

S. S. T. COLLEGE OF ARTS AND COMMERCE

BA In Multimedia And Mass Communication

Programme outcome

PO.1	The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
PO.2	The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
PO.3	This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
PO.4	Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
PO.5	Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
PO.6	Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
PO.7	Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
PO.8	This Programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
PO.9	Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PO.10	They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
PO.11	Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
PO.12	Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
PO.13	Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
PO.14	Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

Course outcome

Sem -I

Course: Effective Communication

C01	To make the students aware of functional and operational use of language in media.
C02	To equip or enhance students with structural and analytical reading, writing and thinking skills .
C03	To introduce key concepts of communication.

Course: Visual Communication

C01	To provide students with tools that would help them visualize and communicate.
C02	Understanding Visual communication as part of Mass Communication
C03	To acquire basic knowledge to be able to carry out a project in the field of visual communication
C04	To acquire basic knowledge in theories and languages of Visual Communication
C05	The ability to understand and analyze visual communication from a critical perspective

Course: Fundamental Of Mass Communication

C01	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
C02	To study the evolution of Mass Media as an important social institution.
C03	To understand the development of Mass Communication models.
C04	To develop a critical understanding of Mass Media.
C05	To understand the concept of New Media and Media Convergence and its implications.

Course: Current Affairs

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
CO4	Twenty minutes of newspaper reading and discussion is mandatory in every lecture

Course: History Of Media

CO1	Learner will be able to understand Media history through key events in the cultural history
CO2	To enable the learner to understand the major developments in media history.
CO3	To understand the history and role of professionals in shaping communications.
CO4	To understand the values that shaped and continues to influence Indian mass media.
CO5	Learners will develop the ability to think and analyze about media.
CO6	To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

SEM- II

Course: Effective Communication- II

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

Course: Content Writing

CO1	To provide the 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 thoughts.

Course: Introduction To Advertising

CO1	To provide the students with basic understanding of advertising, growth, importance and types.
CO2	To understand effective advertising 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: Introduction To Journalism

CO1	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
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Course: Media Gender & Culture

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

Sem- III

Course: Electronic Media

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: Corporate Communication & Public Relations

CO1	To provide the students with basic understanding of the concepts of corporate communication and public relations.
CO2	To introduce the various elements of corporate communication and consider their roles in managing media organizations.
CO3	To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
CO4	To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.

Course: Media Studies

CO1	To provide an understanding of media theories
CO2	To understand the relationship of media with culture and society
CO3	To understand Media Studies in the context of trends in Global Media

Course: Introduction To Photography

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 projects
CO5	To help learners work on a given theme or the subject into making a relevant picture or photo feature.

Course: Film Communication - I

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	Insights into film techniques and aesthetics.

Course: Computers & Multimedia – I

CO1	To help learners make the media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
CO2	To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.
CO3	To prepare learners skilled enough for independency during project papers in TY SEM VI.
CO4	To help learners work on small scale projects during the academic period.

SEM-IV

Course: Electronic Media

CO1	To make the students acquainted with working of the two powerful media; i.e.radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
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Course: Writing And Editing For Media

CO1	Provide the ability to understand writing styles that fit various media platforms.
CO2	It would help the learner acquire information gathering skills and techniques.
CO3	On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital for media.
CO4	The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.
CO5	The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
CO6	Provide basic proficiency in proof-reading and editing.

Course: Media Laws And Ethics

CO1	To provide the learners with an understanding of laws those impact the media.
CO2	To sensitize them towards the social and ethical responsibility of the media.

Course: Mass Media Research

CO1	To introduce students to debates in Research approaches and equip them with tools to carry on research
CO2	To understand the scope and techniques of media research, their utility and limitations

Course: Film Communication - II

CO1	Awareness of cinema of different regions.
CO2	Understand the contribution of cinema in society.
CO3	How to make technically and grammatically good films.
CO4	From making to marketing of films.
CO5	Economic aspects of film.
CO6	Careers in films.

Course: Computers & Multimedia - II

CO1	To help learners be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
CO2	To introduce the media softwares to make the learner understand what goes behind the scene and help them choose their stream.
CO3	To prepare learners skilled enough for independency during project papers in TY sem.VI.
CO4	To help learners work on small scale projects during the academic period.

SEM-V

ADVERTISING

Course: Copywriting

CO1	To familiarize the students with the concept of copywriting as selling through writing
CO2	To learn the process of creating original, strategic, compelling copy for various media
CO3	To train students to generate, develop and express ideas effectively
CO4	To learn the rudimentary techniques of advertising – headline and body
CO5	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.
CO6	There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skill-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.

Course: Advertising & Marketing Research

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 and audience analysis that is imperative to successful advertising.
CO4	To understand the scope and techniques of Advertising and Marketing research, and their utility.

Course: Brand Building

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

Course: Agency Management

CO1	To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign
CO2	How an ad agency works and what opportunities exist
CO3	To familiarize students with the different aspects of running an ad agency
CO4	To inculcate competencies thereby enabling to undertake professional work with the advertising industry.

Course: Social Media Marketing

CO1	Students learn real-world skills from leading designers, artists, and entrepreneurs.
CO2	The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
CO3	With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual storytelling.
CO4	Identify and apply strategies to improve and succeed no matter what their initial skills.
CO5	Solve problems and learn from creative risks by using people skills, design principles, and processes.
CO6	Build a strong foundation in all aspects of design and production for storytelling in motion.
CO7	Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance and more.
CO8	Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

Course: Consumer Behaviour

CO1	To understand the sociological & psychological perspective of consumer Behaviour.
CO2	To introduce students to the complexities of consumer Behaviour, its importance in marketing & advertising.
CO3	To sensitize students to the changing trends in Consumer Behaviour.

JOURNALISM

Course: Reporting

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.
CO5	To train them to acquire the skills of news-gathering with traditional as well as modern tools.
CO6	To inculcate the skills for investigative journalism.
CO7	To make them understand the basic structure/ essential knowledge for various beats.
CO8	To make them responsible reporters and the face of media.

Course: Investigative Journalism

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 the media.
CO4	To acquire advanced investigative journalistic skills
CO5	Learner will acquire the ability to understand and analyze the key areas of investigative journalism even with limited resources

Course: Features & Writing For Social Justice

CO1	To provide students with technique of narration and story telling
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

Course: Writing & Editing Skills

CO1	To provide learners with tools and techniques of editing and writing.
CO2	To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles

Course: Mobile Journalism & New Media

CO1	This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage.
CO2	Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media.M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
CO3	Step by step instructions to report and connect with crowds utilizing cell phones.
CO4	Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
CO5	The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable different patterns that may change the course of portable media and news-casting.

Course: News Media Management

CO1	To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.
CO2	Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy
CO3	Students will have developed hands-on experience as content marketers using journalistic and digital techniques.
CO4	Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

SEM VI

ADVERTISING

Course: Digital Media

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

Course: Advertising Design

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

Course: Advertising In Contemporary Society

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| 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: Brand Management

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| 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: Media Planning And Buying

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

Course: Advertising & Sales Promotion

CO1	Students should be able to demonstrate a thorough understanding of the major sales promotion concepts.
CO2	Use a framework to make effective sales promotion decisions
CO3	Adopt the necessary skills and point of view of an effective sales promotion campaign.

JOURNALISM

Course: Digital Media

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

Course: Newspaper & Magazine Design

CO1	The learner is required to understand the process of print media production since the content collection to the final print ready layout
CO2	This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
CO3	Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact
CO4	Learners are expected to develop software skills to be employable in industry.
CO5	Learners shall develop the aesthetic vision and understand the discipline behind a layout.

Course: Contemporary Issues

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| 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 mobilize to bring social progress |

Course: : Lifestyle Journalism

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| 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 | It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information |
| CO4 | It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests |

Course: Magazine Journalism

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| CO1: | This course introduces the students to the nuances of magazine journalism, feature writing and Reviews. |
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Course: Television Journalism

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| CO1 | To provide students with technique of narration and story telling |
| 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 |