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Pimpri Chinchwad Education Trust's  
**Pimpri Chinchwad University**  
Sate, Pune - 412106



PCET's  
**Pimpri  
Chinchwad  
University**

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**Curriculum Structure**  
**BBA (Media & Communication)**  
**(2025 Pattern)**  
**Pune School of Media & Communication**



**Effective from Academic Year 2026-27**

**Program Structure**



## Preamble

Media has an increasingly significant impact on our daily lives. The training offered is designed to provide students with the skills and knowledge necessary to succeed in various roles within the TV industry, Print Industry, Advertising Industry, Radio Industry, Digital Media, News Portals and more.

This undergraduate program in mass communication, typically covers Principals of Communication, Reporting and Writing skills, Print and TV Journalism, Beats of Journalism (Sports, Political, Entertainment), Development Communication, Advertising and Public Relations, Graphics and Software's, Photojournalism, Film Appreciation, Media Management, Media Ethics-Laws along with basket of subjects related to Media. Students also master in Audio- Visual Production, honing their skills in Camera and Visual Editing. School of Media is imparting practical, hands-on experience, with the state-of-the-art facilities, including studio, editing suites and equipment. Students will be part of various media projects and productions, giving them valuable experience and building their portfolios to the world of Print and Electronic Media.

### **Vision and Mission of Program:**

#### **Vision:**

To build a strong foundation in traditional media forms like print, radio and television as well as in the latest digital media technologies and platforms.

#### **Mission:**

The mission of a school of media is to provide students with a comprehensive education in media, for successful careers in the media industry.

The school should strive to:

- Provide a cutting-edge education and challenging curriculum for the new media.
- Encourage innovation, experimentation, and collaboration across different media forms and disciplines, fostering creativity and adaptability.
- Emphasize the ethical and social responsibilities of media
- Elaborating the role of media in shaping society and culture.



### Program Educational Objectives:

Program Educational Objectives (PEOs) for a BA in Journalism, Media and Communication Studies program are as follows:

- PEO 1: To provide students with knowledge and skills to become leading experts in the field of Journalism, Media and Communication Studies
- PEO 2: To provide an innovative and comprehensive curriculum that integrates theoretical knowledge with practical experience, research opportunities, and professional development
- PEO 3: To groom the student's overall personality for professional growth.
- PEO 4: To inculcate values and ethics among the students and making them aware about their social commitments.

### Program Outcome:

PO1	Problem-solving skills: Capability to solve problems in familiar and non-familiar contexts and apply one's learning to real-life situations.
PO2	New Skills: To have knowledge of modern tools.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge, including the analysis and evaluation of policies and practices, as well as evidence, arguments, claims, beliefs and the reliability and relevance of evidence.
PO4	Creative thinking: Ability to create or think in different and diverse ways about same issues or scenarios deal with problems and situations that do not have simple solutions.
PO5	Communication Skills: Skills that enable a person to listen carefully, read texts and research papers analytically and present complex information in a clear and concise manner to different groups/audiences.
PO6	Coordinating/collaborating with others: Ability to work effectively and respectfully with diverse teams, facilitate cooperative or coordinated effort on the part of a group, act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.
PO7	Leadership readiness/qualities: Capability for mapping out the tasks of a team or an organisation and setting direction.
PO8	Environmental awareness and action: Demonstrate the Acquisition and ability to apply the knowledge, skills, attitudes, and values required to take appropriate actions for mitigating the effects of environmental degradation, climate change and pollution, effective waste management, conservation of biological diversity, management of biological resources, forest and wildlife conservation, and sustainable development and living.
PO9	Skills to apply digital and technological solutions: Demonstrate the ability for judiciously using and deploying information and communication tools and technologies to improve teaching-learning process and provide enriched learning experiences to students to enable them to achieve enhanced learning outcomes.



PO10	Entrepreneurship: Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing startups as well as professionalizing and growing family businesses.
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### Program Specific Object

PSO1	Critically evaluate media content and actively engage with diverse platforms to contribute to informed public discourse.
PSO2	Master multimedia storytelling techniques to produce compelling content across diverse media formats and platforms.



## INDEX

Sr. No.	Content	Pg. No.
1.	Curriculum Framework	
2.	Tentative list of Electives. Open Electives, Life Skill Courses, Proficiency Foundation Courses, HSMC Courses	
3.	Course Code Nomenclature	

Sr. No.	Type of course	Abbreviations
1	Major	MAJ
2	Elective (Minor Stream/Vocational/Program Specific)	MIN
3	Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Vocational Skill Course	VSC
7	Summer Internship/ On Job Training	OJT
8	Project	PROJ
9	Field Project	FP
10	Indian Knowledge System	IKS
11	Community Engagement Program	CEP
12	Value Education Course	VEC



Sr. No.	Type of course	No. of Courses	Total Credits for Bachelor's with Honors Research		No. of Courses	Total Credits for Bachelors Degree	
			No	%		No	%
1	Major	25	88	51.16	23	84	61.76
2	Minor	5	10	5.81	5	10	7.3
3	Open Electives	6	12	6.97	6	12	8.82
4	Ability Enhancement Courses	12	19	11.04	12	19	13.6
5	Skill Enhancement Courses	6	7	4.06	6	7	5.14
6	Summer Internship/On Job Training	2	8	4.65	1	4	2.94
7	Major Project	2	16	9.30	-	-	-
8	Indian Knowledge System	2	-	-	2	-	-
9	Research Project	2	12	6.97	-	-	-
10	Audit course (Value Education Course)	6	-	-	6	-	-
	<b>Total</b>	-	<b>172</b>	<b>100</b>		<b>136</b>	<b>100%</b>



### CREDIT DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Credits/Semester								Total
		1	2	3	4	5	6	7	8	
1	Major	14	12	12	12	12	12	4	4	82
2	Minor	-	2	2	2	2	2			10
3	Open Electives	2	2	2	2	2	2	-	-	12
4	Ability Enhancement Courses	2	2	2	2	2	2	-	-	12
5	Skill Enhancement Courses	2	2	2	2	2	2	-	-	12
6	Vocational Skill Course									
7	Summer Internship/On Job Training	-	-	-	-	4	-	4		8
8	Field Project	-	-	-	-	-	-	8	8	16
9	Indian Knowledge System	-	-	-	-	-	-	-	-	-
11	Research Project	-	-	-	-	-	-	4	8	12
12	Audit course(Value Education Course)	-	-	-	-	-	-	-	-	-
Total		20	20	20	20	20	20	20	20	160



**Semester V**

Course Code	Course Name	Course Type	Th	Prac	Tut	Credit	Hrs	CIA	ESA	Practical	Total
UBBMC308	Introduction to Research	MAJM	3	1	-	4	5	40	60	-	100
UBBMC309	Media Entrepreneurship & Startup Lab	MAJM	2	1	-	3	4	40	60	-	100
UBBMC310E	Major Specialisation Electives 1	ME	1	2	-	3	5	40	-	60	100
	Major Specialisation Electives 2	ME	1	2	-	3	5	40	-	60	100
UBBMC311	Media Laws & Ethics	MAJM	3	-	-	3	3	40	60	-	100
UBBMC312	Content Lab	SEC	1	3	-	4	7	20	30	50	100
UEG103	Applied Communication	AEC	2	-	-	-	2	50	-	-	50
ACUHV201/ACCOI202	Understanding Harmony / Constitution of India	AC	1	-	-	-	1	50	-	-	50
UFLI301	Foreign Language 1	AC	2	-	-	-	2	50	-	-	50
	Minor – 4	MIN	2	-	-	2	2	20	30	-	50
	Total		18	9	-	22	36	390	240	170	800



<b>UBBMC310EA</b>	<b>Major Specialisation Electives 1</b>	<b>Course Type</b>	<b>Th</b>	<b>Prac</b>	<b>Hrs</b>	<b>Credit</b>
UBBMC310EA1	Advanced Direction & Visual Storytelling	ME	1	2	5	3
UBBMC310EA2	Experiential Event Design & Execution	ME	1	2	5	3
UBBMC310EA3	Advanced Copywriting & Brand Storytelling	ME	1	2	5	3
<b>UBBMC310EB</b>	<b>Major Specialisation Electives 2</b>					
UBBMC310EB1	Advanced Cinematography & Production Design	ME	1	2	5	3
UBBMC310EB2	Strategic PR Campaigns & Reputation Management	ME	1	2	5	3
UBBMC310EB3	Integrated Campaign Planning & Media Strategy	ME	1	2	5	3
<b>UBBMC310EC</b>	<b>Major Specialisation Electives 3</b>					
UBBMC310EC1	Advanced Editing, Sound & Post-Production	ME	1	2	5	3
UBBMC310EC2	Crisis Communication & Digital Reputation	ME	1	2	5	3
UBBMC310EC3	Performance Marketing & Digital Advertising	ME	1	2	5	3



<b>Name of the Program:</b>		<b>BBAMCM</b>		<b>Semester: V</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Introduction to Research</b>		<b>Course Code/Course Type-</b>		<b>UBBMC308 / 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	1	-	4	75	40	60	-
<b>Pre-Requisite:</b> NIL							
<b>Course Objectives (CO):</b>				<b>The objectives of Introduction to Research are:</b>			
				<ol style="list-style-type: none"> <li>1. Explain the fundamentals, scope, and importance of research in media and communication.</li> <li>2. Identify qualitative and quantitative research methods used in media studies.</li> <li>3. Apply tools and techniques for data collection and analysis.</li> <li>4. Develop analytical and critical thinking abilities for media research.</li> <li>5. Construct and present a basic media research project.</li> </ol>			
<b>Course Learning Outcomes (CLO):</b>				<b>Students would be able to:</b>			
				<ol style="list-style-type: none"> <li>1. Explain key concepts and processes in research methodology.</li> <li>2. Differentiate between various research designs and methods.</li> <li>3. Construct questionnaires, interview schedules, and observation tools.</li> <li>4. Evaluate media content using analytical techniques.</li> <li>5. Produce a structured research report with findings and references.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Research:</b> Meaning, nature, and scope of research, Types of research: qualitative research, quantitative research, exploratory research, descriptive research, basic research, applied research, experimental research, historical research, action research, case study research, Ethics in media research, copyright, and plagiarism, Research process and stages, Data Collection & Analysis: Techniques for gathering media data, data processing, and analysis, Emerging trends in AI-assisted research.	<b>CLO 1</b>	<b>15</b>
<b>UNIT II</b>		
<b>Research Design and Literature Review:</b> Research design and hypothesis, variables and sampling techniques, literature review: meaning and importance, sources of literature review, citation styles and referencing, identifying research gaps, use of digital databases and Google Scholar.	<b>CLO 2</b>	<b>15</b>
<b>UNIT III</b>		
<b>Methods of Data Collection:</b> Observation method, interview method, survey research, questionnaire design, focus group discussion, case study method, online and social media analytics tools.	<b>CLO 3</b>	<b>15</b>
<b>UNIT IV</b>		
<b>Data Analysis and Interpretation:</b> Classification and tabulation of data, basics of statistical analysis, graphs and charts for media data, content analysis, audience measurement techniques, interpretation of findings, introduction to SPSS, Excel, and AI analytics tools.	<b>CLO 4</b>	<b>15</b>
<b>UNIT V</b>		
<b>Research Report and Project:</b> Structure of research report, writing introduction, objectives, findings, and conclusion, bibliography and references, research presentation techniques, research proposal writing, mini media research project, viva voce and project presentation.	<b>CLO 5</b>	<b>15</b>
<b>Total Hours</b>		<b>75</b>



## Learning Resources

### Textbooks

1. Research Methodology: Methods and Techniques – *C.R. Kothari & Gaurav Garg*
2. Mass Media Research: An Introduction – *Roger D. Wimmer & Joseph R. Dominick*
3. Research Methodology: A Step-by-Step Guide for Beginners – *Ranjit Kumar*
4. The Practice of Social Research – *Earl Babbie*
5. Media and Communication Research Methods – *Arthur Asa Berger*

### Reference Books

1. Research Design: Qualitative, Quantitative and Mixed Methods Approaches – *John W. Creswell*
2. Qualitative Inquiry and Research Design – *John W. Creswell*
3. Social Research Methods – *Alan Bryman*
4. Content Analysis: An Introduction to Its Methodology – *Klaus Krippendorff*
5. Doing Qualitative Research – *David Silverman*

### Online Resources

1. [Google Scholar](#)
2. [ResearchGate](#)
3. [SWAYAM Research Courses](#)
4. [NPTEL Research Methodology Courses](#)
5. [UGC Research and Publication Ethics Resources](#)



<b>Name of the Program:</b>		<b>BBAMC</b>		<b>Semester: V</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Media Entrepreneurship &amp; Startup Lab</b>		<b>Course Code/Course Type</b>		<b>UBBMC309/ 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. Explain entrepreneurship concepts in media industries.</li> <li>2. Analyse media business models and startup ecosystems.</li> <li>3. Develop entrepreneurial skills for digital media ventures.</li> <li>4. Create startup plans and branding strategies.</li> <li>5. Evaluate media startup ideas through practical pitching.</li> </ol>			
Course Learning Outcomes (CLO):				<b>Students would be able to:</b> <ol style="list-style-type: none"> <li>1. Explain entrepreneurship and innovation in media industries.</li> <li>2. Identify opportunities in digital media and creator economy.</li> <li>3. Design media startup business plans.</li> <li>4. Apply branding, monetization and funding strategies.</li> <li>5. Present startup ideas professionally.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Media Entrepreneurship:</b> Meaning and characteristics of entrepreneurship, Startup culture in India and globally. Media entrepreneurship ecosystem. Creator economy and influencer industry. Innovation in digital media. Entrepreneurial leadership. Case studies of successful media startups.	<b>CLO 1</b>	<b>12</b>
<b>UNIT II</b>		
<b>Media Business Models:</b> Media ownership patterns, Revenue models in media industries. Subscription and OTT models. Advertising and sponsorship models. Freelancing and gig economy. Content monetization. AI and automation in media business.	<b>CLO 2</b>	<b>12</b>
<b>UNIT III</b>		
<b>Startup Planning and Branding:</b> Business idea generation. Market research for startups. Branding and identity creation. Audience segmentation. Social media branding strategies. Personal branding for creators. SWOT analysis for startups.	<b>CLO 3</b>	<b>12</b>
<b>UNIT IV</b>		
<b>Startup Operations and Funding:</b> Startup registration basics. Budgeting and finance. Venture capital and crowdfunding. Pitch deck preparation. Investor communication. Team building and networking. Intellectual property rights in startups.	<b>CLO 4</b>	<b>12</b>
<b>UNIT V</b>		
<b>Startup Lab:</b> Startup ideation workshop. Business plan development. Podcast/blog/channel startup creation. Social media campaign planning. Pitch presentation. Prototype development. Final startup project presentation.	<b>CLO 5</b>	<b>12</b>
<b>Total Hours</b>		<b>60</b>



## Learning Resources

### Textbooks:

1. *Hisrich & Peters* – Entrepreneurship
2. *Khanka, S.S.* – Entrepreneurial Development
3. *Lucy Küng*- Media Management
4. *Ries, Eric* – The Lean Startup
5. *Guy Kawasaki* – The Art of the Start

### Reference Books:

1. *Osterwalder* – Business Model Generation
2. *Philip Kotler* – Marketing 5.0
3. *David Meerman Scott* – The New Rules of Marketing & PR
4. *Joe Pulizzi* – Content Inc.
5. *Ash Maurya* – Running Lean

### Online Resources:

1. Startup India <https://www.startupindia.gov.in/>
2. Y Combinator Startup Library <https://www.ycombinator.com/library>
3. HubSpot Academy
4. Entrepreneur India <https://www.entrepreneurindia.com/>
5. Forbes Media & Entertainment <https://www.forbes.com/media/>



<b>Name of the Program:</b>		<b>BBAMCM</b>		<b>Semester: V</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Media Laws &amp; Ethics</b>		<b>Course Code/Course Type-</b>		<b>UBBMC311 /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>The objectives of <b>Media Laws &amp; Ethics</b> are:</p> <ol style="list-style-type: none"> <li>1. Understand constitutional provisions and legal frameworks governing media in India.</li> <li>2. Examine ethical principles and professional standards in journalism and digital media.</li> <li>3. Analyse cyber laws, intellectual property rights, and digital regulations.</li> <li>4. Evaluate contemporary legal and ethical issues in media industries.</li> <li>5. Apply legal and ethical principles in professional media practices and case studies.</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 media laws and constitutional rights related to communication.</li> <li>2. Interpret legal frameworks governing print, broadcast, and digital media.</li> <li>3. Identify ethical challenges in journalism, advertising, and social media.</li> <li>4. Analyse media cases using legal and ethical perspectives.</li> <li>5. Demonstrate responsible and ethical media practices in professional contexts.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Indian Constitution and Media Freedom:</b> Meaning and importance of media laws, freedom of speech and expression, Article 19(1)(a) and reasonable restrictions, freedom of press in India, role of judiciary in media freedom, defamation laws, contempt of court and media reporting.	CLO 1	9
<b>UNIT II</b>		
<b>Media Regulatory Framework:</b> Press Council of India, Cable Television Networks Act, Cinematograph Act, Information Technology Act, broadcasting regulations in India, digital media ethics code, OTT regulations and policy debates.	CLO 2	9
<b>UNIT III</b>		
<b>Cyber Laws and Intellectual Property Rights:</b> Cyber-crimes and digital security, data privacy and surveillance, copyright laws in media industries, trademark and patent laws, plagiarism and piracy, AI-generated content and copyright issues.	CLO 3	9
<b>UNIT IV</b>		
<b>Media Ethics and Professional Standards:</b> Concept of ethics and morality, ethical theories in communication, journalistic ethics and code of conduct, fake news and misinformation, paid news and propaganda, sensationalism and media trials.	CLO 4	9
<b>UNIT V</b>		
<b>Contemporary Issues and Case Studies:</b> Media and human rights, gender sensitivity in media, social media ethics, media trials and privacy issues, AI-generated journalism and misinformation, cancel culture and digital accountability, regulation of influencers and creator economy, legal and ethical analysis of contemporary media case studies.	CLO 5	9
<b>Total Hours</b>		<b>45</b>



## Learning Resources

### Textbooks

1. Mass Media Law – *D. D. Basu*
2. Journalism Ethics and Standards – *Chris Frost*
3. Cyber Laws – *Justice Yatindra Singh*
4. Media Ethics: Truth, Fairness and Objectivity – *Louis A. Day*
5. Introduction to Media Laws and Ethics – *R.K. Ravindran*

### Reference Books

1. Media Law and Ethics – *Roy L. Moore*
2. Communication Ethics and Global Change – *Thomas W. Cooper*
3. The Handbook of Global Media Ethics – *Robert S. Fortner*
4. Intellectual Property Rights – *P. Narayanan*
5. Media Regulation and Accountability – *Bettina Peters*

### Online Resources

1. Press Council of India <http://www.presscouncil.nic.in/>
2. Ministry of Information and Broadcasting <https://mib.gov.in/>
3. SWAYAM Media Ethics Courses
4. NPTEL Media Studies Courses
5. UNESCO Media and Information Literacy Resources <https://www.unesco.org/en/media-information-literacy>



<b>Name of the Program:</b>		<b>BBAMCM</b>		<b>Semester: V</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Content Lab</b>		<b>Course Code/Course Type-</b>		<b>UBBMC312 /SEC</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>
1	3	-	4	105	40	60	-
<b>Pre-Requisite:</b> NIL							
<b>Course Objectives (CO):</b>				<p>The objectives of <b>Content Lab</b> are:</p> <ol style="list-style-type: none"> <li>1. Understand the fundamentals of multimedia content creation and storytelling.</li> <li>2. Develop digital content for social media and multimedia platforms.</li> <li>3. Apply creative and technical skills in audio, video, and branded content production.</li> <li>4. Analyse audience engagement and content performance using digital tools.</li> <li>5. Create a professional multimedia portfolio using industry-standard practices.</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 principles of digital storytelling and content strategy.</li> <li>2. Create engaging content for different digital platforms.</li> <li>3. Apply multimedia production tools and techniques.</li> <li>4. Evaluate audience engagement using analytics and insights.</li> <li>5. Produce a professional digital content portfolio and campaign.</li> </ol>			



Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Fundamentals of Content Creation:</b> Content ecosystem and creator economy, digital storytelling principles, content formats and platforms, audience behavior and engagement, visual communication principles, scriptwriting basics, trends in short-form and interactive content.	<b>CLO 1</b>	<b>21</b>
<b>UNIT II</b>		
<b>Social Media Content Production:</b> Instagram and YouTube content strategies, reels and shorts production, podcast content creation, blog and newsletter writing, influencer communication, meme and viral culture, content calendars and scheduling tools.	<b>CLO 2</b>	<b>21</b>
<b>UNIT III</b>		
<b>Multimedia Production Techniques:</b> Mobile journalism (MoJo), video production fundamentals, audio recording and editing, photography and visual aesthetics, editing software overview, AI tools for content creation, live streaming and webinar production.	<b>CLO 3</b>	<b>21</b>
<b>UNIT IV</b>		
<b>Branded and Strategic Content:</b> Branded content and native advertising, copywriting techniques, SEO and discoverability, social media analytics, campaign content planning, transmedia storytelling, ethical issues in branded communication.	<b>CLO 4</b>	<b>21</b>
<b>UNIT V</b>		
<b>Content Lab Project:</b> Digital portfolio creation, multimedia campaign execution, podcast/video/blog production, content performance analysis, collaborative media production, personal branding portfolio, final showcase and presentation.	<b>CLO 5</b>	<b>21</b>
<b>Total Hours</b>		<b>105</b>



## Learning Resources

### Textbooks

1. Content Inc. – *Joe Pulizzi*
2. Storynomics – *Robert McKee & Thomas Gerace*
3. Digital Marketing Essentials – *Jeff Larson*
4. The YouTube Formula – *Derral Eves*
5. Media Writing – *W. Richard Whitaker*

### Reference Books

1. Everybody Writes – *Ann Handley*
2. Contagious: Why Things Catch On – *Jonah Berger*
3. The Art of Social Media – *Guy Kawasaki*
4. Mobile and Social Media Journalism – *Anthony Adornato*
5. New Media: A Critical Introduction – *Martin Lister*

### Online Resources

1. [YouTube Creator Academy](#)
2. [Meta Blueprint](#)
3. [HubSpot Content Marketing Resources](#)
4. [Canva Design School](#)
5. [Google Digital Garage](#)