester II irrespective of number of heads of failure in the Semester I.

b. A learner shall be allowed to keep term for Semester III if he/she passes each of Semester I and Semester II

**OR**

A learner who fails in not more than two courses of Semester I and Semester II taken together.

c. A learner shall be allowed to keep term for Semester IV irrespective of number of heads of failure in Semester III. However, the learner shall pass each course of Semester I and Semester II in order to appear for Semester IV.

d. A learner shall be allowed to keep term for Semester V if he/she passes Semester I, Semester II, Semester III and Semester IV

**OR**

Learner shall pass Semester I and Semester II and fails in not more than two courses of Semester III and Semester IV taken together.

e. A learner shall be allowed to keep term for Semester VI irrespective of number of heads of failure in the Semester V. However, the learner shall pass each course of Semester III and Semester IV in order to appear for Semester VI.



f. The result of Semester VI of a learner, in regular program, shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V.

g. The result of Semester VI of a learner, in Honours program, shall be kept in abeyance until the learner passes each of Semester I, Semester II, Semester III, Semester IV and Semester V and additional.

#### **R.20004 ADDITIONAL EXAMINATION:**

##### **INTERNAL ASSESSMENT:**

##### **Eligibility norms to appear for the additional class test or assignment or project for learners who remained absent:**

a. The learner must apply to the Head of the Institution / School / Department giving the reason(s) for absence within 8 days of the conduct of the examination along with the necessary documents and testimonials.

b. If the learner is absent, on sanctioned leave from head of Institution / School / Department, for participation in Inter Collegiate events, State or National or International level events, Training camp or coaching camp organized by authorized university or state or national or international bodies, NSS / NCC Events / Camps / cultural activities / sports activities / research festival or any other activities authenticated by the head of the institution, the head of the Institution shall generally grant permission to the learner to appear for the additional class test or assignment.

c. The Head of the Institution, on scrutiny of the documents and testimonials, may grant the permission to the learner to appear for the additional examination.

##### **Class test or assignment for Internal Assessment:**

a. A learner who is absent for the class test and for all the assignment/s will be declared fail in the Internal Assessment Scheme.

b. A learner who is absent for the class test and has appeared for all the assignment/s will be allowed to appear for the additional class test

c. A learner who has appeared for the class test but remains absent for all the assignment/s will be allowed to appear for only one additional assignment.

d. A learner who is absent for the class test or one assignment as the case may be the learner will be allowed to appear for the additional class test/assignment.

The Additional Class Test (or viva examination) or Assignment must be conducted 15 days prior to the commencement of the Semester End Examination after following the necessary procedure and completing the formalities.

#### **SEMESTER END EXAMINATIONS**

##### **Eligibility to Appear for Additional Semester End Examination:**

a. A learner who does not appear i.e. remains absent in some or all the courses on medical grounds or for representing the college / university in sports, cultural activities, activities of NSS, NCC or sports training camps conducted by recognized bodies / competent authorities or for any other reason which is considered valid under exceptional circumstances and to the satisfaction of the Principal or the Head of the Institute OR fails in some or all the subjects is eligible to appear for the additional examination.

A learner who does not appear for both the Internal Assessment and Semester End Examination shall not be eligible to appear for the additional Semester End Examination.

The additional Semester End Examination shall be of two and half Lectures duration and of 70 marks. The learner shall appear for the course of the Semester End Examination for which he/she was absent or has failed.

**MODE OF CONDUCT OF SEMESTER END ADDITIONAL EXAMINATION:**

a) There will be one additional examination for semester I, II, III and IV for those who have failed or remained absent.

b) The absent learner will be allowed to appear for the examination by the head of the institution after following the necessary formalities subject to the reasons to the satisfaction of the head of the institution.

c) This examination will be held 20 days after the declaration of results but not later than 40 days.

## PROJECT EVALUATION

1. A learner who PASSES IN ALL THE COURSES BUT DOES NOT secure minimum grade of E in project as applicable has to resubmit a fresh project till he/she secures a minimum of grade E.
2. The credits and grade points secured by him/her in the other courses will be carried forward and he/she shall be entitled for grade obtained by them on passing of all the courses.
3. The evaluation of project and viva/voce examination shall be done by marks only and then it will be converted into grade in the Ten-point scale and award the same to the learner.
4. A learner shall have to obtain minimum of grade E (or its equivalent marks) in project evaluation and viva/voce taken together to obtain 30% marks in project work.

### R.\*\*\*: Grade Cum Marks Cards:

The result gazette and the format of the Grade Cards for the semesters conducted by colleges on behalf of the University will be uniform for all the Colleges / Institutions as indicated in the manual for the faculty.

### R.\*\*\*: Semester wise Credit allocation:

Course	Sem-I	Sem-II	Sem-III	Sem-IV	Sem-V	Sem-VI	Total credit
BAMMC	20	20	20	20	20	20	120

R.\*\*\*\*\* **GRACING:** The gracing shall be carried out as per existing ordinances of the University in force.

### R.\*\*\* Question Papers Setting, Assessment Pattern:

1. The question papers shall be set and assessed by the teacher, teaching the course. If the course is taught by more than one teacher, the question paper shall preferably be set jointly and assessment of the sections / questions shall be done by the respective teacher.
2. The College authorities may request the teachers from other institutes teaching the course to set the question paper and/or assess the answer papers. However, for such actions the university authorities may seek proper reasons and justifications from the concerned Head of the Institute.
3. The question paper set by the college in different courses shall be forwarded to the University within 15 days of the declaration of the results for the semester for being placed before the respective Board of Studies, which shall report their observations to the Academic Council and inform the observations of the Board and the Academic Council to the concerned colleges.

### R.\*\*\* Centralized Assessment:

The entire work of assessment of the answer papers at the Semester End Examinations shall be centralized within the premises of the concerned college as per the provisions of the University Act and shall be open to inspection by the University. The College can appoint a Committee of 5 members to plan and conduct the CAP Center to ensure smooth, efficient and effective conduct of CAP and Completion of the Assessment.

**R.\*\*\*\* Verification and Revaluation:**

Shall be as per the existing ordinances and regulation / & Vice Chancellor's Directive of the University.

**R.\*\*\*\* Ex-student:** Learners who are declared failed, on account of failure at the Internal Assessment and/or Semester End Examinations or who have been allowed to keep terms for the higher class shall appear as ex-student for the Internal Assessment and/or the Semester End Examination in the failed course at the examinations held by their respective college. Examination for the ex-students will be held at least 15 days prior to the Semester End Examination of the next Semester as per the pattern of the course in the respective (failed) semester examination. The examinations for the ex-students shall be held in every semester.

**R.\*\*\*\* College Examination Committee:** The College Examination Committee shall consist of not more than 10 members, nominated by the Principal / Head of the Institute. One of the members shall be the Chairman of the Committee. The Committee will act as the custodian and shall be In-charge of all the matters pertaining to the Internal Assessment, Semester End Examination of regular as well as ex-students for all the examination at Semester I to IV and for the Internal Assessment for Semester V and VI including preparation of time table, setting of the question paper, arrangement for assessment of the answer books, the declaration of the results, attending to and resolving the grievances/queries of the learners which are not part of Unfair Means Inquiry Committee, keeping records of the assessment of all the assessments and examinations, scrutiny of the student's eligible to appear for the additional examination and any other matter pertaining to the conduct of the additional and examination for the ex-students. The committee shall work as per the rules & regulation of the University and under the superintendent of the Principal/ Head of the Institution but as per direction of University Examination authority from time to time.

**R.\*\*\*\* College Unfair Means Inquiry Committee:** The College Unfair Means Inquiry Committee as per the prevailing ordinances of the University. The term of the committee shall be for five years subject to the provision of the Maharashtra Universities Act. The proceedings and working of the committee shall be maintained in the form of documents and minutes.

**R.\*\*\*\* Sets of Question papers:** Three different sets of question papers shall be drawn with the model answer paper and assessment scheme per course for every Semester End Examination one of which shall be used for the regular examination, the second set can be used for the additional examination and the third set can be used for the examination for the ex-student. Similarly, two sets of question papers shall be drawn for every test/assignment conducted per course one of which shall be used for the examination and the other for the additional examination.

**R.\*\*\*\* Remuneration to Paper Setters / Examiners / Teaching and Non-**

**Teaching Staff:** The remuneration payable to the paper setters and examiners will be as prescribed by the University Statute from time to time. The remuneration payable to the teaching and non-teaching staff

appointed for the conduct of the examinations will be as per the rates prescribed by the University for the conduct of the Third Year Examinations by the University in the concerned faculty

**R.\*\*\*\*\* GRACING:** The gracing shall be carried out as per existing ordinances of the University in force

**O.\*\*\*\*\*: - Grace Marks passing in each head of passing:** Grace Marks passing in each course/ head of passing (Theory/ Practical/ Oral/ Sessional/ TW/ External / Semester End Exam / Internal Assessment) The examinee shall be given the benefit of grace marks only for passing in each course / head of passing (Theory / Practical / Oral / Sessional/ TW) in External / Semester End Examination or Internal Examination Assessment as follows:

Head of Passing	Grace Marks Upto
Upto- 50	2
051 - 100	3
101 - 150	4
151 - 200	5
201 - 250	6
251 - 300	7
301 - 350	8
351 - 400	9
401 and above	10

Provided that the benefit of such gracing marks given in FMM courses head of passing shall not exceed 1% of the aggregate marks in that examination. Provided further that the benefit of gracing of marks under this Ordinance, shall be applicable only if the candidate passes the entire examination of semester / year. Provided further that this gracing is concurrent with the rules and guidelines of the UGC.

**O.\*\*\*\*\*: -Grace Marks for getting Higher Class / Grade**

A candidate/learner who passes in all the subjects / courses and heads of passing in the examination without the benefit of either gracing or condonation rules and whose total number of marks falls short for securing Second Class /Higher Second Class/ First Class or next Higher Grade by marks not more 1% of the aggregate marks of that examination or up to 10 marks, whichever is less, shall be given the required marks to get the next higher or grade as the case may be.

Provided that benefits of above-mentioned grace marks shall not be given, if the candidate fails to secure necessary passing marks in the aggregate course / head of passing also, if prescribed, in the examination concerned.

Provided further, that benefits of above-mentioned grace marks shall be given to the candidate for such examination/s only for which provision of award of Class / Grade has been prescribed.

Provided further that this gracing is concurrent with the rules and guidelines of the UGC.

**O.\*\*\*\*Grace Marks for getting distinction / Grade 'O' in the subject / course only.**

A candidate/learners who passes in all the Courses or Subjects/ Heads of passing in the examination without benefit of either gracing or condonation rules and whose total number of marks in the courses/ subject/s falls short by not more than three marks for getting Grade 'O'/ distinction in the courses / subject/s respected shall be given necessary grace marks up to three (03) in maximum two subjects, courses subject to maximum 1% of the total marks of that Head of Passing whichever is more, in a given examination.

Provided that benefits of above-mentioned grace marks shall not be given to the candidate only for such examination/s for which provision for distinction in a course /subject has been prescribed.

**O. \*\*\*\*\* Condonation**

If a candidate/learner fails in only one course/ head of passing, having passed in all other courses/ heads of passing, his/her deficiency of marks in such head of passing may be condoned by not more than 1% of the aggregate marks of the examination or 10% of the total number of marks of that course / head of passing in which he/she is failing, whichever is less. However, condonation, whether in one head of passing or aggregate head of passing be restricted to maximum up to 10 marks only.

Condonation of deficiency of marks be shown in the Grade Card/ Statement of Marks in the form of asterisk and Ordinance number. Provided that this condonation of marks is concurrent with the rules and guidelines of UGC.

**O.\*\*\*\*\* Moderation**

1. The Moderation System shall be application to all the faculties for Under Graduate and Post Graduate Semester End Examination / External Theory Examination.

2. 100% moderation of the answer book shall be carried out in the case of candidates failing by 10% of marks of the aggregate marks of that course / paper.

3. In case of FMM course, 100% moderation shall be carried out in case of candidates obtaining 70% and above marks or Grade 'O'.

4. The moderation of answer books of at least 5% of total number of candidates obtaining marks between Grade 'E' / minimum passing marks and marks required for Grade 'A' and above First Class/ distinction shall be carried out on random sample basis.
5. One moderator shall be appointed per five examiners. However, Chairman, Board of paper setters will act as the moderator, where there are less than five examiners.
6. Moderation work shall be carried out simultaneously with the central assessment of answer books at CAPs.
7. Where marks awarded by the moderator vary from those awarded by original examiner, the marks awarded by the moderator shall be taken as final.
8. University shall formulate detailed scheme of moderation on the basis of guidelines given above.

**O.\*\*\*\*\*: Vigilance Squad**

1. The Vigilance Squad/s of not less than three and not more than four members shall be appointed by the Vice Chancellor to visit the Centers of University Examinations to:

- i. Ensure that the University Examinations are conducted as per norms laid down.
- ii. Observe whether the Senior Supervisors and Block Supervisors are following scrupulously instructions for conduct of the University Examinations.
- iii. Check the students who try to resort to malpractices at the time of University Examinations and report such case to the University.

2. The Vigilance Squad is authorized to visit any Examination Centre without prior intimation and enter office of the In-charge of the Examination Centre to check the record and other material relating to the conduct of Examination. They can enter in any block of Examination for checking the candidates identify card, fee receipt, hall tickets etc. to ascertain the authenticity of the Candidate. The Vigilance Squad shall e authorized to detect use of malpractices and unfair means in the University Examination.

3. The Vice Chancellor shall appoint Vigilance Squad which may include: Senior Teachers of Affiliated College/ Recognized Institution/ University Departments /Teachers and desirably one lady teacher; and any other person as the Vice Chancellor considers appropriate.

4. The Chairman of Vigilance Squad/s shall submit the report on surprise visit directly to the Vice Chancellor with a copy to the concerned Principal. The Vigilance Squad/s may make suggestions in the matter of proper conduct of examinations, if necessary.

5. The Principal of the College where the center of examination is located shall be responsible for the smooth conduct of examination. He/ She shall ensure strict vigilance against the use of unfair means by the students and shall be responsible for reporting such cases to the University as well as the law of enforcing authority.

**O.\*\*\*\*\*Amendments of Results**

1)**Due To Errors** In any case where it is found that the result of an examination has been affected by errors, the Controller of Examinations shall have power to amend such result in such manner as shall be in accordance with the true position and to make such declaration as is necessary, with the necessary approval of Vice Chancellor, provided the errors are reported / detected within 6 months from the date declaration of results. Errors detected thereafter shall be placed before the Board of Examinations.

Error Means: -

i) Error in computer/data entry, printing or programming and the like.

ii) Clerical error, manual or machine, in totaling or entering of marks on ledger/register.

iii) Error due to negligence or oversight of examiner or any other person connected with evaluation, moderation and result preparation.

2. Due to fraud, malpractices etc.

In any case where the result of an examination has been ascertained and published and it is found that such result has been affected by any malpractices, fraud or any other improper conduct whereby an examinee has benefited and that such examinee, has in the opinion of the Board of Examination been party of privy to or connived at such malpractice, fraud or improper conduct, the Board of Examination shall have power at any time notwithstanding the issue of the Certificate or the award of a Prize or Scholarship, to amend the result of such examinee and to make such declaration as the Board of Examination considers necessary in that behalf.

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## Section C

### Bachelor of Arts in Multimedia and Mass Communication

#### Part 1 - Preamble

The Mass Media Department at KC College of the H(S) NC Cluster University has four integrated programs that have been designed to cater to students who wish to pursue a career in different media both at the undergraduate & Post graduate levels. Students will be trained in several disciplines as they progress in the different programs.

#### Program offered by the Department:

Two Undergraduate programs:

- a. BAMB- Bachelor of Arts in Mass Media
- b. BAFTNMP -Bachelor of Arts in Film, Television & New Media Production

#### Two Post graduate Programs:

- a. MACJ- Master of Arts in Communication & Journalism
- b. MAEMA- Master of Arts in Entertainment, Media & Advertising

#### Relevance of the Programs:

The programs are relevant in today's academic sphere as, the Media landscape has changed a lot in the last two decades and the program needs to keep up with the times.

1. Traditional media has changed both in presentation & content
2. Internet has become more accessible and more people are using it for accessing information, exchanging communication & entertainment.
3. Media convergence has grown and with it there is more integration across media:
  - a. Increased viewership of Films & TV content across platforms
  - b. Boom of radio and digital audio platforms.
  - c. Growth of Transmedia
4. International Relations is a relevant area of interdisciplinary study and today's time

#### Program Objectives

1. Encourage critical thinking, professional writing skills and effective oral communication.
2. Careers in Media- Advertising, Public Relations, Journalism, Film, New media, Radio & Television or for Post graduate studies.
3. Professional skills for careers in Entertainment & New media.

4. To understand the theory & practical application of communication research methods in Media texts, audiences & Transmedia production.
5. To appreciate the finer aspects of design & aesthetics in Media
6. The syllabi for the two undergraduate programs is for three years: **FYBAMM and FYBAFTNMP**
7. The Syllabi for the two post graduate programs is for two years: **MACJ and MAEMA**

### **Learning Objectives**

The programs enable students to learn:

1. Global awareness of political, social, Environmental and corporate issues.
2. To deal with issues- sensitively, cognitively & compassionately
3. The foundation, process, and practices of writing & be proficient in the same in different media.
4. The foundation, process and nuances of filmmaking across platforms & be proficient in the same.
5. To conceptualize, design, and produce content aesthetically.
6. To acquire the knowledge, skills, and values that prepare them for future careers.

### **Learning Outcomes:**

The learning outcomes involve both understanding the theoretical perspectives and practical applications.

1. To equip the students to appreciate the interdisciplinary nature of the programs.
2. To develop a global awareness of political, social and environmental issues through different media.
3. To comprehend the economics of the media industry, regulatory constraints, Ethical concerns, The Indian & global role of Intellectual property Rights.
4. To prepare students for a variety of careers in Business & industry including - Print, Broadcast, Films, New Media, Media Research.
5. To groom the students to be responsible media professionals.

**Course Objective:** The main objectives of the course are:

- To think analytically, creatively and critically in developing robust, extensible and highly maintainable technological solutions to simple and complex problems related to human, technology and environmental factors.
- To work effectively as a part of a team to achieve a common stated goal.
- To adhere to the highest standards of ethics, including relevant industry and organizational codes of conduct.
- To develop an aptitude to engage in continuing educational and professional development.

The syllabus spanning three years covers the industry endorsed relevant courses. The students will be ready for the jobs available in different fields of media.

**Process adopted for curriculum designing:**

The process involved both Academia & Industry professionals & the methods adopted were:

- Brainstorming
- Deliberations
- Personal Interactions
- Studied syllabi of other Universities & colleges in India and custom-made the same to our programs.

**Salient features, how it has been made more relevant:**

The mass media course of Bombay university started in the year 2000. It is now two decades since the course came into force and the media course today needs to be made more relevant to suit the current times. The Media landscape has changed a lot in the last two decades. The programs are relevant in today's academic sphere as:

- Traditional media has changed -in presentation & content
- Internet has become more accessible and has penetrated far and wide making academia accessible.
- Media convergence has grown paving way for collaborations across geographical boundaries
- Increased viewership of Films & TV content across platforms
- Boom of radio and digital audio platforms
- Growth of Transmedia

**Part 2 - The Scheme of Teaching and Examination**

**Semester – V**

Sr. No.	Choice Based Credit System		Subject Code	Remarks
1	Core Course		UHFMM501 UHFMM502 UHFMM503	
2	Elective Course	Discipline Specific Elective (DSE) Course		UHFMM504 UHFMM505
	2.1	Interdisciplinary Specific Elective (IDSE) Course		
	2.2	Dissertation/Project		
	2.3	Generic Elective (GE) Course		UHFMM506
3	Ability Enhancement Compulsory Courses (AECC)			
	Skill Enhancement Courses (SEC)			
<b>UHFMM – Undergraduate Humanities Faculty of Mass Media</b>				

**Third Year Semester -V Internal and External Assessment Details**

Sr No	Subject Code	Subject Title	Lectures Per Week (Lecture of 45min)				Evaluation Scheme						Total Marks
			Modules	S L	L	P	CR	SLE	TA	CT	SEE	PE	
1	UHFMM501	<b>Brand Building</b>	5	20%*	4	-	4	10	20	10	60	-	100
2	UHFMM502	<b>Consumer Behaviour</b>	5	20%*	4	-	4	10	20	10	60	-	100
3	UHFMM503	<b>Ad Design</b>	5	20%*	4	4	4	-	-	-	40	60(Viva)	100

<b>4</b>	UHFMM504	<b>Advertising in Contemporary Society</b>	5	20%*	4	-	3	10	20	10	60	-	100
<b>5</b>	UHFMM505	<b>Copywriting</b>	5	20%*	4	-	3	10	20	10	60	-	100
<b>6</b>	UHFMM506	<b>Media Planning &amp; Buying</b>	5	20%*	4	-	2	10	20	10	60	-	100
Total Lectures/ Credit			(24+4) per week/20				20	Total Marks				600	

**\*One to two lectures to be taken for CONTINUOUS self -learning evaluation**

<b>SL</b>	<b>Self-Learning</b>
<b>L</b>	<b>Lectures</b>
<b>P</b>	<b>Practical</b>
<b>CR</b>	<b>Credits</b>
<b>SLE</b>	<b>Self-Learning Elective</b>
<b>CT</b>	<b>Class Test</b>
<b>TA</b>	<b>Tutorial Assignment</b>
<b>SEE</b>	<b>Semester End Examination</b>
<b>PE</b>	<b>Practical Evaluation</b>

Sr No	Subject Code & Title	Subject Module Title	Lectures	Total Lecture	Credits	Total Marks
1	Brand Building	1 Brand, Brand Identity & Brand	08	48	4	100 (60+40)
		2 Brand Personality & Brand Leverage	10			
		3 Branding Strategies	10			
		4 Brand Repositioning	10			
		5 Brand Building Imperative	10			
2	Consumer Behaviour	1 Introduction to Consumer Behaviour.	08	48	4	100 (60+40)
		2 Relevance of Perception & Learning in Consumer Behaviour	10			
		3 Psychological Determinants & Consumer Behaviour.	10			
		4 Social & Cultural aspects of Marketing & its impact on Consumer Behaviour.	10			
		5 Consumer decision making	10			
3	Ad Design	1 Introduction to Agency Departments & Role of each department	08	48	4	100 (60+40)
		2 Understanding Design: Design as a language of emotions/ Communication	10			
		3 Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning	10			
		4 Introduction to Optical illusions	10			
		5 Introduction to Word expression, Logo Unit and Introduction to Layout	10			
4	Ad in Contemporary Society	1 Change in Environment	08	48	3	100 60+40
		2 Study of Environment post-independence and post 1991 Liberation	10			
		3 International & Global Advertising & Marketing	10			
		4 Social Marketing	10			
		5 Advertising	10			
5	Copywriting	1 Introduction To Copywriting	08	48	3	100 60+40
		2 Writing for Advertising	10			
		3 Current Advertising Campaigns	10			

		4	Media and Audiences	10			
		5	Writing Copies, Appeals, Execution Styles And Evaluation	10			
6	Media Planning & Buying	1	Introduction to Media Planning and Selection	08	48	2	100 60+40
		2	Sources of Media research	10			
		3	Media planning and Negotiation	10			
		4	Criterion for selecting media vehicles	10			
		5	Selecting suitable Media options and Media Buying Communication Mix	10			
		<b>TOTAL</b>				20	500
<b>Lecture Duration – 50 Minutes (48 sessions)</b>							

### Part 3: Detail Scheme Theory

#### III Year Semester – V Paper 1

#### UHFMM-501 Brand Building

(Lectures: 48)

#### Objectives:

- To study the concept of Brands
- To study the process of building brands
- To study its importance to the consumer and advertisers

#### Module -1: Brand, Brand Identity & Brand Positioning

- Definition
- Importance of branding
- Difference between Brand and Product
- Process of branding
- Core Identity
- Extended Identity
- Brand Identity Traps
- Definition
- Importance of Brand Positioning
- Perceptual Mapping

#### Module -2: Brand Personality & Brand Leverage

- Brand Personality :
- Definition
- The importance of creating Brand Personality

- Attributes that affect Brand Personality
- Factors that affect Brand Personality
- Brand Personality Models
- Relationship Model
- Self-Expressive Model
- Functional Benefit Model
- The Big Five
- User Imagery
- Brand Leverage:
- Line Extension
- Brand Extension
- Moving Brand up / down
- Co-branding

**Module -3: Branding Strategies**

- The three perspective of Brand Strategic customer analysis
- Completion self-analysis
- Multi Product Branding, Multi Branding, Mix Branding
- Brand Licensing, Brand Product Matrix, Brand Hierarchy, Brand Building Blocks

**Module -4: Brand Repositioning**

- Meaning, Occasion of use, Falling sales
- Making the brand contemporary
- New customers
- Changed market conditioning
- Differentiating brands from competitors
- Case studies such as Vicks Vapour, Milkmaid etc

**Module -5: Brand Building Imperative**

- Co-ordination across organization
- Co-ordination across media
- Co-ordinating strategy & tactics across markets.

**SLE- To be decided by faculty**

**(06)**

Self-Learning topics (Module wise)	
Module	Topics
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Online Resources	
1	



Sr. No.	Title Author/s Publisher
---------	--------------------------

**References:**

Sr. No.	Title & Publisher
1.	Fundamentals of Financial management - Dr. S.N. Maheswari , Sultan Chand Publications
2.	Finance Sense- An easy guide for finance Executive – Prasanna Chandra, Tata Mcgrawhill publication
3.	Accounting and financial Analysis – J.C. Varshney, wisdom publications
4.	Financial management, Recent Trends & Practical applications- Chandra Hariharan Iyer International Book house
5.	Fundamentals of corporate Accounting Volume I & II – Bhushan Kumar Goyal - International Book House
6.	Financial Accounting for Managers –Dr.t.P.Ghosh , Taxman publication

**III Year Semester – V Paper 2**

**UHFMM-502 Consumer Behaviour**

**(Lectures: 48)**

**Objectives:**

- To understand role of marketing in influencing consumer behaviour.
- To analyze the role of marketer & the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

**Module -1: Introduction to Consumer Behaviour**

- (a) Introduction to Consumer Behaviour.
  - Concepts
  - Need to study Consumer Behaviour.
  - Factors influencing Consumer Behaviour.
  - Changing Trends in Consumer Behaviour.
- (b) Consumer Behaviour & Marketing.
  - Marketing Segmentation. – VALS.
  - Components, Process of Marketing Communication.
  - Message.
  - Persuasion. -Need & Importance.
    - ELM.
    - Appeal.

**Module – 2 Relevance of Perception & Learning in Consumer Behaviour.**

- (a) Concepts, Elements in Perception, Subliminal Perception.
- (b) Learning.
  - Elements of Consumer Learning.
  - Cognitive Theory. – Social Learning.
  - Behavioural Learning. – Classical, Instrumental Theory.

**Module – 3 Psychological Determinants & Consumer Behaviour.**

- (a) Motivation. – Needs, Types, Theories – Role of Motivation in Consumer Behaviour.
- (b) Personality & Attitude. – Theories of Personalities & its application.
  - Freudian, Trait, Jungian, Self-concept.
- (c) Formation of Attitude. – Theories & its relevance in Consumer Behaviour.
  - Cognitive Dissonance.
  - Tricomponent.
  - Changing attitude in Consumer Behaviour.

**Module – 4 Social & Cultural aspects of Marketing & its impact on Consumer Behavior.**

- Family.
- Social Stratification. – Class, Age, Gender.
- Group. – Reference Group.
- Culture. – Sub-Culture.
- Changing Indian Core Values.

**Module - 5.**

- (a) Consumer Decision Making.
  - Process.
  - Models.
  - Levels.
  - Opinion Leaders & Consumer Decision Making.
- (b) Adoption & Diffusion Process.

**SLE- To be decided by faculty**

<b>Self-Learning topics (Module wise)</b>	
<b>Module</b>	<b>Topics</b>
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

<b>Online Resources</b>	
1	

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1.	Leon.G.Schiffmon, Leslie Lazar & Kanok II edition – Consumer Behaviour , Prentice Hall 2014.
2.	David L.Louden , Albert J.DelloBitta, Consumer Behaviour – Mcgraw – Hill 1993.
3.	Max Sutherland & Alice K Sylvester, Advertising & the mind of the consumer, Kroger, Page 2000.
4.	S. Ramesh Kumar, Consumer Behaviour & Branding. Pearson Education India. 2009.
5.	Satish.K.Batra, Consumer Behaviour. Test & Cares, Excel Books India. Jan 2009.

### III Year Semester – V Paper 3

#### UHFMM-503 Ad Design

(Lectures: 48)

#### Objectives:

- To familiarize the students with the concept of copywriting as selling through writing
- To learn the process of creating original, strategic, compelling copy for various mediums
- To train students to generate, develop and express ideas effectively
- To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
- In an ad agency, as a copywriter, one cannot “Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/ business reason – as someone is paying you to get a problem solved, using your creativity.
- There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

#### Module – 1. Introduction to Agency Departments & Role of each department. (2 Lectures)

##### a. Basic depts.:

i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief.

ii. Media Dept: Media research/ Media planning/ Media booking, buying.

iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Web tree

iv. Production Dept: In house or outsource. Production

1. Print: Hoardings/ Brochures/ Packaging etc

2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing

3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing

#### Module- 2 Understanding Design: Design as a language of emotions/ Communication.

a. Introducing to students to: Elements of design (as vocabulary).

i. Point/ Line/ Shape/ Tone/ Colour/ Texture

b. Introducing to students to: Principles of Design: (grammar of design Language)

i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity

c. Introducing students to the Rules: Gestalt principles

i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground

#### Module-3 Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning.

#### Module-4. Introduction to Optical illusions: (2 Lectures)

a. Influence of surrounding shapes on shape & size

b. Influence of surrounding colour/tone on object colour & tone

c. Appearance of space & depth/ form

### **Module 5. Introduction to Word expression**

- Logo Unit and Introduction to Layout: (Expressive words)

a. How word meaning is expressed through the appearance of word/ visual impact.

b. Calligraphy & graceful typography.

- Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class

a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbol or symbolism used to fulfill the impression.

b. Tagline: typeface/ alignment/ placement etc.

- Introduction to Layout: Choosing right format/ right canvas/ Optical center/ Equilibrium

a. Types of Layout: All text/ Text dominant/ Picture dominant/ Picture window

b. Stages of Layout: Thumbnail sketches/ Rough layout/ Finished rough/ Comprehensive

### **8. Use of picture (visual) as means to select Target audience (4 Lectures)**

a. Choosing a picture

i. Expression of Problem (Hair-fall, toothache etc)

ii. Expression of benefit (Glowing face, fitness etc)

iii. Irresistible presentation of product (Watch/Car etc) class

iv. Dramatization (Cold drinks/ Mentos etc)

v. Association of ideas

b. Headline size/ break/ highlight/ two tone head

c. Subhead size/ style

d. Body copy type: Descriptive/ pointer/ bulleted

### **9. Introduction to Typography & Text treatment:**

a. Classification of typefaces & combinations.

b. Size/Weight/posture etc.

### **10. Layout: Putting all together: What goes together must be placed together. Grouping the relevant elements to have 2 to 3 groups for easier to understand**

### **11. Introduction to Art direction for diff media:**

Role of an Art Director

a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc

b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc

c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc

d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV

e. Web ad: Advantage of pop up/ Key word SEO etc

f. Direct mailers: Advantage of prior knowledge/ prior relation etc

### **12. Campaign planning: Rest of the lectures in guiding the students through developing the campaign**

Introduction to the process of Idea generation (Brainstorming/ Mind-mapping)

a. Understanding Brand (Brand building)

b. Understanding TA's favorite place, shows, reading (Media research/ planning)

- c. Understanding buying motives/ habits/ influences (Consumer behaviour)
- d. Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief
- e. Arriving to a Big idea/Copy platform (Copy writing) considering all the factors above.
- f. Layout stages & final design
- 13. Corporate stationary & Brand manual (Logo design philosophy)
- 14. Ad Campaign (system work) Prints & presentation

**Internals:**

- a. Scrap book: Ads collected from newspaper & magazines & analysis based in design context. (guidelines on separate paper)
- b. Sketch book: Explanation with examples & practical assignment based on the topic in sketch book.
- a. Class-work on graphic principles. (Balance, Contrast, rhythm, harmony, word expression, negative space, colour behavior etc.
- b. Rough design of Final Logo (development stages) & Stages of Layout of final Ad.

Ad Design SEM 5 TYBMM Ad Rough draft Ad Design Syllabus Prof: Arvind Parulekar 95610 95105 | 98215 95105

**SLE- To be decided by faculty**

Self-Learning topics (Module wise)	
Module	Topics
1	To be discussed by the respective professor in the beginning of the semester

Online Resources	
1	

**References:**

Sr. No.	Title and Publisher
1.	
2.	
3.	

**III Year Semester – V Paper 4**

**UHFMM-504 Advertising in Contemporary Society**

**(Lectures: 48)**

**Objectives:**

- To understand the environment in Contemporary Society
- To understand Liberalization and its impact on the economy

- To study contemporary advertising and society

#### **Module-1: Change in Environment**

- Policy post-independence
- Policy 1990 onwards

#### **Module-2: Study of Environment post-independence and post 1991 Liberation Policy**

- Effects of Liberalization on:
  - Economy
  - Business
  - Employment
  - Advertising
  - Life Style
- Overview of the role of advertising on the Economy

#### **Module-3: International & Global Advertising & Marketing**

- The environmental analysis of all Global and international markets
- The use of this analysis in marketing and Advertising.
- Different Markets and the communication Strategies
- Markets - B to B, B to C, C to B

#### **Module-4: Social Marketing**

- Definition and Need for Social Marketing
- The challenges of Social Marketing
- Effects of social marketing
- CSR

#### **Module-5: Advertising**

- Advertising and popular culture
- Retail advertising - Experiential and Immersive advertising
- Trends in outdoor Advertising
- Social media advertising
- Showcasing in Merchandising

**SLE- To be decided by faculty**

<b>Self-Learning topics (Module wise)</b>	
<b>Module</b>	<b>Topics</b>
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

Online Resources	
1	

### References:

Sr. No	Title and Author
1.	Advertising Amita Shankar
2.	Advertising London & Britta
3.	Advertising Ramaswamy & Namakeeman

## III Year Semester – V Paper 5

### UHFMM-505 Copywriting

(Lectures: 48)

#### Objectives:

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various mediums
3. To train students to generate, develop and express ideas effectively
4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
5. In an ad agency, as a copywriter, one cannot “Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.
6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

#### Module I. Introduction

##### 1.Introduction to Copywriting

- a. Basics of copy writing
- b. Responsibility of Copy writer

##### 2.Creative Thinking

- a. How to inculcate a 'creative thinking attitude'.
- b. The idea incubation process
- c. What’s the Big Idea? - How to get to the ONE BIG IDEA that will inspire creative
- d. Crafting the reasons why consumers should believe your brand and act

##### 3.Idea Generation Techniques

Idea generation techniques:

eg. Brainstorming, Triggered brainwalking, Questioning assumptions, Picture prompts, Scamper, Observation, Referencing, Interaction, Imagination, Dreams, and Creative Aerobics

#### **4.Transcreativity**

- a. Introduction
- b. Purpose

### **Module II. Writing for Advertising**

#### **1. Briefs**

- a. Marketing Brief
- b. Creative Brief

#### **2.Writing Persuasive Copy**

- a. Tone of Voice
- b. What's the Tone?
- c. Tonality and character matters,
- d. How to make your Writing, walk, Talk, and breathe
- e. Creating Breakthrough Writing
- f. How to Control the "Command Center" in Your
- g. Prospect's Mind
- h. How to Change Perception
- i. Emotionality, Storytelling

### **Module III. Current Advertising Campaigns**

#### **1. Copy Writing Style Of Current Advertising Campaigns Of The Best Advertising Agencies For Their Clients.**

Two current campaigns for each of the following

agencies including TVC, Print, Outdoor and digital should be studied, and analyzed in the class room.

- a. JWT
  - b. Ogilvy
  - c. Lowe Lintas
  - d. FCB Ulka
  - e. DDB Mudra
  - f. Publicize Worldwide
- At least three international awards winning previous year campaign (one or two year previous) should be analyzed and discussed in the class room.
  - Student to be taught the following when discussing the Campaigns:
    - a. Copy writing style
    - b. Idea and concept
    - c. How copy is varied for differ media
    - d. Copy for children, youth, women, Senior citizens, executives millianials, Baby Boomers, Gen X, Gen Y, Gen Z
    - e. Advertising appeals
    - f. Tone of Voice
    - g. Story telling

### **Module IV. Media and Audiences**



### **1. Writing copy for various media**

- a. Print: Headlines, sub headlines, captions, body copy, and slogans
- b. Television: Storyboard, Storyboarding Techniques, Balance between words and visuals, Power of silence, formats of TV's
- c. Outdoor posters
- d. Radio
- e. Digital copy for social media like Facebook, Instagram etc
- f. Copy for web page

### **2. Writing Copy for Various Audiences**

- a. Children,
- b. Youth,
- c. Women,
- d. Senior citizen and
- e. Executives
- f. Baby Boomers, Gen X, Gen Y (Millennials), Gen Z

## **Module V. Writing Copies, Appeals, Execution Styles And Evaluation**

### **1. How to write copy for:**

- a. Direct mailer,
- b. Classified,
- c. Press release,
- d. B2B,
- e. Email copy
- f. Advertorial,
- g. Infomercial

### **2. Various Types Of Advertising Appeals And Execution Styles**

- a. Rational appeals
- b. Emotional appeals: Humour, Fear, Sex appeal,
- c. Music
- d. Various advertising execution techniques
- e. The techniques Evaluation of an Ad Campaign

### **3. The Techniques for Evaluation of An Ad Campaign**

- a. Evaluate the ad in terms of its efficacy, that is, to what extent the campaign has achieved its set objectives;
- b. Learn to appreciate the aesthetic aspects of the ad – how the ad looks, its layout, colour scheme, typography, balance etc.

**SLE - To be decided by faculty**

**(06)**

<b>Module</b>	<b>Topics</b>
1	

<b>Online Resources</b>	
1	

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Looking Away by Harsh Mandar
2	Copywriting By J. Jonathan Gabay Frsa
3	Copywriting: Successful Writing For Design, Advertising And Marketing Book by Marsh Shaw
4	The Adweek Copywriting Handbook: The Ultimate Guide To Writing Powerful Advertising And Marketing Copy From One Of America's Top Copywriters Paperback – By Joseph Sugarman
5	The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Book By Robert Bly
6	Hey, Whipple, Squeeze This: The Classic Guide To Creating Great Ads
7	By Luke Words That Sell: More Than 6000 Entries To Help You Promote Your Products, Services, And Ideas Paperback – By Richard Bayan Sullivan , Sam Bennett , Edward Boches

## III Year Semester – V Paper 5

### UHFMM-506 Media Planning & Buying

(Lectures: 48)

#### Objective:

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation
- To understand budget allocation for a Media plan

#### Module – 1: Introduction to Media Planning and Selection

1. An Overview of Media Planning -Basic Terms and Concepts , function of Media planning
2. Role of Media planner & Challenges in Media planning
3. Media Brief and Audit
4. NCCS Grid

#### Module -2: Sources of Media research

1. Nielson Clear Decision (NCD for Print)
2. Broadcast Audience Research Council
3. Audit Bureau of Circulation
4. Comscore - Digital

#### Module -3: Media planning and Negotiation process

1. Marketing strategy plan
2. Setting Media objectives, Determining Media strategy
3. Selecting Media classes and Media within classes
4. Budget and Media Buying
5. Evaluation
6. Negotiation Strategies
7. Laws of Persuasion

#### Module -4: Criterion for selecting media vehicles

Reach  
Frequency  
GRPS/GVT Ratings  
TVT Ratings  
Cost efficiency - Cost per thousand, Cost per rating  
Waste  
Circulation  
Pass-along rate (print)

#### Module -5: Selecting suitable Media options and Media Buying Communication Mix

Newspaper & Magazine  
Television (National, Regional and Local)  
Radio, Outdoor and out of home,

Cinema Advertising  
Digital Advertising

<b>Self-Learning topics (Module wise)</b>	
<b>Module</b>	<b>Topics</b>
1	<b>To be discussed by the respective professor in the beginning of the semester</b>

<b>Online Resources</b>	
1	

<b>Sr. No.</b>	<b>Title Author/s Publisher</b>
1	Advertising Media Planning, by Roger Baron, Jack Sissors, McGraw Hill, Seventh Edition
2	Advertising Media Planning-. Jack Z Sissors, McGraw Hill 6th Edition

## Section D

The semester end examination (external component) of 60% will be as follows:

1) Duration – 2 Hours

2) Theory Question Paper Pattern: -

a. There shall be five questions each of 12 marks. On each Module there will be one question and the fifth one will be based on the entire syllabus.

b. All questions shall be compulsory with internal choice within the questions.

c. Question may be subdivided into sub-questions a, b, c... and the allocation of marks depends on the weightage of the topic.

d. The marks will be given for all examinations and they will be converted into grade (quality) points. The semester-end, final grade sheets and transcripts will have credits, grades and grade points.

e. The assessment of Part 'A' i.e. Internal Assessment as mentioned above for the Semesters I&VI shall be processed by the Colleges / Institutions of their learners admitted for the programme while the University shall conduct the assessment of Part 'B' i.e. Semester End Examination from Semesters I& VI.

The Internal Assessment marks of learners appearing for Semesters I& VI shall be submitted to the University by the respective colleges/ Institutions before the commencement of respective Semester End Examinations. The Semester End Examinations for Semesters I& VI shall be conducted by the University and the results shall be declared after processing the internal assessment and the marks awarded to the learners. The grade card shall be issued by the University after converting the marks into grades.

f. The marks of the internal assessment should not be disclosed to the students till the results of the corresponding semester is declared.

**Section E**

**Department of Mass Media**

**Board of Studies**

Sr. no.	Names of members	Name of Department	Name of Institution	Address	Contact no	Email id
1,	Dr. Manjula Srinivas Chairperson	Mass Media	Associate Professor and Head Dept of Mass Media K.C.College	124, DinshawWachha Rd. Churchgate, Mumbai 400020	9324536999	manjulashrinivas@gmail.com
2.	Ms. Nidhi Thanawala Co-Chairperson	Mass Media	Coordinator' Dept of Mass Media H.R. College	DinshawWachha Rd. Churchgate, Mumbai	981931651	contactfaculty@gmail.com
3.	Ms. Nandini Sardesai	Senior Visiting faculty -Sociologist and former member of Central Board of Film	Former Head, Department of Sociology, St. Xavier's College, Mumbai	D/1 Corinthian, opposite Fariyas hotel, Colaba, Mumbai-400005	9324636906	<a href="mailto:ninasardesai@hotmail.com">ninasardesai@hotmail.com</a>
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Recommendations of the Board of Studies: