

BAMMC COURSE OUTCOME

FYBAMMC / SEMESTER I

COURSE TITLE: EFFECTIVE COMMUNICATION-I

COURSE CODE: BAMMEC-1-101

After completing the course learner will be able to:

CO1.To raise students' awareness of practical and functional language use in the media.

CO2. To provide or improve pupils' structural and analytical writing, thinking, and reading abilities.

CO3. To apply essential communication skills at various fronts.

COURSE TITLE: FOUNDATION COURSE I

COURSE CODE: BAMMFC-101

After completing the course learner will be able to:

CO1.To give students a general understanding of Indian society.

CO2. To assist them in comprehending the Indian Constitution.

CO3. To familiarize students with India's socio political issues.

COURSE TITLE: VISUAL COMMUNICATION

COURSE CODE: BAMMVC 103

After completing the course learner will be able to:

CO1.To furnish understudies with instruments that would help them to visualise and convey.

CO2. Understanding Visual correspondence as a component of Mass Correspondence

CO3. To procure fundamental information to have the option to convey out an undertaking in the field of visual correspondence.

COURSE TITLE: FUNDAMENTALS OF MASS COMMUNICATION**COURSE CODE: BAMMFMC 104**

After completing the course learner will be able to:

- CO1.To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- CO2.To study the evolution of Mass Media as an important social institution.
- CO3.To understand the development of Mass Communication models.
- CO4.To develop a critical understanding of Mass Media.
- CO5.To understand the concept of New Media and Media Convergence and its implications.

COURSE TITLE: CURRENT AFFAIRS**COURSE CODE: BAMMCA 105**

After completing the course learner will be able to:

- CO1.To provide learners with overview on current developments in various fields.
- CO2. To generate interest among the learners about burning issues covered in the media
- CO3.To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

COURSE TITLE: HISTORY OF MEDIA**COURSE CODE: BAMMHM 106.**

After completing the course learner will be able to:

- CO1.To enable the learner to understand the major developments in media history.
- CO2.To understand the history and role of professionals in shaping communications.

BAMMC COURSE OUTCOME

FYBAMMC/SEMESTER II

COURSE TITLE: EFFECTIVE COMMUNICATION II

COURSE CODE: BAMMEC-201

After completing the course learner will be able to:

- CO1.To make the students aware of use of language in media and organization.
- CO2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
- CO3. To introduce key concepts of communications.

COURSE TITLE: FOUNDATION COURSE II

COURSE CODE: BAMMFC-202

After completing the course learner will be able to:

- CO1.To introduce students to the overview of the Indian Society.
- CO2.To help them understand the constitution of India.
- CO3.To acquaint them with the socio-political problems of India.

COURSE TITLE: CONTENT WRITING

COURSE CODE: BAMMCW-203

After completing the course learner will be able to:

- CO1.To provide students with tools that would help them communicate effectively.
- CO2. Understanding crisp writing as part of Mass Communication
- CO3. The ability to draw the essence of situations and develop clarity of thought.

BAMMC COURSE OUTCOME

COURSE TITLE: INTRODUCTION TO ADVERTISING

COURSE CODE: BAMMID-204

After completing the course learner will be able to:

CO1.To provide the students with basic understanding of advertising, growth, importance and types.

CO2.To understand an effective advertisement campaigns, tools, models etc.

CO3.To comprehend the role of advertising, various departments, careers and creativity

CO4.To provide students with various advertising trends, and future.

COURSE TITLE: INTRODUCTION TO JOURNALISM

COURSE CODE: BAMMIJ-205

After completing the course learner will be able to:

CO1.To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation.

CO2.

COURSE TITLE: Media, Gender & Culture

COURSE CODE: BAMMMGC-206

After completing the course learner will be able to:

CO1.To discuss the significance of culture and the media industry.

CO2.To understand the association between the media, gender and culture in the society.

CO3.To stress on the changing perspectives of media, gender and culture in the globalized era.

BAMMC COURSE OUTCOME

SYBAMMC/SEMESTER III

COURSE TITLE: ELECTRONIC MEDIA-01

COURSE CODE: BAMMC EM-3011

After completing the course learner will be able to:

CO1.To make the students acquainted with working of the two powerful media; i.e. radio and television.

CO2.The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE TITLE: MEDIA STUDIES

COURSE CODE: BAMMC MS-303

After completing the course learner will be able to:

1. To provide an understanding of media theories
2. To understand the relationship of media with culture and society
3. To understand Media Studies in the context of trends in Global Media

COURSE TITLE: INTRODUCTION TO PHOTOGRAPHY

COURSE CODE: BAMMC IP-304

After completing the course learner will be able to:

CO1. To introduce to media learners, the ability of image into effective communication.

CO2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.

CO3. To practice how a picture speaks thousand words by enlightening the learner on how.

CO4. To develop the base of visualization among learners in using pictures in practical.

BAMMC COURSE OUTCOME

COURSE TITLE: FILM COMMUNICATION-I

COURSE CODE: BAMMC FCO-305

After completing the course learner will be able to:

CO1. To inculcate liking and understanding of good cinema.

CO2. To make students aware with a brief history of movies; the major cinema movements.

CO3. Understanding the power of visuals and sound and the ability to make use of them in effective communication.

CO4. Insight into film techniques and aesthetics

COURSE TITLE: COMPUTERS MULTIMEDIA -01

COURSE CODE: BAMMC CMM-306

After completing the course learner will be able to:

CO1. To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.

CO 2. To introduce the media software's to make the learners understand what goes behind the scene and help them choose their stream.

CO 3. To prepare learners skilled enough for independency during project in TY Sem VI.

CO4. To help learners work on small scale projects during the academic period.

BAMMC COURSE OUTCOME

SYBAMMC/SEMESTER IV

COURSE TITLE: ELECTRONIC MEDIA-II

COURSE CODE: BAMMC EM-401

After completing the course learner will be able to:

- CO1.To make the students acquainted with working of the two powerful media; i.e. radio and television.
- CO2.The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

COURSE TITLE: WRITING AND EDITING FOR MEDIA

COURSE CODE: BAMMC WEM-402

After completing the course learner will be able to:

- CO1. To Provide the ability to understand writing styles that fit various media platforms.
- CO2. To acquire information gathering skills and techniques.
- CO3. To understand similarities and differences in writing for all forms of media including internet and digital.
- CO4. To acquire basic proficiency in proofreading and editing.

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: BAMMC MLE-403

After completing the course learner will be able to:

1. To provide the learners with an understanding of laws that impact the media.
2. To sensitize them towards the social and ethical responsibility of the media.

BAMMC COURSE OUTCOME

COURSE TITLE: MASS MEDIA RESEARCH

COURSE CODE: BAMMC MMR-404

After completing the course learner will be able to:

1. To introduce students to debates in Research approaches & equip them with tools to carry on research
2. To understand the scope and techniques of media research, their utility and limitations

COURSE TITLE: FILM COMMUNICATION II

COURSE CODE: BAMMC FCO-405

After completing the course learner will be able to:

1. Awareness of cinema of different regions.
2. Understand the contribution of cinema in society.
3. How to make technically & grammatically good films.
4. From making to marketing of films
5. Economic aspects of film.
6. Careers in films.

COURSE TITLE: COMPUTER MULTIMEDIA II

COURSE CODE: BAMMC CMM-406

After completing the course learner will be able to:

1. To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
2. To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
3. To prepare learner skilled enough for independency during project papers in TY sem.VI.
4. To help learners work on small scale projects during the academic period.

BAMMC COURSE OUTCOME

TYBAMMC/SEMESTER V

COURSE TITLE: COPYWRITING BAMMC

COURSE CODE: DRGA-501

After completing the course learner will be able to:

CO1. To familiarize the students with the concept of copywriting.

CO2. To learn the process of creating original, strategic, compelling copy for various mediums

CO3. To train students to generate, develop and express ideas effectively.

COURSE TITLE: ADVERTISING & MARKETING RESEARCH

COURSE CODE: BAMMC DRGA-502

After completing the course learner will be able to:

CO1. The course is designed to inculcate the analytical abilities and research skills among the students.

CO2.To understand research methodologies Qualitative Vs Quantitative

CO3. To discuss the foundations of Research & audience analysis that is imperative to successful advertising.

CO4.To understand the scope and techniques of Advertising & Marketing research, and their utility

COURSE TITLE: BRAND BUILDING

COURSE CODE BAMMC EABB 1502

After completing the course learner will be able to:

CO1. To understand the awareness and growing importance of Brand Building.

CO2. To know how to build, sustain and grow brands

CO3. To know the various new way of building brands

CO4. To know about the global perspective of brand building

BAMMC COURSE OUTCOME

COURSE TITLE: DOCUMENTARY & AD FILM MAKING

COURSE CODE: BAMMC EADF 1508

After completing the course learner will be able to:

- CO1.To Understand the planning involved in making audio visual communication effectively.
 - CO2. To prepare students for effective and ethical public communication.
 - CO3. To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
 - CO4. Equip students with skills to write and shoot effective Documentary and Ad film.
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COURSE TITLE: DIRECT MARKETING & E-COMMERCE

COURSE CODE: BAMMC EADM 1506

After completing the course learner will be able to:

- CO1. To understand the awareness and growing importance of Direct Marketing
 - CO2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
 - CO3. To understand increasing significance of E-Commerce and its applications in business and various sectors.
 - CO4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in bus
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COURSE TITLE: SOCIAL MEDIA MARKETING

COURSE CODE: BAMMC EASM 1505

After completing the course learner will be able to:

- CO1. To learn visual storytelling.
- CO2. To Identify and apply strategies for Social Media Marketing
- CO3. To Solve problems and learn from creative risks by using people skills, design principles, and processes

BAMMC COURSE OUTCOME

TYBAMMC/SEMESTER:V

COURSE TITLE: REPORTING

COURSE CODE: BAMMC DRG-501

After completing the course learner will be able to:

- CO1. To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism.
- CO2. To make them understand basic ethos of the news and news-gathering.
- CO3. To prepare them to write or present the copy in the format of news.
- CO4. To develop nose for news. 5. To train them to acquire the skills of news-gathering with traditional as well as

COURSE TITLE: INVESTIGATIVE JOURNALISM

COURSE CODE: BAMMC DRG-502

After completing the course learner will be able to:

- CO1. Understand the role of investigative reporting in modern journalism
- CO2. To learn to conduct investigative research in an ethical manner.
- CO3. To create and write excellent investigative stories for media.
- CO4. To acquire advanced investigative journalistic skills
- CO5. Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.

BAMMC COURSE OUTCOME

COURSE TITLE: GLOBAL MEDIA and CONFLICT RESOLUTION

COURSE CODE: BAMMC EJGM 1B503

After completing the course learner will be able to:

- CO1. To help students understand the difference in the role and structure of the media across the globe.
- CO2. To develop an understanding of the hold of media conglomerates and the issues of cultural differences
- CO3. To help students appreciate the potential of media in resolving conflicts.

COURSE TITLE: MOBILE JOURNALISM AND NEW MEDIA

COURSE CODE: BAMMC EJMJ 1B505

After completing the course learner will be able to:

- CO1.To know about Global adoption of mobile and its versatility, changed journalism in New Age Media. M-Learning.
- CO2. To report and connect with crowds utilizing cell phones.
- CO3. To use the accepted procedures for use.
- CO4.To understand importance of portable media and news-casting.

COURSE TITLE: JOURNALISM and PUBLIC OPINION

COURSE CODE: BAMMC EJJP 1B507

After completing the course learner will be able to:

- CO1. To understand the role of media in influencing and impacting Public opinion.
- CO2. To analyse the formation of Public opinion through digital and social media.
- CO3. To analyse the impact of the media on public opinion on socio-economic issues.
- CO4. To make students aware of theoretical framework of research on media and society.

BAMMC COURSE OUTCOME

TYBAMMC/SEMESTER VI

COURSE TITLE: MEDIA LAWS AND ETHICS

COURSE CODE: BAMMC EJML 1B508

After completing the course learner will be able to:

- CO1. To help students understand the laws that impact the media
- CO2. To develop an understanding of the ethical responsibilities of the media
- CO3. To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.

COURSE TITLE: DIGITAL MEDIA

COURSE CODE: BAMMC DRGA-601

After completing the course learner will be able to:

- CO1. Understand digital marketing platform
- CO2. Understand the key goals and stages of digital campaigns
- CO3. Understand the use of key digital marketing tools
- CO4. Learn to develop digital marketing plans.

COURSE TITLE: ADVERTISING DESIGN

COURSE CODE: BAMMC DRGA-602

After completing the course learner will be able to:

- CO1. Learner shall understand the process of planning & production of the advertisement.
- CO2. To highlight the importance of visual language as an effective way of communication.
- CO3. To provide practical training in the field of advertising & make learner industry ready.

BAMMC COURSE OUTCOME

COURSE TITLE: ADVERTISING IN CONTEMPORARY SOCIETY

COURSE CODE: BAMMC EAAC 2601

After completing the course learner will be able to:

CO1.To understand the environment of Advertising in Contemporary Society

CO2. To understand Liberalization and its impact on the economy and other areas of Indian society

CO3. To compare and analyse the advertising environment of different countries

COURSE TITLE: BRAND MANAGEMENT

COURSE CODE: BAMMC EABM 2602

After completing the course learner will be able to:

CO1.To understand the awareness and growing importance of brand management.

CO2. To know how to build, sustain and grow brands

CO3. To know the various sources of brand equity.

CO4. To know about the global perspective of brand management

COURSE TITLE: MEDIA PLANNING & BUYING

COURSE CODE: BAMMC DRGA-602

After completing the course learner will be able to:

CO1.To develop knowledge of major media characteristics

CO2. To understand procedures, requirements, and techniques of media planning and buying.

CO3.To learn the various media mix and its implementation

CO4. To understand budget allocation for a Media plan and fundamentals

BAMMC COURSE OUTCOME

COURSE TITLE: CONTEMPORARY ISSUES

COURSE CODE: BAMMC EJCI 2B601

After completing the course learner will be able to:

CO1. To stress the importance of social economic political aspects of the society as a media professional.

CO2. To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.

COURSE TITLE: LIFESTYLE JOURNALISM

COURSE CODE: BAMMC EJLJ 2B602

After completing the course learner will be able to:

CO1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.

CO2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.

CO3. Acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.

COURSE TITLE: PHOTO AND TRAVEL JOURNALISM

COURSE CODE: BAMMC EJPT 2B603

After completing the course learner will be able to:

CO1. The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.

CO2. The learner will be able to spread knowledge about different destinations through writings

CO3. To understand the diverse audiences that are interested in travel and lifestyle-related content.

CO4. To understand the use of camera and images to drive interest in stories

BAMMC COURSE OUTCOME

COURSE TITLE: MAGAZINE JOURNALISM

COURSE CODE: BAMMC EJMJ2B601

After completing the course learner will be able to:

CO1.To understand magazine journalism, feature writing and Reviews.

CO2.To acquire skills required in Print Media.

COURSE TITLE: FAKE NEWS AND FACT CHECKING

COURSE CODE: BAMMC EJFNF 2B 607

After completing the course learner will be able to:

CO1. To give media students the understanding of the differentiation between real news and fake news.

CO2. To make media students aware of information disorder.

CO3. To give students a thorough knowledge of information literacy and media.

CO4. To give students a hand on knowledge on fact checking.

CO5. To give students a practical overview of social media verification.

COURSE TITLE: TELEVISION JOURNALISM

COURSE CODE: BAMMC EJTJ 2B 608

After completing the course learner will be able to:

CO1. To provide students with technique of narration and storytelling

CO2. To share the art of developing a story idea

CO3. To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice
