

BA (Mass Media): BACHELOR OF MASS MEDIA (BMM)

(A) Program Outcome:

- Provide a broad understanding of the role of communication and mass media in the society.
- Prepare students for careers in the areas of mass communication-print journalism, broadcasting, public relations, and visual communication.
- Provide an intellectual climate for students to think critically of issues related to mass media at the regional, nation global levels.

(B) Course Outcome:

FYBMM – Semester I

1. Effective Communication Skill

To make the students aware of functional and operational use of language in media & to equip or enhance students with structural and analytical reading, writing and thinking skills.

2. Fundamentals of Mass Communication

To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India & to understand the concept of New Media and Media Convergence and its implications.

3. Introduction to Computers

To equip the students with a general understanding of computer basics for everyday use in Media Industry.

4. Introduction to Economics

To introduce the basic concepts of Micro & Macro Economics along with an understanding of the Indian economy with an objective to sensitise on economic issues relevant to India.

5. Introduction to Sociology

To highlight the need and relevance of Sociology in Mass Media from a sociological perspective.

6. Landmark Events in History of World, India and Maharashtra

To acquaint the student with past events, which have made historical milestones & understand the role of media in these events.

FYBMM – Semester II

1. Effective Communication Skill – II

To make student understand the impact of changing methods of communication in the field of media.

2. Introduction to Media Psychology

To provide an interdisciplinary study of concepts in the field of media, communication and psychology.

3. Introduction to Literature

To give exposure to media students to various forms of Literature & to make them understand the reflection of literature in contemporary period.

4. Principles of Management

To understand the designed fundamentals of management & its practices in media industry.

5. Principles of Marketing

To introduce the students with the basic elements of Marketing Management terms & its implementation in Media industry.

6. Political Concepts and the Indian Political System

To provide the students with a strong base in the 'Indian Political System' and to expose them to its dynamics and complexities.

SYBMM – Semester III

1. Introduction to Media Studies

To make students understand, mass media as system of interrelated forces & to grasp complex relationship between communication & media.

2. Introduction to Creative Writing

To acquaint students with basic concepts on literary writing, and to encourage students for content writing.

3. Understanding Cinema

To create awareness among students, towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies in present time, from Personal, Social and Business Point of View.

4. Introduction to Public Relations

To prepare the students for an effective and ethical communication skills, and in maintain public relations.

5. Introduction to Cultural Studies

To create an awareness on cultural theories and its relevance in media and to make students understand the cultural concepts and its impact on the media.

6. Advanced Computers

To equip the students with a understanding of industry knowledge required to make a career.

SYBMM – Semester IV

1. Introduction to Advertising

To introduce students to the basic concepts in advertising as well as understand the process of creating an ad campaign.

2. Introduction to Journalism

To provide students with an insight in the disciplines of communication & journalism that is current, relevant, and practical.

3. Print Production and Photography:

To create awareness about print media & help students understand the principles and practices of photography.

4. Radio and television:

To develop an understanding in broadcast & streaming media & learning the art of producing creative content for radio & television.

5. Mass Media research:

To understand the scope and techniques of media research, their utility and limitations.

6. Organisation Behaviour

To impart knowledge of the basic concepts and facets of organizational behaviour.

TYBMM – Semester V Advertising

1. Copywriting

To familiarize the students with the concept of copywriting as selling through writing, and to make student understand the process of creating original, strategic, compelling copy of various media.

2. Media Planning and Buying

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

3. Consumer Behaviour

To make students understand the role of marketing in influencing consumer behaviour, and to analyse the role of marketer and consumer in advertising.

4. Brand Building

To study the concept and process of brand building, and its importance to the advertisers, and its overall impact on consumers.

5. Advertising in Contemporary Society

To understand the environment in Contemporary Society and to make students understand Liberalization and its impact on the economy.

6. Advertising Design (Project Paper)

To make students understand the process of planning and production of advertisement, and to provide practical training in the field of advertising.

TYBMM – Semester V Journalism

1. Reporting

To enable students understand the techniques & tools of Reporting.

2. Editing

To make students understand the role of an editor & the techniques applied.

3. Journalism and Public Opinion

To project a fair idea of the role of the media in creating and influencing Public Opinion.

4. Features and Opinion

Understanding the differences between reporting and feature writing & developing the skills required.

5. Indian Regional Journalism

To Study the history and role of Indian press other than in English & understand the regional press and television in the current scenario.

6. Newspaper and Magazine Making (Project Paper)

To study the design, elements of the newspaper and magazine & understanding the process of planning and production of newspaper and magazine

TYBMM – Semester VI Advertising

1. Financial Management for Marketing and Advertising

To provide an over view of the basic concepts of financial management & its relevance in the field of marketing & advertising.

2. Agency management

To familiarize students with the different aspects of operating an ad agency & acquaint students with concepts, techniques for developing an effective advertising campaign.

3. Advertising and Marketing Research:

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

4. Legal Environment and Advertising Ethics

To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.

5. Principles and Practice of Direct Marketing:

To provide students with the optimum learning experience in order to demonstrate the skill & knowledge required to plan Direct Marketing Plans

6. Contemporary Issue

To understand and analyse the present environmental, political, economic and social issues, challenges and its implications on development.

7. Digital Media

To understand and analyse the present environmental, political, economic and social issues, challenges and its implications on development.

TYBMM – Semester V Journalism

1. Press Laws and Ethics

To introduce students to a range of Press Laws & Ethics.

2. Broadcast Journalism

To understand the development of broadcast journalism.

3. Business and Magazine Journalism:

To understand various aspects of business & magazine journalism.

4. Internet and Issue in Global Media

Study the role of media in the 21st Century and its challenges.

5. News Media Management

To make students understand specific tools & practices in news & media management.

6. Contemporary Issue

To understand and analyse the present environmental, political, economic and social issues, challenges and its implications on development.

7. Digital Media

To understand and analyse the present environmental, political, economic and social issues, challenges and its implications on development.

IV. Staff Profile:

Sr. No	Name of Faculty	Qualifications	Date of Joining
1	Furqan R Shaikh	BE, MMS (Finance), PET, NET(Mgmt), NET (Commerce), SET (Mgmt)	06.04.2009
2	Sagar Bhalerao	MACG, PGDMDC, NET,SET,PET	13.06.2017
3	Zahra Dehghani	MMS (HR)	09.11.2017
4	Tamseen Patel	MCOM, BED,	09.11.2017

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