

TYBMM AD & J - SEM VI -Contemporary Issues

Month	Topics
January	<ul style="list-style-type: none"> ● Ecology and its related concerns:Climate change and Global warming, Deforestation, Costal regulatory Zone, CRZ Act Sustainable development- Movements related to environmental protection ● Human Rights- UDHR and its significance CRC and CEDAW DRD
February	<ul style="list-style-type: none"> ● Legislative measures with reference to India ● Women:Constitutional Rights and legal safeguards, Domestic and Family Violence Act of 2012, Sexual Harassment Act at the Work Place 2013, The Criminal Law (Amendment) Act of 2013 ● Child: Protection of Children from sexual offence Act -2012 (POCSO), ChildLabour Act with new amendments, Juvenile Justice (Care and Protection of Children Act) 2000. ● Education : Right to Education Act 2009 ● Health : National Health Policy of 2015, Transplantation of Human organs Act of 2002, Prenatal Diagnostic Prohibition of sale of cigarettes and other tobacco products around educational institutions 2004.
March	<ul style="list-style-type: none"> ● Political concerns and challenges - Crime and Politics Corruption, RTI Act, Lok Pal Bill . Whistle Blowers- Whistle Blowers protection act 2011. ● Anti- State violence- Naxalism and its Impact. ● Insurgency with reference to North East – Issues involved, ULFA, Nagas, Manipur issue,AFSPA and its impact. ● Terrorism- causes, consequences and remedial measures ● Economic development and challenges: The Role of MIDC in the economic development of Maharashtra Special Economic Zone : Its role and significance in Maharashtra
April	<ul style="list-style-type: none"> ● Food Security Act 2013 Agrarian issues: rural indebtedness, farmers’ suicides and its implication ● Social development and challenges ● Tribal Issues :Marginalisation of the Tribals, Forest Rights Act , Land Acquisition Act . ● Police reforms: Problems faced by Police and the Need for Reforms ● Illegal immigration from Bangladesh : Challenges and impact ● Developmental Issues: Displacement and rehabilitation
May	Revision
Teaching Tools	Classroom Discussion, Case Study, Presentation
	To understand and analyse some of the present day environmental, political, economic and social concerns and issues .

COURSE OUTCOME	<p>To highlight the importance of human rights and its implementation in India.</p> <p>To understand the present day problems and challenges and its implications on development.</p>
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Teacher Signature

Co-ordinator Signature

Principal Signature

TYBMM- ADVERTISING AND MARKETING RESEARCH

Month	Topics
January	<ul style="list-style-type: none"> ● Fundamentals of Research - Concepts, Objectives, Stages ● Hypothesis, Research design -Descriptive, Exploratory and Causal. ● Sampling-Process, methods
February	<ul style="list-style-type: none"> ● Data collection Types of data and sources- Primary and Secondary data sources 2. Methods of collection of primary data: ● Projective Techniques-Association, b. Completion, c. Construction d. Expressive ● Report Writing
March	<ul style="list-style-type: none"> ● Advertising Research . Introduction to Advertising Research- copy research, copy testing, Pre testing, Post Testing ● Neuroscience in Advertising Research
April	<ul style="list-style-type: none"> ● Physiological rating scales ● Marketing Research - Product, Brand, Pricing, Packaging
May	Revision
Teaching Tools	Research Paper writing, real time surveys, Study material. Projects. Group presentations ad projects
COURSE OUTCOME	<p>To inculcate the analytical abilities and research skills among the students.</p> <p>To understand research methodologies – Qualitative vs Quantitative</p> <p>To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</p> <p>To understand the scope and techniques of Advertising and Marketing research, and their utility.</p>

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TYBMM Journalism – Business & Magazine Journalism

Month	Topics
January	<p>I) Introduction to Business Journalism</p> <p>A general overview of the financial systems in India</p>

	<p>A) Planning Commission & NITI Aayog, Reserve Bank of India – Role, Functions. A general understanding about, RBI’s involvement in formulation of Monetary Policy, Interest Rate Mechanism and RBI.</p> <p>B) Securities and Exchange Board of India (SEBI) – Role, function and objectives.</p> <p>C) The Banking Sector in India – a brief analytical study.</p> <p>a. Functions of commercial banks</p> <p>b. Use of modern technology in banking sector and its use. Core Banking its advantage, social benefits and use of banking in financial inclusion.</p>
February	<p>c. Government schemes related to banking- JanaDhan Yojana, Pension Plans, Insurance Schemes, Cash Subsidy Transfer via Bank Account.</p> <p>III) Union Budget (The Finance Bill) – Salient features of the latest Union Budget.</p> <p>IV) The Concept of “Subsidies” in the context of the Indian Economy; an introductory study.</p> <p>V) “Foreign Exchange Reserves” in India and a basic study of Fiscal Deficit problem with reference to Indian Economy.</p> <p>VI) Scams in Indian financial system The Satyam saga, The Sahara Scam, Saradha chit fund embezzlement</p> <p>VII) Bombay Stock Exchange, National Stock Exchange, Concept of SENSEX and NIFTY and impact of their volatility. Retail Market – the Indian Scenario The World Bank, The Asian Development Bank, BRICS Development Bank – functions</p>
March	<p>VIII) Business journalism - a brief study of leading business magazines, leading financial dailies in India.</p> <p>Section II Magazine Journalism (Niche Journalism)</p> <p>I) Introduction to Magazine Journalism. Fundamental point of differences between “Newspaper” and “Magazine”. Special skills</p>

	<p>required for a person working in magazines.</p> <p>II) Scope for modern age magazines in various segments of journalism in India. Competition of magazines with electronic media. A general analytical study of magazines of different genre:</p> <p>Women's magazines</p> <p>Travel Magazines</p> <p>General Interest Magazines</p> <p>Health Magazines</p> <p>Technology Magazines</p> <p>Automobile Magazines</p>
April	<p>III) A detailed study of women's magazines covering specific female related issues and other routine issues.</p> <p>IV) Sports Journalism. A comparative study of coverage of sports events by magazines and audio visuals and press.</p> <p>V) Environmental Journalism and its importance.</p> <p>A very brief study of global warming, ozone depletion, issues related to deforestation.</p> <p>Issue of Western Ghats and its environmental importance. (Students are advised to refer to the various documentaries and special reports on environmental issues by print and electronic media.)</p> <p>VI) Civic issues and their coverage in various modern day alternative media, social networking avenues. (Critical evaluation). Civic issues of the latest year to be considered.</p>
May	Revision
Teaching Tools	Classroom Discussion, Writing assignments, Class activity, Presentations, News videos, Panel discussions, Financial Newspaper reading and analysis
COURSE OUTCOME	<ul style="list-style-type: none"> ● To understand the tools of business journalism and an overview of the economy ● To study the magazine sector and its specialisation

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TYBMM AD – Agency Management

Month	Topics
January	Advertising Agencies: Client Servicing Account Planning
February	Advertising campaign management Ad Film making Marketing plan of the client The Response Process
March	Setting up an Agency Agency Compensation Growing the Agency
April	Sales Promotion Management
May	Revision
Teaching Tools	Classroom Discussion, Writing assignments, Class activity, Presentations, Ad campaigns, Advertising agencies and their work online review of websites and work done by agencies
COURSE OUTCOME	To acquaint the students with concepts, techniques for developing an effective advertising campaign. To familiarize students with the different aspects of running an ad agency To inculcate competencies to undertake professional work in the field of advertising.

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THIRD YEAR BMM (JOURNALISM)
Issues of Global Media

	Modules / units
January	Global media, rise of satellite and internet driven media Presence of conglomerates; NWICO in a multi polar world and biases in global media coverage Global Monopolies' regional presence.[redefining local news] Relevance of McBride report in contemporary times
February	. Independent Media's space . Traditional media's foray into social media & Micro blogging . Parachute Journalism . Challenges in Reporting in Hostile Environments [Presence of Social Media and redefined roles of war correspondents coverage of natural disaster by global media and regional media . Cultural Bias in global media coverage Case Study in reporting of current issue
March	. Global media Perception of terrorism versus regional media perceptions [freedom fighters/separatists /terrorists, .Global audiences' changing need .Opening of Indian markets from the 1990s to contemporary times and the regional versus global media perceptions. Overview of media in China, Japan, U.S., India. Overview of media in China, Japan, U.S., India. Case Study in reporting of current issue
April	Profiles of BBC, CNN, Reuters, AFP & .Al Jazeera's arrival as an alternate voice[from Gulf War II to Arab Spring and beyond] Case Study in reporting of current issue Revision
Tools used	Internet, You Tube videos, Discussion, news websites

THIRD YEAR BMM (ADVERTISING)
Legal Environment & Advertising Ethics

	Modules / units
January	<p>Legal Environment: (6)</p> <p>(i) The importance & the relationship between Self –Regulation, Ethics & the Law The laws of the land:</p> <ul style="list-style-type: none"> - Constitutional Laws – Fundamental Rights - Personal laws- Criminal & Civil laws - Corporate laws - Consumer laws - Laws pertaining to Media <p>(iii) Laws of Defamation & Contempt of Court with respect to cases specific to Media</p> <p>*Module II: Government Policies & Cyber Laws (4)</p> <p>(i) Government Policies governing advertisements</p> <p>(ii) The role of Prasar Bharati for advertisements in Public Broadcast Services</p> <p>(iii) Cyber laws including Section 66; Laws pertaining to advertising in cyber space.</p> <p>(iv) The Question of Net Neutrality & its relevance in Media</p> <p>(v) Right to Information Act</p>
February	<p>Module III: Laws pertaining to Media: (8)</p> <p>(i) Standard Contract between Advertiser & Agency</p> <p>(ii) Laws :</p> <ul style="list-style-type: none"> - Drugs & Cosmetics Act - Drugs & Magic Remedies (Objectionable Advertisements) Act - Drugs Price Control Act - Emblems & Names (Prevention of Improper Use) Act - Indecent Representation of Women’s Act - Intellectual Property Rights- <p>-Copyright Act</p> <ul style="list-style-type: none"> - Trademarks Act - Patents Act <p>Module IV: A. Ethics in Advertising (8)</p> <p>(i) What is Ethics? Why do we need Ethics?</p> <p>(ii) The philosophy of Ethics- Absolutist & Situational</p> <p>(iii) Ethics in Advertising & Stereotyping:</p> <ul style="list-style-type: none"> - Religious minorities - Racial minorities - Ethnic groups - Cultural Minorities - Senior Citizens - Children - Women - LGBT <p>(iv) Advertising of Controversial products</p> <p>(v) Surrogate & Subliminal Advertising</p>

	<p>13</p> <p>(vi) Political Advertising</p> <p>(vii) Manipulation of Advertising Research</p>
March	<p>Module V: Unfair Trade Practices & the Competition Act 2002 (5)</p> <p>(i) Unfair Trade Practices & Restrictive Trade Practices to Consumers:</p> <ul style="list-style-type: none"> - False Promises - Incomplete Description - False & Misleading Comparisons - Bait & Switch offers - Visual Distortions - False Testimonials - Partial Disclosures - Small print Clarifications <p>(ii) Unfair Trade Practices & Restrictive Trade Practices to other organizations in the Industry</p> <p>(iii) The role of the Commission of the Competition Act 2002 in resolving cases of Unfair & Restrictive Trade Practices.</p> <p>Module VI: Consumer Protection: Government initiatives including Standardization, Consumer Laws & Non- Government initiatives (7)</p> <p>(i) Consumerism – The rising need for consumer guidance & awareness</p> <p>(ii) Government Initiatives:</p> <ul style="list-style-type: none"> - Standardization- Meaning, Relevance in today's Globalized World in Total Quality Management - Standardization Bodies in India- AGMARK, BIS, FSSAI & FPO - International Bodies- ISO, FDA, CMMI, Six Sigma & CE - Standardization marks- ISI, AGMARK, BIS- Hallmark (Gold), Silkmark, Woolmark, Cotton, Forever mark (Diamonds) <p>Laws:</p> <ul style="list-style-type: none"> (i) Essential Commodities Act 1955 (ii) Consumer protection Act 1986 (iii) Standards of Weights & Measures Act (iv) Standards of Weights & Measures (Packaged Commodities) Act (v) Prevention of Food Adulteration Act 1954 <p>Other Initiatives:</p> <ul style="list-style-type: none"> - PDS- Ministry of Civil Supplies (Public Distribution System or Ration Shops) - Consumer Co-operatives <p>Non- Government initiatives:</p> <ul style="list-style-type: none"> - CGSI - CFBP - CERC - Grahak Panchayat - Customer care centre
April	Module VIII: Critique of Advertising (8)

	<ul style="list-style-type: none"> - A study of Vance Packard- The Hidden Persuaders (1957) - A study of Jean Kilbourne – Can't buy My love - A study of Naomi Klein – No Logo - A study of Naomi Woolf- The Beauty Myth - A study of Noam Chomsky- Understanding Power Revision
Tools used	PPTS, Case studies, internet, videos

Course Outcome:

1. Acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
2. To emphasize & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
3. To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
4. Advertising as a profession today & how to protect it the future of advertising
5. The socio - economic criticisms Why Advertising needs to be socially responsible?
6. The need for Critiques in Advertising
7. The syllabus has been redesigned to include advertising in both traditional & New Media.

Teacher's sign
Principal's sign

Co ordinator' sign