

# **Learning Outcomes based Curriculum Framework (LOCF)**

## **Program: B.A.M.MC**

## **Program Outcomes**

On successful completion, graduates of all undergraduate general degree programs will be able to:

**PO1. Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO2. Effective Communication:** Speak, read, write and listen clearly in person make meaning of the world by connecting people, ideas, books, media and technology.

**PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

**PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

**PO5. Ethics:** Recognize different value systems including our own, understand the moral dimensions of our decisions, and accept responsibility for them.

**PO6. Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

**PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and lifelong learning in the broadest context of socio- technological changes.

### **Program Specific Outcomes**

On successful completion, graduates of BAMMC programs will be able to:

**PSO1.** Describe various forms of communication, differentiate between interpersonal, group and mass communication and produce material for written, verbal and visual communication.

**PSO2.** Identify various aspects of mass media by interpretation and explaining different elements responsible for shaping media content.

**PSO3.** Defining various journalistic concepts. Categorizing and developing content for journalism.

**PSO4.** Explain the framework of digital media platforms and advertising. Differentiate between various advertising media and develop content for various advertising platforms.

## **FYBAMMC Semester- I**

### **EFFECTIVE COMMUNICATION 1 BAMMEC-101**

## COURSE OUTCOMES

After completing the course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Explain communication: concepts, process, types, barriers, importance in media	<b>2-U</b>
CO2	Explain Listening Process, Listening Skills and Reading Skills	<b>2-U</b>
CO3	List and Explain grammatical concepts and media vocabulary	<b>1-R, 2-U</b>
CO4	Classify types of Thinking and list errors in thinking	<b>2-U</b>
CO5	Explain the process of Presentation	<b>2-U</b>
CO6	Understand concepts in Translation and the role of Translator, Translate	<b>2-U, 3-A</b>

## Foundation Course -I BAMMFC-102

### Course Outcomes

After completing this course student will be able to-

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Explain Indian society through its demographic composition and discuss the concept of linguistic diversity.	<b>2-U, 1-R</b>
CO2	Discuss the concept of disparity and understand the violence against women that are happening	<b>2-U</b>
CO3	Illustrate the issues of people with physical and mental disabilities.	<b>2-U</b>
CO4	Comprehend inequalities manifested due to the caste system and understand inter-group conflicts arising out of communalism	<b>2-U</b>
CO5	Describe the philosophy of the constitution and its fundamental duties	<b>1-R</b>
CO6	Explain the significance aspects of political processes and judge the role and significance of women in politics	<b>2-U</b>

## Visual communication BAMMVC-103

## Course Outcomes

After completing this course, the student shall be able to:

CO No.	Course Outcomes	Bloom's Taxonomy Learning Levels
CO1	Define the basics of visual communication and its process	1-R
CO2	Interpret and Differentiate between various theories of visual communications	2-U, 4 AN
CO3	Interpret colour theory and classifying the elements of design	2-U
CO4	Describe Visual Communication and its application in various forms	1-R, 3 A
CO5	Define the Ethics and demonstrating the Impact of visual communication	1-R, 2-U

## Semester- I

### FUNDAMENTALS OF MASS COMMUNICATION BAMMFC-104

## Course Outcomes

After completing this course, the student shall be able to:

CO No.	Course Outcomes	Bloom's Taxonomy Learning Levels
CO1	Illustrate the history, development and evolution of Mass Communication in India	2-U
CO2	Interpret and differentiate the various models of Communication	2-U, 4- AN
CO3	Explain the folk and historical forms of Communication	2-U
CO4	Express the role of Social Reformers in Mass communication and Distinguish between various media vehicals like Print, Broadcast, electronic and digital.	2-U
CO5	Express the impact Media women, children and youth	2-U
CO6	Defining the concept of New media and its prospects	1-R

## CURRENT AFFAIRS BAMMCA-105

### COURSE OUTCOMES:

After completing this course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Understand current developments in various fields	2-U
CO2	Explain the burning issues covered in the media	2-U
CO3	Summarize the political, economic, environmental and technological developments in recent times	2-U
CO4	Explain the political dynamics of Maharashtra state	2-U
CO5	Identify the new technologies available to journalists	1-R
CO6	Identify the changes in the gaming industry caused by technology	1-R

## **HISTORY OF MEDIA BAMMHM 106**

### **COURSE OUTCOMES:**

**After completing this course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Explain the media history via important events in cultural history	2-U
CO2	Explain major developments in media history	2-U
CO3	Summarize the roles of professionals in shaping communications	2-U
CO4	Explain the values that have shaped and continue to influence Indian media	2-U
CO5	Identify the importance of a free media	1-R
CO6	Explain the different landmarks in the field of Indian media	2-U

## **FYBAMMC Semester -II**

### **EFFECTIVE COMMUNICATION II BAMMEC-201**

COURSE OUTCOMES

After completing the course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	To interpret the use of language in media and organization.	2-U
CO2	To equip or enhance students with structural and analytical reading, writing and thinking skills.	2-U
CO3	To demonstrate the writing style for various promotional mediums	1-R, 2-U
CO4	Understand the importance of editing in writing	2-U
CO5	Showcase the skills of paraphrasing and summarizing	2-U
CO6	Interpret and Apply the technical and graphical data	2-U, 3-A

## **FOUNDATION COURSE BAMMFC202**

### **Course Outcomes**

After completing this course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Explain the concept of globalization and its impact on different fields of Indian socio economic, political and cultural life	2-U
CO2	Discuss the concept of human rights and their implementation mechanisms	2-U
CO3	Explain the interconnectedness of ecosystems and the need to maintain the fragile ecological balance	2-U
CO4	Identify sources of stress and conflict in personal and social interactions	1-R
CO5	Identify methods of stress management in contemporary society	3-A
CO6	Discuss the challenges of contemporary society arising from changing socio economic and political landscapes	3-A

## **Content Writing BAMMCW 203**

### **Course Outcomes**

After completing this course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	Comprehend crisp writing as a part of Mass Communication	1-R, 2-U,
<b>CO2</b>	Identify the correct vocabulary and grammar in a piece of article	1-R, 2-U
<b>CO3</b>	Demonstrate effective writing skills	1-R, 2-U, 3-A
<b>CO4</b>	Develop clarity of thought and draw the essence of situations	1-R, 2-U, 3-A
<b>CO5</b>	Use the correct tools in media that would help them communicate effectively	1-R, 2-U, 3-A
<b>CO6</b>	Prepare content for web.	1-R, 2-U, 3-A

## **Introduction to Advertising BAMMC IA 204**

### **Course Outcomes**

**After completing this course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	Illustrate the history of advertising and explain the characteristics of Advertising	1-R and 2-U
<b>CO2</b>	Define the limitations and indicate the effects of advertising on economy and society, along with the ethical issues in advertising	1-R and 2-U
<b>CO3</b>	Explain the structure and function of an Advertising agency. Distinguish between various types of advertising.	2-U and 4- AN
<b>CO4</b>	Define the Marketing mix and explain the steps in advertising strategy.	1-R and 2-U
<b>CO5</b>	Distinguish between various concepts of advertising and the various types of Research in advertising.	2-U
<b>CO6</b>	Identify the Importance of Budgeting in advertising.	4- AN

## **Introduction to Journalism BAMMCIJ-205**

### **Course Outcomes**

**After completing this course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Describe various stages of media evolution	2-U
CO2	Define and Explain News and its types	1-R and 2-U
CO3	Distinguishing various formats of News. Judge the news worthiness of story.	2-U
CO4	Compare various careers in Journalism.	4-AN
CO5	Define the process of covering an event	1-R
CO6	Develop a news article on any events covered.	6-C

### **MEDIA GENDER & CULTURE BAMMCGC-206**

#### **Course Outcomes**

**After completing the course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	State the evolution and need for Culture	1-R
CO2	Define and Classify various theories of Culture	1-R and 2-U
CO3	Explain construction and commodification of culture and point out the impact of recent trends on culture	2-U
CO4	Illustrate and identify the impact of media on the Gender and its formation in society.	2-U and 4-AN
CO5	Interpret various gender related Issues.	2-U
CO6	Define Media imperialism and express the influence of globalization on media and culture.	1-R and 2-U

### **SYBAMMC Semester -III**

#### **ELECTRONIC MEDIA- I BAMMCEC 3011**

#### **Course Outcomes**

After completing the course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	Illustrate the history of Radio and TV from invention to arrival in India.	<b>2-U</b>
<b>CO2</b>	Classify and demonstrate various sounds used in TV and Radio	<b>2-U</b>
<b>CO3</b>	Define and interpret various types of Visuals in TV.	<b>1-R and 2-U</b>
<b>CO4</b>	Describe various Radio and TV format and shows	<b>1-R</b>
<b>CO5</b>	Explain various types and technologies used in Radio broadcasting.	<b>2-U</b>
<b>CO6</b>	Describe the broadcasting aspect of Media	<b>2- U</b>

## **CORPORATE COMMUNICATION AND PUBLIC RELATION BAMMC CCPR 302**

### **Course Outcomes**

After completing this course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	Defining the concept of PR and differentiating it from Advertising and Marketing.	<b>1-R, 2-U</b>
<b>CO2</b>	Demonstrating the use of Propaganda and public opinions.	<b>2-U</b>
<b>CO3</b>	listing the objectives of PR and various skills of PR.	<b>1-R</b>
<b>CO4</b>	Explain PR in- house and agency concept.	<b>2-U</b>
<b>CO5</b>	Express the use of Sponsorship in PR	<b>2-U</b>
<b>CO6</b>	Demonstrate Crisis Communication	<b>2-U</b>

## **INTRODUCTION TO MEDIA STUDIES BAMMC303**

### **Course Outcomes**

After completing this course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	Define media studies in contemporary times	1-R
CO2	Understand different types of media	2-U
CO3	Discuss historical perspectives to media studies and define how media evolved	1-R, 2-U
CO4	Describe media and globalization and understand with the help of supported theories.	1-R, 2-U
CO5	Discuss recent trends and understand its commercial impact	1-R, 2-U
CO6	Understanding the constituents of Media and generalize the challenges to contemporary Media	2-U, 3- A

## **Introduction to Photography BAMMCIP-304**

### **Course Outcomes**

After completing the course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	To introduce to media learner the ability of image into effective communication.	1-R
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.	2-U
CO3	To practice how picture speaks thousand words by enlightening the learner on how.	3-A
CO4	To develop the base of visualisation among learners in using pictures in practical projects.	3- A
CO5	To help learner work on given theme or the subject into making a relevant picture or photo feature.	2-U, 3-A

## **Film Communication - I BAMMCFC-305**

### **Course Outcomes**

After completing the course, students will be able to:

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	To identify and understand good cinema	<b>2-U</b>
<b>CO2</b>	To Illustrate the brief history of Indian Cinema	<b>2-U</b>
<b>CO3</b>	To interpret and demonstrate the power and techniques of Visuals in Cinema	<b>2-U, 3A</b>
<b>CO4</b>	To interpret and demonstrate the power and techniques of Sound in Cinema	<b>2-U, 3A</b>
<b>CO5</b>	To extend the knowledge of art and parallel cinema	<b>2- U</b>

### **COMPUTERS MULTIMEDIA - 01 BAMMC CMM-306**

#### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO 1	Explain the concept and effectively make use of software to work with Images.	2 – U 3 - A
CO 2	Develop a poster with effective application of software	3 - A
CO 3	Plan and Design a Magazine	3 - A
CO 4	Effectively apply premiere pro software to edit videos	3 – A
CO 5	Apply Sound Forge tools to edit audio	3 – A

### **SYBAMMC Semester -IV**

#### **ELECTRONIC MEDIA- II BAMMCEC 4011**

#### **Course Outcomes**

**After completing the course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
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<b>CO1</b>	Understanding the newer formats of Radio and TV technology	<b>2-U</b>
<b>CO2</b>	Interpret the power of Regional media	<b>2-U</b>
<b>CO3</b>	Classifying and developing various formats of programs on radio	<b>2-U, 3-C</b>
<b>CO4</b>	Classifying and developing various formats of programs on TV	<b>2-U, 3-C</b>
<b>CO5</b>	Summarize the writing techniques for TV and Radio	<b>2-U</b>
<b>CO6</b>	List and Interpret the emerging trends in Electronic media	<b>1-R, 2-U</b>

## **Writing and Editing For Media BAMMC WEM-402**

### **Course Outcomes**

**After completing the course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	<b>Memorize the different writing styles that fit various media platforms</b>	<b>1-R</b>
<b>CO2</b>	<b>Acquire information gathering skills and techniques.</b>	<b>3-A</b>
<b>CO3</b>	<b>Interpret similarities and differences in writing for all forms of media including internet and digital.</b>	<b>2-U</b>
<b>CO4</b>	<b>Execute with efficiency the use media tools like hashtags etc effectively</b>	<b>3-A</b>

## **Media Laws and Ethics BAMMCMLE 403**

### **Course Outcomes**

**After completing the course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
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<b>CO1</b>	To provide the learners with an understanding of laws those impact the media.	<b>1-R, 2-U</b>
<b>CO2</b>	To Define the concepts & dynamics of the Regulatory Bodies.	<b>1-R</b>
<b>CO3</b>	To describe Media laws.	<b>1-R</b>
<b>CO4</b>	To understand the evolution of Media laws.	<b>1-R</b>
<b>CO5</b>	To acquire knowledge of Media Ethics and Social Responsibility.	<b>1-R, 2-U, 5-E</b>

### **Mass Media Research BAMMCMMR 404**

#### **Course Outcomes**

**After completing the course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	To enumerate the concept of research in the media.	<b>1-R</b>
<b>CO2</b>	To explain the importance of cinema in society	<b>2-U</b>
<b>CO3</b>	To demonstrate how to make technically and grammatically balanced films	<b>2-U, 3-A</b>
<b>CO4</b>	To illustrate the marketing side of cinema business	<b>2-U</b>
<b>CO5</b>	To discuss the semiotics of research	<b>2-U</b>

### **Film Communication - II BAMMCFC-405**

#### **Course Outcomes**

**After completing the course, students will be able to:**

<b>CO No.</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	To recognize the cinemas from different regions	<b>1-R</b>

<b>CO2</b>	To Illustrate the brief history of Indian Cinema	<b>2-U</b>
<b>CO3</b>	To interpret and demonstrate the power and techniques of Visuals in Cinema	<b>2-U, 3A</b>
<b>CO4</b>	To interpret and demonstrate the power and techniques of Sound in Cinema	<b>2-U, 3A</b>
<b>CO5</b>	To classify various film bodies and associations	<b>2- U</b>

## **COMPUTERS MULTIMEDIA - II BAMMC CMM-406**

### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO 1	Explain the concept and effectively make use of software to work with advanced Images editing.	2 – U , 3 - A
CO 2	Develop a poster with effective application of vector based software Adobe Illustrator	3 - A
CO 3	Plan and Design a Magazine using Indesign software	3 - A
CO 4	Effectively apply premiere pro software to edit advance videos	3 – A
CO 5	Understanding and creating basic web pages using Dreamweaver software	2- U, 3 – A

## **TYBAMMC (Advertising) Semester -V**

### **COPYWRITING BAMMC DRGA-501**

### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO1	To familiarize the students with drgathe concept of copywriting as selling through writing.	2-U, 1-R
CO2	To learn the process of creating original, strategic, compelling copy for various media.	1-A, 2-U
CO3	To train students to generate, develop and express ideas Effectively.	2-A, 2-U
CO4	To learn the rudimentary techniques of advertising - headline and body copywriting.	1-U, 2- A
CO5	To hone student's creativity skills.	2-U , 2- A, 1- R

## **ADVERTISING & MARKETING RESEARCH- BAMMC DRGA-502**

### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO 1	Infer the analytical abilities and research skills among the students.	2-U
CO 2	Understand research methodologies – Qualitative vs. quantitative	2-U
CO 3	Determine the foundations of Research and audience analysis that are imperative to successful advertising.	5-E
CO 4	To understand the scope and techniques of Advertising and Marketing research, and their utility.	2-U

## **BRAND BUILDING- BAMMC EABB 1502**

### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
<b>CO1</b>	To understand the awareness and growing importance of Brand Building	2-U
<b>CO2</b>	Illustrate how to build, sustain and grow brands	3-A
<b>CO3</b>	To understand and demonstrate the various new way of building brands	2-U and 3- A
<b>CO4</b>	Describe the global perspective of brand building	2-U
<b>CO5</b>	Compare and interpret the Branding process in different sectors	2-U and 4 AN

## **AGENCY MANAGEMENT- BAMMC EAAM 1503**

### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO 1	To acquaint the students with concepts, and techniques and give them experience in the application of concepts for developing an effective advertising campaign.	2-U, 3-A, 4-N
CO 2	How an ad agency works and what opportunities exist	1-R 2-U, 4-N
CO 3	To familiarise students with the different aspects of running an ad agency	2-U, 3-A
CO 4	To inculcate competencies thereby enabling to undertake professional work in the advertising industry.	2-U, 4-N, 5-E

## ACCOUNT PLANNING & ADVERTISING- BAMMC EAAP 1504

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO1	To familiarize the students with the concept of Account Planning	2-U
CO2	Provide students with an understanding of the discipline of account planning and strategy development and advertising research methods.	2-U 1-R
CO3	Think critically and analytically	1-R and 2-U
CO4	Connect what a brand offers to what an audience wants	1-R, 2-U,
CO5	Persuade others to see what you see	2 -U,1-R, 1-A

## CONSUMER BEHAVIOUR-BAMMC EACB 1507

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Develop an Explaining about the consumer decision-making process and its application in marketing functions of firms	3 – A
CO 2	Define individual determinants of consumer behaviour with reference to consumer needs and motivation, personality, self-concept, consumer perception learning and attitude.	1 – R
CO 3	Infer environmental determinants of consumer	4 – N

	behaviour with reference to role of different members in family, social class, group dynamics, and cultural influence in buying behaviour	
CO 4	Identify different consumer decision making models	4 – N
CO 5	Demonstrate knowledge about issues and dimensions of Consumer Behaviour	2 – U
CO 6	Create a consumer-oriented marketing strategy by analysing consumer information.	3 – A

## **TYBAMMC (JOURNALISM) Semester -V**

### **Reporting-BAMMC DRG-501**

#### **Course Outcomes (COs)**

**After completing this course, students will be able to:**

<b>CO</b>	<b>Course Outcomes</b>	<b>Bloom's Taxonomy Learning Levels</b>
CO 1	Understand how to become Reporters- a prerequisite while entering into the field of Journalism.	2-U
CO 2	Define and Understand the basic ethos of the news and news-gathering.	1-R, 2-U
CO 3	Construct write or develop the copy in the format of news.	6-C
CO 4	Develop a nose for news and discover skills for investigative journalism.	4-N, 6-C
CO 5	Demonstrate the skills of news-gathering with traditional as well as	2-U
CO 6	Understand the basic structure/ essential knowledge for various beats.	2-U

## Investigative Journalism- BAMMC DRG-502

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO1	Understand the role of investigative reporting in modern journalism	2-U
CO2	To learn to conduct investigative research in an ethical manner.	2-R & 1- U
CO3	To create and write excellent investigative stories for the media.	1-R and 2-U
CO4	To acquire advanced investigative journalistic skills	1-R2-U,
CO5	To acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.	2-U

## Writing and Editing Skills- BAMMC EJWS 1B502

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Demonstrate the tools and techniques of editing and writing.	2-U
CO 2	Understand and Develop the art of narration and storytelling strictly within the contours of journalistic principles.	2-U, 3-A
CO 3	Perceive the art and science of interviewing.	5-E
CO 4	Demonstrate and Develop tools and techniques of writing for various formats.	2-U, 6-C

## Mobile Journalism and New Media-BAMMC EJMJ 1B505

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO1	To gather and collect the news from various sources, editing it and broadcasting it through various platforms available on smartphones.	2-U, 1-R
CO2	Understand all the technical terms while working in the field of media.	2-U
CO3	The subject helps to utilize effective method to get ready for the eventual facts.	2-U
CO4	Keep themselves upgrading with adequate knowledge and new technology while being in the field of journalism.	2-U
CO5	Making learners aware about the global adoption of mobile and its versatility which has influenced and changed journalism in New Age Media.	1-R
CO6	Making learners aware about the 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.	2-U

## Media Laws and Ethics-BAMMC EJML 1B508

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO1	To help students understand the laws that impact the media	1-U, 1-R, 1-A
CO2	To develop an understanding of the ethical responsibilities of the media	2-R & 1- U
CO3	To help students appreciate the challenges of fake news and misinformation in a new changing ecosystem of news and information.	1-R and 2-U
CO4	To acquire advanced law skills	1-R2-U,
CO5	To acquire the ability to understand and analyse ethics and media law.	2-U

## TYBAMMC (ADVERTISING) Semester -VI

### DIGITAL MEDIA-BAMMC DRGA-601

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Understand digital marketing platform	2-U
CO 2	Understand the key goals and stages of digital campaigns	2-U
CO 3	Understand the of use key digital marketing tools	2-U
CO 4	Demonstrate and Develop digital marketing plans	2-U, 6-C

## ADVERTISING DESIGN- BAMMC DRGA-602

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Understand the process of planning & production of the advertisement.	2-U
CO 2	Illustrate and Analyze the importance of visual language as an effective way of communication.	2-U, 4-N
CO 3	Interpret practical training in the field of advertising & Maximise industry readiness.	2-U, 6-C
CO 4	Creating a 360 degree campaign for a brand	6-C

## MEDIA PLANNING & BUYING- BAMMC EAMP 2603

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Develop knowledge of major media characteristics	3-A
CO 2	Understand procedures, requirements, and techniques of media planning and buying.	2-U
CO 3	Define and Explain the various media mix and its implementation	1-R, 2-U
CO 4	Understand budget allocation for a Media plan and fundamentals	2-U

## ADVERTISING & SALES PROMOTION- BAMMC EAAS 2604

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Understand and Explain a thorough understanding of the major sales promotion concepts,	2-U, 5-E
CO 2	Infer and Choose framework to make effective sales promotion decisions,	2-U, 5-E
CO 3	Analyse and Adapt the necessary skills and point of view of an effective sales promotion campaign	4-N, 6-C

## RETAILING & MERCHANDISING- BAMMC EARE 2606

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Define and Explain the concept of Retailing.	1-R, 2-U
CO 2	Understand the strategies of Retail Marketing.	2-U
CO 3	Understand need of retail consumers and their behavior.	2-U
CO 4	Dissect and Decide social behavior and attitude of consumers over merchandising and Retailing.	4-N, 5-E
CO 5	Develop the skills of retail communication and trends of information technology tools.	3-A

## ENTERTAINMENT & MEDIA MARKETING- BAMMC EAEM 2607

### Course Outcomes (COs)

After completing this course, students will be able to:

CO	Course Outcomes	Bloom's Taxonomy Learning Levels
CO 1	Equip students with an understanding of Marketing practices, frameworks and latest trends in the Entertainment Sector	1-R, 5-E
CO 2	Introducing the students to the Indian Media Industry and Television Industry	1-R, 3-A, 2-U
CO 3	Introducing the students to the Niche Marketing and the Film Industry	1-R
CO 4	Understanding Impact of Digital media and The Radio Industry	5-E