



Vidya Vikas Education Trust's
Lords Universal College, Goregaon West, Mumbai-400104
Affiliated to University of Mumbai

BACHELOR OF MULTIMEDIA AND MASS COMMUNICATION

THIRD YEAR

SEMESTER V

(ADVERTISING)

Course Code	Course Name	CO's
BAMMC DRGA-501	Copywriting	<i>Students will be able to</i> <ol style="list-style-type: none">1. Familiarize themselves with the concept of copywriting as selling through writing2. Learn the process of creating original, strategic, compelling copy for various mediums3. Generate, develop, and express ideas effectively4. 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. Work in an ad agency, as a copywriter
BAMMC DRGA-502	Advertising And Marketing Research	<i>Students will be able to</i> <ol style="list-style-type: none">1. Pursue the course designed to inculcate the analytical abilities and research skills among the students.2. Understand research methodologies – Qualitative vs Quantitative3. Discuss the foundations of Research and audience analysis that is imperative to successful advertising.4. Understand the scope and techniques of Advertising and Marketing research, and their utility.
BAMMC EABB 1502	Brand Building	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the awareness and growing importance of Brand Building2. Know how to build, sustain and grow brands3. Know the various new way of building brands4. Understand the global perspective of brand building.
BAMMC EAAM 1503	Agency Management	<i>Students will be able to</i> <ol style="list-style-type: none">1. Acquaint themselves with the concepts, and techniques and gain experience in the application of concepts for developing an effective advertising campaign.2. Learn about how an ad agency works and what opportunities exist3. Familiarize with the different aspects of running an ad agency



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		4. Inculcate competencies thereby enabling to undertake professional work with the advertising industry.
BAMMC EASM 1505	Social Media Marketing	<p><i>Students will be able to</i></p> <ol style="list-style-type: none">1. Gain skills from leading designers, artists, and entrepreneurs.2. Become a problem solver who can strike a balance between traditional art and technology and between individual vision and teamwork.3. Develop a fundamental understanding of digital tools and their creative applications, and meet the demands of a diverse and expanding job market in visual storytelling.4. Identify and apply strategies to improve and succeed no matter what their initial skills.5. Solve problems and learn from creative risks by using people skills, design principles, and processes.6. Build a strong foundation in all aspects of design and production for storytelling in motion.7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.8. Foster a strong professional dedication to their field and work, preparing to become valuable members and leaders in their profession. Also, learn to effectively balance individual contributions with collaborative efforts to benefit the team as a whole.
BAMMC EACB 1507	Consumer Behavior	<p><i>Students will be able to</i></p> <ol style="list-style-type: none">1. Learn the basic objective to develop an understanding about the consumer decision making process and its applications in the marketing function of firms.2. To equip with basic knowledge about issues and dimensions of consumer behavior and the environmental determinants that impact their buying habits and behavior3. To develop the skills and understanding and analyzing consumer information to develop marketing strategies and take effective decisions.



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SEMESTER VI

(ADVERTISING)

Course Code	Course Name	CO's
BAMMC DRGA-601	Digital Media	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand digital marketing platform2. Know the key goals and stages of digital campaigns3. Understand the use of key digital marketing tools4. Gain Knowledge to develop digital marketing plans
BAMMC DRGA-602	Advertising Design	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the process of planning & production of the advertisement.2. Highlight the importance of visual language as an effective way of communication.3. Gain practical training in the field of advertising and be industry-ready.
BAMMC EAAC 2601	Advertising in Contemporary Society	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the environment of Advertising in a society2. Learn about Liberalization and its impact on the economy and other areas of Indian society3. Compare and analyze the advertising environment of different countries.
BAMMC EABM 2602	Brand Management	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the growing importance of brand management.2. Know how to build, sustain and grow brands.3. Learn the various sources of brand equity.4. Know about the global perspective of brand management.
BAMMC EAMP 2603	Media Planning and Buying	<i>Students will be able to</i> <ol style="list-style-type: none">1. Develop knowledge of major media characteristics.2. Understand procedures, requirements, and techniques of media planning and buying.3. Learn the various media mix and its implementation.4. Understand budget allocation for a Media plan and fundamentals.
BAMMC EARM 2605	Rural Marketing and Advertising	<i>Students will be able to</i> <ol style="list-style-type: none">1. Introduce themselves with the concept of Rural Marketing and Rural economy.



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		<ol style="list-style-type: none">2. Understand Rural Environment and demography of Rural India.3. Learn the marketing Mix Strategies for Rural Consumer and Agricultural goods and service.4. Develop communication skills and understand rural communication in contemporary society.5. Develop more creative skills for advertising strategies.
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SEMESTER V

(JOURNALISM)

Course Code	Course Name	CO's
BAMMC DRG-501	REPORTING	<i>Students will be able to</i> <ol style="list-style-type: none">1. Become Reporters is expected to be a prerequisite2. Get acquainted before entering into the field of Journalism.3. Make themselves aware of the basic ethos of the news and news-gathering.4. Prepare to write or present the copy in the format of news.5. Develop a nose for news.6. Train themselves to acquire the skills of news-gathering with traditional as well as modern tools.7. Inculcate the skills for investigative journalism.8. Understand the basic structure/ essential knowledge for various beats.9. Make themselves responsible reporters and the face of the media.
BAMMC DRG-502	INVESTIGATIVE JOURNALISM	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the role of investigative reporting in modern journalism2. Learn to conduct investigative research in an ethical manner.3. Create and write excellent investigative stories for the media.4. Acquire advanced investigative journalistic skills5. Acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.
BAMMC EJFW 1B501	Features and Writing For Social Justice	<i>Students will be able to</i> <ol style="list-style-type: none">1. Acquire the technique of narration and storytelling2. Share the art of developing a story idea3. Acquaint and sensitize through assignments to the issues of deprivation around us and using writing as a tool for social justice
BAMMC EJWS1B502	WRITING and EDITING SKILLS	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand tools and techniques of editing and writing.2. Acquaint with the art of narration and storytelling strictly within the contours of journalistic principles.



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BAMMC EJP 1B507	Journalism & Public Opinion	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the role of the media in influencing and impacting Public opinion.2. Analyze the formation of Public opinion through digital and social media.3. Analyse the impact of the media on public opinion on socio-economic issues.4. Make themselves aware of the theoretical framework of research on media and society.
BAMMC EJML 1B508	MEDIA LAWS and ETHICS	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the laws that impact the media2. Develop an understanding of the ethical responsibilities of the media3. Understand the challenges of fake news and misinformation in a new changing news and information ecosystem.



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(JOURNALISM)

Course Code	Course Name	CO's
BAMMC DRG-601	DIGITAL MEDIA	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand digital marketing platform2. Acquire the key goals and stages of digital campaigns3. Use the key digital marketing tools4. Develop digital marketing plans
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN	<i>Students will be able to</i> <ol style="list-style-type: none">1. Understand the process of print media production from the content collection to the final print-ready layout.2. Reconstruct headlines suitable for the space keeping the core meaning and intensity intact.3. Develop software skills to be employable in the industry. And shall develop the aesthetic vision and understand the discipline behind a layout.
BAMMC EJC 2B601	CONTEMPORARY ISSUES	<i>Students will be able to</i> <ol style="list-style-type: none">1. Stress the importance of social economic political aspects of society as a media professional.2. Understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.
BAMMC EJLJ2B602	LIFESTYLE JOURNALISM	<i>Students will be able to</i> <ol style="list-style-type: none">1. Acquire a conceptual overview of lifestyle journalism and its function in the media industry.2. Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.3. Imbibe a combination of practical skills and conceptual understanding of how this form of4. Journalism is increasingly relevant for the 21st century.5. Understand audiences and markets in which the lifestyle journalists provide information.6. Understand lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields



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		such as travel, music, movies, arts and food, along with students' special interests
BAMMC EJMJ 2B6504	MAGAZINE JOURNALISM	<i>Students will be able to</i> <ol style="list-style-type: none">1. Get aware about the nuances of magazine journalism, feature writing and Reviews.
BAMMC EJTJ 2B608	TELEVISION JOURNALISM	<i>Students will be able to</i> <ol style="list-style-type: none">1. Learn the technique of narration and storytelling2. Share the art of developing a story idea3. Acquaint and sensitize the knowledge through assignments of the issues of deprivation around us and using writing as a tool for social justice