

**FYBAMMC EVEN SEMESTER Teaching Plan**

**FYBAMMC -INTRODUCTION TO ADVERTISING**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<ul style="list-style-type: none"> <li>● Introduction to advertising</li> <li>● Types of advertising</li> <li>● Ethics and Laws in Advertising</li> <li>● Social, Cultural and Economic impact of Advertising</li> </ul>
<b>February</b>	<ul style="list-style-type: none"> <li>● Theories -Stimulus theory, AIDA, Hierarchy ,Means- End Theory</li> <li>● Integrated marketing communication</li> <li>● Print Media and Out-of Home Media</li> <li>● Broadcast Media</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>● Public Relation</li> <li>● Sales Promotion and Direct marketing</li> <li>● Introduction to Creativity</li> <li>● Role of different elements in ads</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>● Elements of copy</li> <li>● Types of advertising agency</li> <li>● Various departments in an agency</li> <li>● Latest trends</li> </ul>
<b>May</b>	<b>Revision</b>
<b>Teaching Tools</b>	<b>Group assignments during class, Study Material, PPT, Case Study, Group Discussions</b>
<b>COURSE OUTCOME</b>	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>2. To understand an effective advertisement campaigns, tools, models etc.</li> <li>3. To comprehend the role of advertising , various departments, careers and creativity</li> <li>4. To provide students with various advertising trends, and future.</li> </ol>

**Co-ordinator Signature**

**Principal Signature**

**FYBAMMC -Foundation Course II**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<p><b>Module 1 - Globalisation and Indian Society</b>            Understanding the concepts of liberalization, privatization and globalization;            Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry:            Changes in employment and increasing migration;            Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.</p>
<b>February</b>	<p><b>MODULE 2 - Human Rights</b>            a. Concept of Human Rights; origin and evolution of the concept;            b. The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.  <b>MODULE 3 – Ecology</b>            a. Importance of Environment Studies in the current developmental context;            b. Understanding concepts of Environment, Ecology and their interconnectedness; Environment as natural capital and connection to quality of human life;            c. Environmental Degradation- causes and impact on human life;            Sustainable development- concept and components; poverty and environment.</p>
<b>March</b>	<p><b>MODULE 4 - Understanding Stress and Conflict</b>            a. Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual;            b. Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society.            c. Aggression and violence as the public expression of conflict.</p>
<b>April</b>	<p><b>MODULE 5 - Managing Stress and Conflict in Contemporary Society</b>            a. Types of conflicts and use of coping mechanisms for managing individual stress;            b. Maslow's theory of self-actualisation;            c. Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.  <b>MODULE 6 - Contemporary Societal Challenges</b>            a. Increasing urbanization, problems of housing, health and sanitation;            b. Changing lifestyles and impact on culture in a globalized world.            c. Farmers' suicides and agrarian distress.            d. Debate regarding Genetically Modified Crops.            e. Development projects and Human Rights violations.            f. Increasing crime/suicides among youth.  <b>Module 6 will not be assessed for the Semester End Exam.</b></p>
<b>May</b>	<b>Revision</b>
<b>Teaching Tools</b>	<b>Group assignments during class, Study Material, PPT, Case Study, Group Discussions, Videos / documentary screenings</b>

<b>COURSE OUTCOME</b>	<ol style="list-style-type: none"><li>1. To introduce students to the overview of the Indian Society.</li><li>2. To help them understand the constitution of India.</li><li>3. To acquaint them with the socio-political problems of India.</li></ol>
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**FYBAMMC - Intro to Journalism**

<b>Month</b>	<b>Topics</b>
<b>January</b>	<p><b>News and its process</b>                      Definition of News                      The news process from the event to the reader                      What makes a good story                      Anatomy of a news story</p>
<b>February</b>	<p>Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc                      What makes a great journalist</p>
<b>March</b>	<p>Objectivity, Accuracy, Without fear or favour, Balance, Proximity                      Difference between a PR and a journalist                      Criteria for news worthiness                      Hard News / Soft News and blend of the two                      News Reports, Features Editorials</p>
<b>April</b>	<p><b>Covering an event ( flip class)</b>                      Background research                      Finding a news angle                      Capturing the right pictures for a photo feature                      Writing Headline, captions and lead</p>
<b>May</b>	<p>Revision</p>
<b>Teaching Tools</b>	<p>Study Material, PPT, Case Study, Group Discussions, Newspapers                      Hardcopy and Online, Videos – Panel discussions, Ted Talks on Journalism industry</p>
<b>COURSE OUTCOME</b>	<p>To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation &amp; to create awareness.</p>

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### FYBAMMC – Content Writing

Month	Topics
January	<ol style="list-style-type: none"> <li>1. Grammar Refresher</li> <li>2. Vocabulary building</li> <li>3. Common errors</li> <li>4. Essentials of good writing</li> <li>5. Phrases and idioms</li> </ol>
February	<p>Editing Skills</p> <ol style="list-style-type: none"> <li>1. Redundant words</li> <li>2. Editing sentences</li> <li>3. Editing captions</li> <li>4. Editing headlines</li> <li>5. Editing copy</li> </ol> <p>Writing Tips and Techniques</p> <ol style="list-style-type: none"> <li>1. Writing tickers/ scrolls</li> <li>2. Writing social media post</li> <li>3. Writing briefs/snippets</li> <li>4. Caption writing</li> <li>5. Writing headlines</li> </ol>
March	<p>PRESENTATION TOOLS AND TECHNIQUES</p> <ol style="list-style-type: none"> <li>1. Power Point Presentation</li> <li>2. Info graphic</li> <li>3. Three minute presentation</li> <li>4. Google Advance search</li> <li>5. Plagiarism</li> </ol>
April	<p>Writing for the Web</p> <ol style="list-style-type: none"> <li>1. Content is King</li> <li>2. Less is more</li> <li>3. Copy writing</li> <li>4. Realtime content</li> <li>5. Keywords</li> </ol>
May	Revision
Teaching Tools	Classroom Discussion, Writing assignments, Class activity, Presentations
COURSE OUTCOME	<ol style="list-style-type: none"> <li>1. To provide students with tools that would help them communicate effectively.</li> <li>2. Understanding crisp writing as part of Mass Communication</li> <li>3. The ability to draw the essence of situations and develop clarity of thought.</li> </ol>

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**FIRST YEAR BAMMC  
INTRODUCTION TO JOURNALISM**

	<b>Modules / units</b>
<b>January</b>	1. Changing face of journalism from Guttenberg to new media 2. Journalism in India: Earliest publications The rise of nationalist press Post 1947 The emergency 1975
<b>February</b>	Post Emergency Post liberalization of the economy boom in magazines niche journalism How technology advancement has helped media New media with special reference to rise the Citizen Journalism
<b>March</b>	Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist
<b>April</b>	Background research Finding a news angle Capturing the right pictures for a photo feature Writing Headline, captions and lead
<b>Tools used</b>	Videos, Internet, Live news website, projects in writing, newspaper making

**Course Outcome:** To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness

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**FIRST YEAR BAMMC**  
**Effective Communication Skills II**

	<b>Modules / units</b>
<b>January</b>	<b>Report Writing</b> (English, Hindi or Marathi) General report and News report writing - Basics and Format (Headline, Sub-headline, various type of report)
<b>February</b>	<b>Organizational writing</b> : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails - Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose- Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.  <b>Writing for Publicity materials</b> (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot
<b>March</b>	<b>Editing:</b> (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words, Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing. <b>Paraphrasing</b> Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation <b>Summarization</b> Summarizing content , the points and sub- points and the logical connection between the points
<b>April</b>	<b>Interpret technical data</b> Read graphs, maps, charts, Write content based on the data provided
<b>Tools used</b>	Projects, Reports writing for department magazine/ script for Studio Awaaz, Newspapers , magazines, internet

**Course Outcome:**

1. To make the students aware of use of language in media and organization.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

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