



Pimpri Chinchwad Education Trust's  
**Pimpri Chinchwad University**

Sate, Pune - 412106



PCET's  
**Pimpri  
Chinchwad  
University**

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**Curriculum Structure**  
**(2026 Pattern)**

**Pune School of Media and Communication**



**Effective from Academic Year 2026-27**

**BBA Media & Communication (2026 Pattern)**



**Programme Structure — Semester I**

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tut	Credit	Hrs	CIA	ESA	Total
U26BBMCI01	Introduction to Media & Communication Studies	MAJ MAX: 3 MIN: 3	3	0	0	3	3	Quiz (10) + Presentation (10) + Written Assignment (20)	Written Examination (60)	100
U26BBMCI02	Fundamentals of Advertising, Public Relations & Branding	MAJ MAX: 3 MIN: 3	2	1	0	3	4	Campaign Analysis (10) + Presentation (10) + Viva (20)	Written Examination (60)	100
U26BBMCI04	Digital Culture, Society & New Media	MAJ MAX: 3 MIN: 3	2	1	0	3	4	Case Study (10) + Content Creation (10) + Viva (20)	Written Examination (60)	100
U26BBMCI05	Media Lab: Observation, Documentation & Creative Practice	MAJ MAX: 2 MIN: 2	0	2	0	2	4	Practical Journal (10) + Portfolio (10) + Viva (20)	Practical Assessment (60)	100
U26BBMCI06	Critical Thinking & Creative Inquiry	SEC MAX: 3 MIN: 3	1	2	0	3	5	Reflective Writing (10) + Group Discussion (10) + Creative Exercise (20)	Applied Practical Assessment (30)	50
	Communication Skills for Media Professionals	AEC MAX: 2 MIN: 2	2	0	0	2	2	GD (10) + Presentation (10) + Language	-	50

								Exercises (30)		
	Foreign Language – I (Practical Mode)	FBL MAX: 2 MIN: 2	0	2	0	1	2*	Oral Interactio n (20) + Listening Test (10) + Viva (20)	-	50
	Environment al Studies & Sustainabilit y	VAC MAX: 2 MIN: 2	2	0	0	2	2	Field Reflectio n (20) + Viva (10) + Assignm ent (20)	-	50
	MOOC / NSQF Certification / Industry Add-on	OE MAX: 2 MIN: 0	0	0	0	2	0	Completi on & Certificat ion Based Assessm ent/Writt en Test		
		<b>Total</b>				<b>20- 22</b>	31			

## Notes

- Foreign Language is offered as an independent component under practical engagement mode where 1 credit corresponds to 30 hours of guided practical exposure.
- Major courses are intentionally designed as broad-based foundational courses introducing media ecosystems, communication cultures, branding logic, digital environments, and visual literacy.
- The first year follows a holistic foundation approach before students select interdisciplinary pathways from Semester III onwards.
- Assessment structure combines written, practical, reflective, presentation-based, and viva-based components to align with media pedagogy.
- Semester I therefore remains strongly foundation-oriented within the disciplinary domain while still retaining holistic exposure through integrated media studies and creative practice.



## **Academic Logic**

1. Foundation before specialization.
2. Equal exposure to industry + theory + culture.
3. Visual and digital literacy introduced early.
4. Communication skills embedded from first semester.
5. Critical thinking positioned as applied skill, not abstract humanities.
6. Curriculum avoids software-heavy specialization in first year.
7. Designed to prepare students for informed interdisciplinary pathway selection in Semester III.

### BBA Media and Communication Semester II

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Pra c	Tut	Cr edit	Hrs	CIA	ESA	Total
U26BB MC201	Media Industries & Business Ecosystem	MAJ MAX: 3 MIN: 3	3	0	0	3	3	Class Test (10) + Industry Case Analysis Report (10) + Seminar Presentation (20)	Written Examination (60)	100
U26BB MC202	Introduction to Journalism & News Writing	MAJ MAX: 3 MIN: 0	2	1	0	3	4	Reporting Exercise (10) + News Writing Portfolio (10) + Viva Voce (20)	Written Examination (60)	100
U26BB MC203	Audio-Visual Production Fundamentals	MAJ MAX: 3 MIN: 3	1	2	0	3	5	Practical Exercise (20) + Production Journal (10) + Viva Voce (10)	Practical Jury / Project Evaluation (60)	100
U26BB MC204	Introduction to Culture & Society	MAJ MAX: 3 MIN: 3	2	1	0	3	4	Reflective Assignment (10) + Case Discussion (10) + Presentation (20)	Written Examination (60)	100
U26BB MC205	Media Lab: Observation & Creative Practice	MAJ MAX: 3 MIN: 3	0	2	0	2	4	Portfolio Assessment (20) + Practical Journal (10) + Viva Voce (20)	Practical Assessment (50)	100
U26BB MC206	Creative Writing & Ideation for Media	SEC MAX: 3 MIN: 3	1	2	0	3	5	Writing Portfolio (20) + Ideation Exercise (10) + Viva Voce (20)	Applied Practical Assessment (30)	50
	Applied Communication & Professional Expression	AEC MAX: 3 MIN: 3	2	0	0	2	2	Group Discussion (10) + Presentation (10) + Language Activities (30)	-	50
	Foreign Language – II (Practical Mode)	FBL MAX: 3 MIN: 3	0	2	0	1	2*	Oral Interaction Test (20) + Listening Exercise (10) + Viva Voce (20)	-	50
	Indian Storytelling Traditions	VAC (IKS) MAX: 3 MIN: 3	2	0	0	2	2	Reflective Writing (20) + Presentation (10)	-	50



								+ Case-Based Discussion (20)		
	MOOC / NSQF Certification / Industry Add-on	OE MAX: 2 MIN: 0	0	0	0	2	0	Completion & Certification Based Assessment/Written Test		
		<b>Total</b>				<b>22-24</b>				

### Notes

- Foreign Language is offered in practical engagement mode where 1 credit corresponds to 30 hours of guided practical learning.
- Semester II introduces students to journalism, culture, media industries, and production fundamentals before pathway selection from Semester III onwards.
- VAC under IKS has been contextualized specifically for Media & Communication students through storytelling traditions and communication narratives.
- Assessment structure follows NEP-oriented continuous evaluation through presentations, portfolios, viva voce, practical exercises, reflective writing, and case-based learning rather than purely memory-based testing.

### Academic Logic

1. Moves from foundational media awareness toward media application and interpretation.
2. Introduces journalism, production, audience psychology, and media industries.
3. Strengthens creative writing, ideation, and professional communication.
4. Integrates Indian Knowledge Systems through storytelling, communication traditions, and media cultures relevant to contemporary media students.
5. Continues experiential media lab pedagogy and portfolio-oriented learning.
6. Prepares students for informed interdisciplinary pathway selection from Semester III.
7. Retains holistic liberal-professional orientation while strengthening applied media competencies.

### BBA Media & Communication III (2026 Pattern)



Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tu	Cr edi t	Hr s	CIA	ESA	Tot al
U26BBMC301	Media Research & Audience Insights	MAJ MAX: 4 MIN: 4	4	0	0	4	4	Research Exercise (10) + Survey Report (10) + Presentation (20)	Written Examination (60)	100
U26BBMC302	Strategic Brand Communication	MAJ MAX: 4 MIN: 4	3	1	0	4	5	Brand Analysis Report (10) + Campaign Presentation (10) + Viva Voce (20)	Written Examination (60)	100
U26BBMC303	Digital Content Creation & Platform Practices	MAJ MAX: 4 MIN: 0	1	2	0	3	5	Content Portfolio (20) + Platform Exercise (10) + Viva Voce (10)	Practical Jury / Project Evaluation (60)	100
U26BBMC305	Interdisciplinary Minor Course – I	MIN MAX: 4 MIN: 4	2	2	0	4	6	Assignment (10) + Case Analysis (10) + Presentation (20)	Written / Practical Examination (60)	100
U26BBMC306	Multidisciplinary Course – I	MDC MAX: 3 MIN: 3	3	0	0	3	3	Quiz (10) + Reflective Assignment (10) + Presentation (20)	Written Examination (60)	100
U26BBMCIII07	Media Writing & Copy Lab	SEC MAX: 2 MIN: 2	1	1	0	2	4	Writing Portfolio (20) + Copy Exercise (10) + Viva Voce (20)	Applied Practical Assessment (30)	50
	Applied Communication & Professional Expression	AEC MAX: 2 MIN: 2	2	0	0	2	2	Group Discussion (10) + Presentation (10) + Language Activities (30)	-	50
	Foreign Language –	FBL MAX: 2 MIN: 2	0	2	0	1	2*	Oral Interaction Test (20) +	-	50



	II (Practical Mode)							Listening Exercise (10) + Viva Voce (20)		
	Universal Human Values /Professional Ethics	VAC MAX: 2 MIN: 2	2	0	0	2	2	Reflective Journal (20) + Case Discussion (10) + Viva Voce (20)	-	50
	MOOC / NSQF Certification / Industry Add-on	OE MAX: 2 MIN: 0	0	0	0	2	0	Completion & Certification Based Assessment/Written Test		
		<b>Total</b>				<b>25-</b>	<b>27</b>			

## Academic Logic Behind Semester III

Semester III marks the formal transition from foundational media literacy toward:

- pathway-oriented learning,
- strategic communication understanding,
- applied media production,
- and interdisciplinary specialization.

The semester is intentionally designed to move students from:

broad media exposure toward structured disciplinary orientation.

While the first year focuses on:

- communication foundations,
- culture,
- journalism,
- storytelling,
- and media ecosystems,

Semester III introduces:

- research thinking,
- strategic branding,
- audience understanding,
- platform-oriented content creation,
- media writing,
- and interdisciplinary pathway selection.

The inclusion of:

- Interdisciplinary Minor,



- MDC,
- and advanced media practice,  
creates the first major specialization layer within the programme structure.

The semester also integrates:

- ethics,
- professional values,
- communication practice,
- and experiential media pedagogy,  
through VAC, AEC, SEC, and lab-oriented learning structures aligned with NEP and CBCS principles.

## **Interdisciplinary Minor — Structure, Progression & Basket Framework**

The Interdisciplinary Minor is introduced from Semester III onwards as a structured specialization pathway integrated within the programme architecture. The Minor is designed to provide:

- domain-oriented depth,
- interdisciplinary exposure,
- portfolio development,
- and career-focused specialization opportunities.

Unlike conventional elective systems that function through isolated course selection, the Interdisciplinary Minor follows:

a guided progression model with increasing specialization and controlled flexibility.

The Minor structure enables students to:

- identify disciplinary interests,
- develop domain competencies,
- and progressively move toward advanced specialization in the later semesters.

## Structure of Interdisciplinary Minor

Semester	Structure	Credits
Semester III	Interdisciplinary Minor Core	4
Semester IV	Interdisciplinary Minor Core	4
Semester V	Interdisciplinary Minor Core + Minor Electives	8
Semester VI	Interdisciplinary Minor Core + Minor Electives	8

# Progression Logic of the Minor

## Semester III & IV — Foundation Phase

The initial phase of the Minor introduces students to:

- foundational theories,
- concepts,
- tools,
- practices,
- and disciplinary orientation within the selected pathway.

The focus during this stage is:

- conceptual grounding,
- exploratory understanding,
- and introduction to industry practices.

Students undertake:

one structured 4-credit Minor course in each semester.

This phase ensures:

- academic coherence,
- pathway clarity,
- and foundational specialization before advanced exploration.



## Semester V & VI — Advanced Specialization Phase

From Semester V onwards, the Minor evolves into:

a specialization-oriented and choice-based structure.

Each semester includes:

Component	Credits
Interdisciplinary Minor Core	4
Interdisciplinary Minor Elective – I	2
Interdisciplinary Minor Elective – II	2

**Total = 8 Credits per Semester**

The Minor electives are:

- basket-specific,
- specialization-oriented,
- and aligned with industry and portfolio development.

This structure introduces:

- controlled CBCS flexibility,
- thematic specialization,
- and advanced disciplinary engagement,  
without disrupting the coherence of the Minor pathway.



# Proposed Interdisciplinary Minor Baskets

## 1. Advertising & Brand Communication

### Focus Areas:

- Advertising Strategy
- Brand Planning
- Consumer Behaviour
- Media Planning
- Creative Campaign Design
- Digital Advertising
- Influencer Marketing
- Brand Management

## 2. Public Relations & Corporate Communication

### Focus Areas:

- Public Relations
- Media Relations
- Corporate Communication
- Reputation Management
- Strategic Communication
- Crisis Communication
- Political Communication
- Public Affairs

## 3. Event Management & Experiential Communication

### Focus Areas:

- Event Planning
- Event Production
- Experiential Marketing
- Sponsorship Management
- Promotion Strategy
- Cultural Event Design
- Festival & Entertainment Management
- Event Branding



## 4. Film, Audio-Visual & Content Production

### Focus Areas:

- Film Appreciation
- Script Writing
- Production Design
- Audio-Visual Storytelling
- Cinematography Basics
- Digital Video Production
- Documentary Practices
- Content Production

## Academic Rationale Behind the Minor Structure

The Interdisciplinary Minor is designed to:

- balance structure with flexibility,
- integrate CBCS principles meaningfully,
- and support progressive specialization.

The structure intentionally follows:

Foundation → Orientation → Specialization → Elective Depth

This enables students to:

- build interdisciplinary competencies,
- create specialization-oriented portfolios,
- and prepare for:
  - internships,
  - industry practice,
  - entrepreneurship,
  - advanced Honours pathways,
  - or research-oriented progression in the fourth year.

**BBA Media and Communication SEMESTER IV**

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tu	Cr edi t	Hr s	CIA	ESA	Tot al
U26BBMC401	Media Analytics & Consumer Insights	MAJ MAX:3 MIN: 3	3	0	0	3	3	Analytics Exercise (10) + Consumer Study Report (10) + Presentation (20)	Written Examination (60)	100
U26BBMC402	Integrated Marketing Communication	MAJ MAX:3 MIN: 3	2	1	0	3	4	IMC Campaign Plan (10) + Strategy Presentation (10) + Viva Voce (20)	Written Examination (60)	100
U26BBMC403	Audio-Visual Editing & Post-Production	MAJ MAX:3 MIN: 3	1	2	0	3	5	Editing Exercise (20) + Production Journal (10) + Viva Voce (10)	Practical Jury / Project Evaluation (60)	100
U26BBMC404	Interdisciplinary Minor Course – II	MIN MAX:4 MIN: 4	2	2	0	4	6	Assignment (10) + Case Analysis (10) + Presentation (20)	Written / Practical Examination	100
U26BBMC405	Media Writing & Copy Lab	SEC MAX:2 MIN: 0	1	1	0	2	3	Writing Portfolio (20) + Copy Exercise (10) + Viva Voce (20)	Applied Practical Assessment (30)	50
U26BBMC406	Multidisciplinary Course-II	MDC MAX:3 MIN: 3	3	0	0	3	3	Quiz (10) + Reflective Assignment (10) + Presentation (20)	Written Examination (60)	100
U26BBMC407	Script Writing & Narrative Design Lab	SEC MAX:3 MIN: 3	1	1	0	2	3	Script Portfolio (20) + Writing Exercise (10) + Viva Voce (20)	Applied Practical Assessment (30)	50
	Professional Communication & Media Presentation Values /Professional Ethics	AEC MAX:3 MIN: 3	2	0	0	2	2	Reflective Journal (20) + Case Discussion (10) + Viva Voce (20)	-	50



	Foreign Language – IV (Practical Mode)	FBL MAX:2 MIN: 2	0	2	0	1	2	Oral Interaction Test (20) + Listening Exercise (10) + Viva Voce (20)		
	Indian Constitution, Media Law & Ethics	VAC MAX:2 MIN: 2	2	0	0	2	2	Reflective Assignment (20) + Case Discussion (10) + Viva Voce (20)		
	MOOC / NSQF Certification / Industry Add-on	OE MAX: 2 MIN: 0	0	0	0	2	0	Completion & Certification Based Assessment/Written Test		
		<b>Total</b>				<b>24-</b>	<b>26</b>			

**BBA Media and Communication SEMESTER V**

Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tu	Credit	Hrs	CIA	ESA	Total
U26BBMC501	Strategic Media Planning & Campaign Management	MAJ MAX:3 MIN: 3	4	0	0	4	4	Media Plan Exercise (10) + Campaign Strategy Report (10) + Presentation (20)	Written Examination (60)	100
U26BBMC502	Digital Marketing, Analytics & Audience Engagement	MAJ MAX:3 MIN: 0	2	1	0	3	4	Analytics Report (10) + Digital Campaign Exercise (10) + Viva Voce (20)	Written Examination (60)	100
U26BBMC503	Advanced Audio-Visual Production & Direction	MAJ MAX:3 MIN: 3	1	2	0	3	5	Production Exercise (20) + Direction Journal (10) + Viva Voce (10)	Practical Jury / Project Evaluation (60)	100
U26BBMC504	Media Entrepreneurship & Creative Economy	MIN MAX:3 MIN: 3	3	0	0	3	3	Startup Pitch (10) + Business Model Exercise (10) + Presentation (20)	Written / Practical Examination	100
U26BBMC505	Interdisciplinary Minor Core – III	MIN MAX:2 MIN: 0	2	2	0	4	6	Assignment (10) + Case Analysis (10) + Presentation (20)	Written / Practical Examination	50
	Interdisciplinary Minor Elective – I	MIN EL MAX:3 MIN: 3	1	1	0	2	3	Quiz (10) + Reflective Assignment (10) + Presentation (20)	Written Examination (60)	100
	Interdisciplinary Minor Elective – II	MIN EL MAX:3 MIN: 3	1	1	0	2	3	Script Portfolio (20) + Writing Exercise (10) + Viva Voce (20)	Applied Practical Assessment (30)	50
	Multidisciplinary Course – III	MDC MAX:3 MIN: 3	3	0	0	3	3	Quiz (10) + Reflective Assignment (10) +	Written Examination (60)	100



								Presentation (20)		
	MOOC / NSQF Certification / Industry Add-on	OE MAX: 2 MIN:0	0	0	0	2	2	Completion & Certification Based Assessment/Wr itten Test		
		<b>Total</b>				<b>23-</b> <b>25</b>				



Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme		
			Th	Prac	Tu t	Cr edit	Hr s	CIA	ESA	Tot al
U26BBMC601	Integrated Media Campaign & Strategic Communication	MAJ MAX:3 MIN: 3	4	0	0	4	4	Campaign Strategy Document (10) + Presentation (10) + Viva Voce (20)	Written Examination (60)	100
U26BBMC602	Advanced Content Production & Platform Distribution	MAJ MAX:3 MIN: 3	1	2	0	3	5	Production Portfolio (20) + Platform Strategy Exercise (10) + Viva Voce	Practical Jury / Project Evaluation (60)	100
U26BBMC603	Audio-Visual Editing & Post-Production	MAJ MAX:3 MIN: 3	1	2	0	3	5	Editing Exercise (20) + Production Journal (10) + Viva Voce (10)	Practical Jury / Project Evaluation (60)	100
	Interdisciplinary Minor Core – IV	MIN MAX: 4 MIN: 4	2	2	0	4	6	Assignment (10) + Case Analysis (10) + Presentation (20)	Written / Practical Examination	50
U26BBMC606	Interdisciplinary Minor Elective – III	MIN EL MAX: 2 MIN: 2	1	1	0	2	3	Quiz (10) + Reflective Assignment (10) + Presentation (20)	Written Examination (60)	100
U26BBMC607	Interdisciplinary Minor Elective – IV	MIN EL MAX: 2 MIN: 2	1	1	0	2	3	Script Portfolio (20) + Writing Exercise (10) + Viva Voce (20)	Applied Practical Assessment (30)	50
	Internship / Field Project / Industry Engagement/ Professional Ethics	MAXx : 12 MIN: 8	0	0	0	8-12	0	Internship Report (30) + Industry Supervisor Evaluation (20) + Viva Voce (50)	Internship Report (30) + Industry Supervisor Evaluation (20) + Viva Voce (50)	50
		<b>Total</b>				<b>26-32</b>				



<b>Name of the Program:</b>		<b>BBAMCM</b>		<b>Semester: I</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Introduction to Media &amp; Communication Studies</b>		<b>Course Code/Course Type</b>		<b>U26BBMCI01/ MAJM</b>	
<b>Course Pattern</b>		<b>2026</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
3	-	-	3	45	40	60	-
<b>Pre-Requisite:</b> NIL							
<b>Course Objectives (CO):</b>				<p><b>The objectives of Introduction to Media &amp; Communication Studies are:</b></p> <ol style="list-style-type: none"> <li>1. Understand the evolution, concepts, and scope of media and communication studies.</li> <li>2. Explain major models, theories, and functions of communication.</li> <li>3. Analyse the role of traditional and digital media in society and culture.</li> <li>4. Examine contemporary trends in global media and communication industries.</li> <li>5. Apply communication principles in media, business, and social contexts.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				<p><b>Students would be able to:</b></p> <ol style="list-style-type: none"> <li>1. Describe the nature, process, and significance of communication.</li> <li>2. Explain communication models and media theories.</li> <li>3. Identify different forms and functions of media industries.</li> <li>4. Analyse media influence on society, culture, and public opinion.</li> <li>5. Demonstrate understanding of digital communication practices and emerging trends.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Communication:</b> Meaning, nature and scope of communication, elements and process of communication, types of communication – verbal, non-verbal, interpersonal, group and mass communication, barriers to communication, functions of communication, communication in business and society, communication in the digital era.	<b>CLO 1</b>	<b>9</b>
<b>UNIT II</b>		
<b>Communication Models and Theories:</b> Aristotle’s model of communication, Lasswell’s model, Shannon and Weaver model, Osgood-Schramm model, Berlo’s SMCR model, gatekeeping theory, agenda setting theory, uses and gratification theory, cultivation theory and media dependency theory.	<b>CLO 2</b>	<b>9</b>
<b>UNIT III</b>		
<b>Media Systems and Industries:</b> Introduction to print media, radio and broadcasting, television industry, film and entertainment industry, digital and new media platforms, OTT and streaming culture, media ownership and conglomeration, globalization of media industries.	<b>CLO 3</b>	<b>9</b>
<b>UNIT IV</b>		
<b>Media, Society and Culture:</b> Media and public opinion, media and democracy, media representation and stereotypes, gender and media, media literacy and audience studies, fake news and misinformation, social media culture and influencer economy, ethical issues in media communication.	<b>CLO 4</b>	<b>9</b>
<b>UNIT V</b>		
<b>Emerging Trends in Media and Communication:</b> Digital transformation in media, AI and automation in communication industries, mobile journalism and content creation, participatory culture and citizen journalism, immersive media and virtual reality, global communication trends, sustainability and media responsibility, future of media professions.	<b>CLO 5</b>	<b>9</b>
<b>Total Hours</b>		<b>45</b>



## Learning Resources

### Textbooks

1. Mass Communication in India – Keval J. Kumar
2. Introduction to Mass Communication – Stanley J. Baran
3. Communication Theories – Denis McQuail
4. Mass Media and Society – James Curran
5. Media and Communication Research Methods – Arthur Asa Berger

### Reference Books

1. Understanding Media – Marshall McLuhan
2. The Media Student's Book – Gillian Doyle
3. Media Culture and Society – Paul Hodkinson
4. New Media: A Critical Introduction – Martin Lister
5. Digital Media and Society – Simon Lindgren

### Online Resources

1. [UNESCO Media and Information Literacy Resources](#)
2. [SWAYAM Media Courses](#)
3. [NPTEL Communication Studies Courses](#)
4. [Reuters Institute for Journalism Study](#)
5. Pew Research Center – Media Trends



<b>Name of the Program:</b>		<b>BBAMC</b>		<b>Semester: I</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Fundamentals of Advertising, Public Relations &amp; Branding</b>		<b>Course Code/Course Type</b>		<b>U26BBMCI02/ MAJM</b>	
<b>Course Pattern</b>		<b>2026</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
2	1	-	3	60	40	60	-
<b>Pre-Requisite:</b>							
Course Objectives (CO):				<b>The objectives of Media Entrepreneurship &amp; Startup Lab are:</b> <ol style="list-style-type: none"> <li>1. Understand the fundamentals and evolution of advertising, public relations, and branding.</li> <li>2. Explain advertising strategies, PR tools, and branding techniques.</li> <li>3. Analyse integrated communication campaigns and consumer behaviour.</li> <li>4. Evaluate the role of digital platforms in advertising and brand communication.</li> <li>5. Develop basic creative and strategic communication outputs for brands and organizations.</li> </ol>			
Course Learning Outcomes (CLO):				<b>Students would be able to:</b> <ol style="list-style-type: none"> <li>1. Describe the concepts, functions, and scope of advertising, PR, and branding.</li> <li>2. Identify advertising appeals, PR tools, and branding strategies.</li> <li>3. Analyse communication campaigns and audience engagement techniques.</li> <li>4. Evaluate digital advertising and social media branding practices.</li> <li>5. Create basic advertising and public relations content for media platforms.</li> </ol>			



<b>Descriptors/Topics</b>	<b>CLO</b>	<b>Hours</b>
<b>UNIT I</b>		
<b>Introduction to Advertising, PR and Branding:</b> Meaning and scope of advertising, evolution of advertising industry, meaning and functions of public relations, concept and importance of branding, communication mix and integrated marketing communication, advertising agencies and PR firms, trends in global advertising and branding industries.	<b>CLO 1</b>	<b>12</b>
<b>UNIT II</b>		
<b>Advertising Fundamentals:</b> Types of advertising, advertising appeals and techniques, advertising copy and slogan writing, print and broadcast advertising, digital and social media advertising, media planning and buying, ethics and regulations in advertising.	<b>CLO 2</b>	<b>12</b>
<b>UNIT III</b>		
<b>Public Relations and Corporate Communication:</b> PR tools and techniques, press release and media kit writing, corporate communication and reputation management, event management and sponsorship, crisis communication basics, influencer and celebrity communication, public opinion and stakeholder engagement.	<b>CLO 3</b>	<b>12</b>
<b>UNIT IV</b>		
<b>Branding and Consumer Engagement:</b> Brand identity and positioning, brand image and personality, consumer behaviour and market segmentation, storytelling and emotional branding, personal branding and influencer branding, experiential marketing, global and cultural branding trends.	<b>CLO 4</b>	<b>12</b>
<b>UNIT V</b>		
<b>Digital Advertising and Emerging Trends:</b> Social media campaigns and analytics, content marketing and native advertising, SEO and digital discoverability, AI in advertising and communication, performance marketing and digital metrics, ethical concerns in digital branding, future trends in advertising and PR industries.	<b>CLO 5</b>	<b>12</b>
<b>Total Hours</b>		<b>60</b>



## Learning Resources

### Textbooks

1. Advertising and Promotion – *Belch & Belch*
2. Public Relations: Strategies and Tactics – *Dennis L. Wilcox*
3. Strategic Brand Management – *Kevin Lane Keller*
4. Advertising Principles and Practice – *Wells, Burnett & Moriarty*
5. Integrated Advertising, Promotion and Marketing Communications – *Kenneth Clow*

### Reference Books

1. Hey Whipple, Squeeze This – *Luke Sullivan*
2. Building Strong Brands – *David Aaker*
3. The New Rules of Marketing and PR – *David Meerman Scott*
4. Contagious: Why Things Catch On – *Jonah Berger*
5. Brand Leadership – *David Aaker & Erich Joachimsthaler*

### Online Resources

1. [Advertising Standards Council of India \(ASCI\)](#)
2. [HubSpot Marketing Resources](#)
3. [Google Skillshop](#)
4. [Meta Blueprint](#)
5. [Campaign India](#)



<b>Name of the Program:</b>		<b>BBAMCM</b>		<b>Semester: I</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Digital Culture, Society &amp; New Media</b>		<b>Course Code/Course Type-</b>		<b>U26BBMCI04 /MAJM</b>	
<b>Course Pattern</b>		<b>2026</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
2	1	-	3	60	40	60	-
<b>Pre-Requisite:</b> NIL							
<b>Course Objectives (CO):</b>				<b>The objectives of Digital Culture, Society &amp; New Media are:</b>			
				<ol style="list-style-type: none"> <li>1. Understand the evolution, concepts, and theories related to digital culture and new media.</li> <li>2. Analyze the impact of digital technologies and social media on society, communication, and culture.</li> <li>3. Evaluate digital identities, participatory cultures, and online communities in global contexts.</li> <li>4. Apply digital media tools, content strategies, and platform practices in contemporary media environments.</li> <li>5. Examine ethical, legal, and socio-political challenges associated with digital media and communication technologies.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				<b>Students would be able to:</b>			
				<ol style="list-style-type: none"> <li>1. Explain the concepts, history, and characteristics of digital culture and new media ecosystems.</li> <li>2. Interpret the influence of digital platforms on communication, identity, and social interaction.</li> <li>3. Critically analyze digital trends, media convergence, and participatory cultures.</li> <li>4. Demonstrate practical understanding of digital content creation, online engagement, and platform management.</li> <li>5. Assess ethical, legal, and societal implications of digital media practices in local and global contexts.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Digital Culture &amp; New Media :</b> <ul style="list-style-type: none"> <li>• Evolution of Digital Media</li> <li>• Understanding Digital Culture</li> <li>• Characteristics of New Media</li> <li>• Media Convergence and Technological Determinism</li> <li>• Traditional Media vs New Media</li> <li>• Digital Revolution and Network Society</li> <li>• Globalization and Digital Communication</li> <li>• Interactive Media Ecosystems</li> <li>• Participatory Media Culture</li> <li>• Web 1.0, Web 2.0, and Emerging Web 3.0</li> <li>• AI, Automation, and Digital Transformation</li> <li>• Emerging Trends in Digital Communication</li> </ul>	<b>CLO 1</b>	<b>12</b>
<b>UNIT II</b>		
<b>Television Genres and Formats :</b> <ul style="list-style-type: none"> <li>• Social Networking Platforms and Their Ecosystems</li> <li>• Digital Identity and Self-Presentation</li> <li>• Online Communities and Virtual Cultures</li> <li>• Influencer Culture and Creator Economy</li> <li>• Meme Culture and Internet Trends</li> <li>• Fandoms and Participatory Audiences</li> <li>• Digital Activism and Hashtag Movements</li> <li>• Parasocial Relationships</li> <li>• Youth Culture and Digital Behaviour</li> <li>• Cyber Communities and Digital Relationships</li> <li>• Attention Economy and Algorithmic Culture</li> </ul>	<b>CLO 2</b>	<b>12</b>
<b>UNIT III</b>		
<b>New Media Content, Communication &amp; Society</b> <ul style="list-style-type: none"> <li>• Digital Storytelling and Multimedia Narratives</li> <li>• User-Generated Content (UGC)</li> <li>• Citizen Journalism</li> <li>• Podcasting and Streaming Cultures</li> <li>• OTT Platforms and Digital Entertainment</li> <li>• Digital News Ecosystem</li> <li>• Media Consumption Patterns</li> <li>• Viral Communication and Internet Virality</li> <li>• Fake News, Misinformation, and Disinformation</li> <li>• Echo Chambers and Filter Bubbles</li> <li>• Media Literacy in the Digital Age</li> </ul>	<b>CLO 3</b>	<b>12</b>
<b>UNIT IV</b>		
<b>Technology, Ethics &amp; Governance in Digital Media :</b> <ul style="list-style-type: none"> <li>• Ethics in Digital Communication</li> <li>• Privacy and Surveillance Culture</li> <li>• Data Protection and Cyber Security</li> <li>• Digital Rights and Freedom of Expression</li> <li>• Platform Governance and Regulation</li> <li>• AI Ethics and Deepfake Culture</li> </ul>	<b>CLO 4</b>	<b>12</b>



<ul style="list-style-type: none"> <li>• Online Harassment and Cyberbullying</li> <li>• Digital Divide and Accessibility</li> <li>• Intellectual Property Rights in Digital Media</li> <li>• Media Laws and IT Regulations</li> <li>• Global Digital Policy Frameworks</li> </ul>		
<b>UNITY</b>		
<b>Digital Economy, Future Trends &amp; Professional Practices :</b> <ul style="list-style-type: none"> <li>• Digital Economy and Platform Capitalism</li> <li>• Branding and Digital Marketing Ecosystems</li> <li>• Social Media Analytics and Audience Insights</li> <li>• Content Monetization Models</li> <li>• Personal Branding in Digital Spaces</li> <li>• Metaverse and Virtual Reality Cultures</li> <li>• AI-generated Media and Future of Content</li> <li>• Cross-cultural Digital Communication</li> <li>• Sustainable Digital Practices</li> <li>• Careers in New Media Industries</li> <li>• Entrepreneurship in Digital Media</li> </ul>	<b>CLO 5</b>	<b>12</b>
<b>Total Hours</b>		<b>60</b>

## Learning Resources

### Textbooks:

- New Media: A Critical Introduction
- The Digital Media Handbook
- Understanding New Media
- Digital Media and Society
- The Network Society

### Reference Books

- The Shallows
- Alone Together
- Convergence Culture
- The Age of Surveillance Capitalism
- Networked: The New Social Operating System

### Online References

- Pew Research Center – Internet & Technology
- UNESCO Digital Media Literacy Resources
- Reuters Institute Digital News Report
- DataReportal Global Digital Insights
- MIT Technology Review



<b>Name of the Program:</b>		<b>BBAMCM</b>		<b>Semester: I</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Media Lab: Observation, Documentation &amp; Creative Practice</b>		<b>Course Code/Course Type-</b>		<b>U26BBMCI05 /MAJM</b>	
<b>Course Pattern</b>		<b>2026</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
0	2	-	2	60	40	60	-
<b>Pre-Requisite:</b> NIL							
<b>Course Objectives (CO):</b>				<p><b>The objectives of Media Lab: Observation, Documentation &amp; Creative Practice are:</b></p> <ol style="list-style-type: none"> <li>1. Understand the concepts and principles of observation, documentation, and creative media practice.</li> <li>2. Apply basic media production and documentation techniques using photography, audio, video, and digital tools.</li> <li>3. Analyze social, cultural, and media environments through observational and documentation exercises.</li> <li>4. Create multimedia and visual storytelling projects using creative communication techniques.</li> <li>5. Demonstrate ethical, collaborative, and professional practices in media documentation and production.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				<p><b>Students would be able to:</b></p> <ol style="list-style-type: none"> <li>1. Explain the role of observation and documentation in media and communication practices.</li> <li>2. Demonstrate technical skills in basic photography, audio-video recording, and digital media tools.</li> <li>3. Critically interpret social and cultural realities through field-based media observation.</li> <li>4. Produce creative multimedia content using storytelling and visual communication techniques.</li> <li>5. Apply ethical standards, teamwork, and professional presentation practices in media projects.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Observation &amp; Media Perception :</b> <ul style="list-style-type: none"> <li>• Understanding Observation in Media</li> <li>• Observation as a Communication Skill</li> <li>• Media Perception and Visual Sensitivity</li> <li>• Everyday Life and Social Observation</li> <li>• Observation in Journalism, Photography &amp; Filmmaking</li> <li>• Visual Literacy and Interpretation</li> <li>• Human Behaviour and Cultural Observation</li> <li>• Introduction to Media Documentation</li> <li>• Reflective Observation Techniques</li> <li>• Ethics of Observation and Recording</li> <li>• Introduction to Observation Journals and Field Notes</li> </ul>	<b>CLO 1</b>	<b>12</b>
<b>UNIT II</b>		
<b>Fundamentals of Documentation &amp; Recording :</b> <ul style="list-style-type: none"> <li>• Basics of Media Documentation</li> <li>• Introduction to Photography for Documentation</li> <li>• Basics of Audio Recording</li> <li>• Video Documentation Techniques</li> <li>• Mobile Journalism (MoJo)</li> <li>• Interview and Vox-Pop Techniques</li> <li>• Event and Community Documentation</li> <li>• Real-time Documentation Practices</li> <li>• Archiving and Digital File Management</li> <li>• Metadata and Caption Writing</li> <li>• Introduction to Documentary Practices</li> </ul>	<b>CLO 2</b>	<b>12</b>
<b>UNIT III</b>		
<b>Creative Practice &amp; Storytelling:</b> <ul style="list-style-type: none"> <li>• Creative Thinking in Media</li> <li>• Storytelling through Visuals</li> <li>• Narrative Structures in Media</li> <li>• Photo Essays and Multimedia Narratives</li> <li>• Composition and Visual Aesthetics</li> <li>• Symbolism and Meaning in Images</li> <li>• Short-form Content Creation</li> <li>• Creative Use of Light, Sound, and Space</li> <li>• Experimental Media Practices</li> <li>• Social Media Storytelling</li> <li>• Audience Engagement through Creative Media</li> </ul>	<b>CLO 3</b>	<b>12</b>
<b>UNIT IV</b>		
<b>Multimedia Production &amp; Digital Media Practice :</b> <ul style="list-style-type: none"> <li>• Basics of Multimedia Production</li> <li>• Introduction to Editing Tools: <ul style="list-style-type: none"> <li>• Canva</li> <li>• Adobe Express</li> </ul> </li> </ul>	<b>CLO 4</b>	<b>12</b>



<ul style="list-style-type: none"> <li>• Mobile Editing Apps</li> <li>• Audio-Visual Editing Basics</li> <li>• Collaborative Media Production</li> <li>• Storyboarding and Planning</li> <li>• Podcast and Audio Storytelling</li> <li>• Digital Publishing Platforms</li> <li>• Creative Branding and Presentation</li> <li>• AI Tools in Content Creation</li> <li>• Introduction to Cross-platform Media Production</li> </ul>		
<b>UNITY</b>		
<b>Professional Practice, Ethics &amp; Portfolio Development :</b> <ul style="list-style-type: none"> <li>• Media Ethics and Responsible Documentation</li> <li>• Consent, Privacy, and Representation</li> <li>• Copyright and Intellectual Property</li> <li>• Digital Media Laws and Regulations</li> <li>• Professional Conduct in Media Practice</li> <li>• Freelance and Independent Media Practice</li> <li>• Personal Branding for Media Professionals</li> <li>• Portfolio Development and Presentation</li> <li>• Exhibition and Showcase Practices</li> <li>• Sustainable and Inclusive Media Practices</li> <li>• Careers in Media Documentation and Creative Industries</li> </ul>	<b>CLO 5</b>	<b>12</b>
<b>Total Hours</b>		<b>60</b>

## Learning Resources

### Textbooks:

- Visual Storytelling
- Multimedia Journalism
- The Visual Story
- Ways of Seeing
- Documentary Storytelling

### Reference Books

- On Photography
- Visual Methodologies
- Media/Society
- The Photographer's Eye
- Digital Storytelling

### Online References

- National Geographic Education Resources
- [Adobe Creative Cloud Tutorials](#)
- [Reuters Institute Journalism Resources](#)
- [UNESCO Media and Information Literacy](#)
- [World Press Photo Foundation](#)