

# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.A.M.M.C.      Class: F.Y.B.A.M.M.C. Semester: II

Subject: Introduction to Advertising

Name of the Faculty: Jayti gupta

| Month    | Topics to be Covered  | Internal Assessment | Number of Lectures |
|----------|---|---------------------|--------------------|
| January  | Module I<br>Introduction to advertising<br>Evolution , importance ,features ,benefits , limitations ,effects and 5 M's of advertising<br>Types of Advertising<br>Consumer ,industrial ,retail ,classified ,corporate ,Public service ,Generic ,National ,Global ,International ,Social (CSR) and advocacy<br>Ethics and Laws in advertising<br>Puffery ,subliminal ,Weasel claim ,Surrogate ,Shocking ads ,Controversial , Comparative ,Advertising code of ethics , Regulatory bodies ,Laws and regulations<br>Social cultural and economic impact of advertising<br>Women and advertising , children and advertising ,senior citizen and advertising ,Pop culture and advertising |                     | 16                 |
| February | Module 1  |                     | 12                 |

|       |   |  |    |
|-------|---|--|----|
|       | <p>Theories of advertising – Stimulus theory ,AIDA ,Hierarchy ,Means end theory</p> <p>Module 2<br/>Integrated marketing communication and Tools</p> <p>Integrated marketing communication – Emergence ,role ,tools ,Communication process ,The IMC planning process</p> <p>Print media and OUT OF HOME media</p> <p>Basic concepts ,Types of newspaper advertising ,its advantages and disadvantages ,Magazine advertising ,OOH advertising , On premise advertising ,Transit advertising ,Posters ,Directory advertising</p> <p>Broadcast media</p> <p>Radio advertising – advantages and disadvantages</p> <p>TV advertising – advantages and disadvantages</p> <p>Film advertising</p> <p>Product placement- advantages and disadvantages</p> <p>Public Relations</p> <p>Meaning of PR ,Types of public relations</p> <p>Difference between PR and advertising</p> <p>Advantages and disadvantages of PR</p> <p>Advantages and disadvantages of Publicity</p> |  |    |
| March | <p>Module 2</p> <p>Sales promotion and direct marketing</p>   |  | 12 |

|       |   |  |    |
|-------|---|--|----|
|       | <p>Growth and types of sales promotion, Advantages and disadvantages</p> <p>Growth of Direct marketing and its tools – Advantages and disadvantages</p> <p>Module 3</p> <p>Introduction to creativity</p> <p>Importance of creative process</p> <p>Creative strategy development</p> <p>Determining message theme ,Big idea ,positioning strategies ,types of appeals</p> <p>Role of different elements in ads</p> <p>Logo ,Jingle ,company signature ,Slogan,Tagline ,Illustration , Creating radio commercial – words ,sounds ,clarity ,coherence etc.</p> <p>Elements of copy</p> <p>Headline ,sub headline ,Layout ,Body Copy ,Types of copy and slogan ,creating story board</p> |  |    |
| April | <p>Module 4</p> <p>Types of advertising agency ,Department,Careers and Latest trends in advertising</p> <p>Types of advertising Agency</p> <p>Full service ,Creative boutique ,Media buying agency ,In- house agency , Specialised agencies and others</p> <p>Various departments in an Agency</p>  |  | 10 |

|  |   |       |    |
|--|---|-------|----|
|  | Account handling ,Production , Art ,Copy<br>,Media ,Public Relation ,Human Resources<br>,Finance and others<br><br>Latest Trends<br><br>Rural advertising , Ambush advertising<br>,Internet advertising , Email advertising<br>,Advertainment ,advertorial , mobile<br>advertising<br><br>, |       |    |
|  |   | Total | 50 |

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**M.L. Dahanukar College of Commerce**

**Teaching Plan: 2020 - 21**

**Department: B.A.M.M.C.**

**Class: F.Y.B.A.M.M.C.**

**Semester:II**

**Subject: Introduction to Journalism**

**Name of the Faculty: Mr. Ganesh Achwal**

| <b>Month</b> | <b>Topics to be Covered</b>   | <b>Internal Assessment</b> | <b>Number of Lectures</b> |
|--------------|---|----------------------------|---------------------------|
| January      | History of Journalism in India<br>Changing face of journalism from Guttenberg to new media, Journalism in India: Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism How technology advancement has helped media New media with special reference to rise the Citizen Journalism. |                            | 16                        |
| February     | News and its process<br>Definition of News , The news process from the event to the reader What makes a good story Anatomy of a news story Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc.  |                            | 12                        |
| March        | Principles and format<br>What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a   |                            | 12                        |

|       |  |  |    |
|-------|--|--|----|
|       | journalist Criteria for news worthiness<br>Hard News / Soft News and blend of the<br>two News Reports, Features Editorials   |  |    |
| April | Careers in journalism<br><br>Reporter, Feature Writer, Mojo, Data<br>journalist, Real time journalist,<br>investigative journalist, rural journalist,<br>Indepth journalist , lifestyle journalist |  | 10 |

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# M.L. Dahanukar College of Commerce

## Teaching Plan: 2020 - 21

Department: B.A.M.M.C.

Class: FY B.A.M.M.C.

Semester: 2

Subject: MEDIA GENDER CULTURE

Name of the Faculty: ADV. SMITA JAIN

| Month    | Topics to be Covered   | Internal Assessment          | Number of Lectures |
|----------|--|------------------------------|--------------------|
| JANUARY  | <p>EVOLUTION, NEED, CONCEPTS AND THEORIES:</p> <ul style="list-style-type: none"><li>• Evolution, features of cultural studies,</li><li>• Need and significance of cultural studies and media</li><li>• Concepts related to culture<br/>Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media</li></ul> <p>Theories: • Stuart Hall : encoding and decoding, Circuit of culture • John Fiske: culture and industry • Feminism and Post feminism • Techno culture and risk – Ulrich Beck</p> | NA                           | 14                 |
| FEBRUARY | <p>2. CONSTRUCTION, COMMODIFICATION, IMPACT AND RECENT TRENDS</p> <ol style="list-style-type: none"><li>1. Construction of culture- social, economic, political, religion and technology</li><li>2. Culture, industry and media commodification, memes, representation, articulation, popular culture, power, cyber culture</li><li>3. Media and its impact on the cultural aspect of the society.</li></ol>   | ASSIGNMENT WILL BE DISCUSSED | 12                 |

|       |  |                          |    |
|-------|--|--------------------------|----|
|       | <ol style="list-style-type: none"> <li>4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,</li> <li>5. Recent trends in Culture consumption: Changing values, Ideologies &amp; its Relevance in the Contemporary society.</li> </ol>   |                          |    |
| MARCH | <p>3. ROLE AND INFLUENCE OF MEDIA</p> <ol style="list-style-type: none"> <li>1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)</li> <li>2. Role of media in social construction of gender, Changing attitudes &amp; behaviour for empowerment of women : Movements of change</li> <li>3. Gender equality and media</li> <li>4. Hegemonic masculinity in media</li> <li>5. Gender issues in news media (TV, radio, newspapers &amp; online news)</li> </ol>   | SUBMISSION OF ASSIGNMENT | 14 |
| APRIL | <p>4. GLOBAL, LOCAL, CONSUMER AND THE RECENT TRENDS</p> <ol style="list-style-type: none"> <li>1. Media imperialism</li> <li>2. Globalisation and Local culture- Issues and Perspectives, threat to regional and local identities, Impact of global culture and its relevance in media and gender.</li> <li>3. Consumer culture and media in the era of globalisation.</li> <li>4. Digital Media culture: Recent trends and challenges</li> <li>5. Media and Globalisation: Global economic flows, global cultural flows, homogenization &amp; fragmentation, glocalization, creolization, globalization &amp; power.</li> </ol> | NA                       | 10 |



|  |                                 |  |           |
|--|---------------------------------|--|-----------|
|  |                                 |  |           |
|  | <b>TOTAL NUMBER OF LECTURES</b> |  | <b>50</b> |

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**Teaching Plan: 2020 - 21**

**Department: B.A.M.M.C.      Class:F.Y.B.A.M.M.C. Semester: II**

**Subject: Content Writing**

**Name of the Faculty: Aparajita Deshpande**

| <b>Month</b> | <b>Topics to be Covered</b>  | <b>Internal Assessment</b> | <b>Number of Lectures</b> |
|--------------|--|----------------------------|---------------------------|
| January      | <ol style="list-style-type: none"><li>1. Grammar Refresher – With special emphasis on use of punctuations, prepositions, capital letters and lower case</li><li>2. Vocabulary Building - Meaning, usage of words, acronyms</li><li>3. Common Errors - Homophones and common errors in English usage.</li><li>4. Essentials of good writing - With emphasis on writing with clarity, logic and structure</li><li>5. Phrases &amp; Idioms - Creative usage of phrases and idioms.</li><li>6. Redundant words – Identifying redundant words and phrases and eliminating these.</li><li>7. Editing sentences – Editing redundant words/ phases and replacing wrong words/punctuation/ grammatical error</li><li>8. Editing captions - – Editing redundant words/ phases and replacing wrong words/punctuation/ grammatical error</li></ol> | Assignments on each topic  | 15                        |

|          |  |                          |    |
|----------|--|--------------------------|----|
|          | <p>9. Editing headlines - – Editing redundant words/ phases and replacing wrong words/punctuation/ grammatical error</p> <p>10. Editing copy – Structuring a story, creating a flow, Editing redundant words/ phases and replacing wrong words/punctuation/ grammatical error</p>  |                          |    |
| February | <p>1. Writing Ticker and Scrolls – For television news</p> <p>2. Writing social media post – Twitter and for other social networks</p> <p>3. Writing briefs/snippets – News brief, Lifestyle and entertainment snippets</p> <p>4. Caption writing – Picture stories</p> <p>5. Writing headlines – News headlines &amp; feature headlines</p> <p>. <b>Power Point Presentation</b> - Use of Power Point tools</p> <p>Power Point to Pdf</p> <p>Power Point to self animated presentation</p> <p>Auto timing of Power Point presentation</p> <p>2. <b>Info graphic</b> Colour selection</p> <p>Use of clip art</p> <p>Use of Power Point smart tools</p> <p>Minimalist animation for maximum impact</p> <p>3. <b>Three minute presentation</b> Content for single slide</p> <p>Uses of phrases</p> | Assignment on each topic | 10 |

|       |  |   |    |
|-------|--|---|----|
|       | <p>Effective word selection</p> <p>Effective presentation</p> <p><b>Google Advance search</b> How to select relevant information</p>   |   |    |
| March | <p>Locating authentic information</p> <p>How to gather information for domestic and international websites</p> <p><b>Plagiarism</b> - How to do a plagiarism check</p> <p>Paraphrasing</p> <p>Citation and referencing style</p> <p><b>Writing for the Web</b></p> <p>Importance of content</p> <p>Writing for print media/ social media like Twitter, etc</p> <p>Ad campaigns (creative, witty and attractive)</p> <p>Difference in writing for print vs digital</p> <p>Designing keywords for Search Engine Optimization</p> | Assignment & research base assignment on case study | 12 |

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## M.L.Dahanukar College of Commerce

### Teaching Plan: 2020 - 21

Department: B.A.M.M.C.

Class: F.Y. B.A.M.M.C.

Semester: 2

Subject: Foundation Course II

Name of the Faculty: Nikita Shah

| Month    | Topics to be Covered   | Internal Assessment                       | Number of Lectures |
|----------|--|---|--------------------|
| January  | <p>Unit 1 – Globalisation and India</p> <p>Understanding the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides.</p> <p>Unit 2 –Human Rights</p> <p>Concept of Human Rights; origin and evolution of the concept; The Universal Declaration of Human Rights; Human Rights constituents with special reference to Fundamental Rights stated in the Constitution.</p> | <p>2 assignments</p> <p>2 assignments</p> | 17                 |
| February | <p>Unit 3 – Ecology</p> <p>Importance of Environment Studies in the current developmental context; Understanding concepts of Environment, Ecology and their interconnectedness;</p>  | <p>2 assignments</p> <p>2 assignment</p>  | 20                 |

|       |  |               |   |
|-------|--|---------------|---|
|       | <p>Environment as natural capital and connection to quality of human life; Environmental Degradation- causes and impact on human life; Sustainable development- concept and components; poverty and environment</p> <p>Unit 4 – Stress and Conflict</p> <p>Causes of stress and conflict in individuals and society; Agents of socialization and the role played by them in developing the individual; Significance of values, ethics and prejudices in developing the individual; Stereotyping and prejudice as significant factors in causing conflicts in society. Aggression and violence as the public expression of conflict</p> |               |   |
| March | <p>Unit 5 – Managing Stress</p> <p>Types of conflicts and use of coping mechanisms for managing individual stress; Maslow’s theory of self-actualisation; Different methods of responding to conflicts in society; Conflict-resolution and efforts towards building peace and harmony in society.</p>  | 3 assignments | 8 |

Nikita Shah

4<sup>th</sup> January 2021

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**Teaching Plan: 2020 - 21**

**Department: B.A.M.M.C.      Class: F.Y.B.A.M.M.C. Semester: II**

**Subject: Effective Communication -II**

**Name of the Faculty: Ms. Monica Anchan**

| <b>Month</b> | <b>Topics to be Covered</b>   | <b>Internal Assessment</b> | <b>Number of Lectures</b> |
|--------------|---|----------------------------|---------------------------|
| January      | Report Writing - General & News Reports<br>Organizational Writing- Email, Circulars & Notice<br>Email- etiquettes & barriers<br>Letters of complaint, claims and adjustments  |                            | 10                        |
| February     | Letters of consumer grievance, RTI, Press Release and letters to the Editor<br><br>Writing for publicity material- Slogan , jingle and radio spot<br>Editing – Principles and techniques<br>Synopsis writing, precis writing , newspaper editing and magazine editing |                            | 14                        |
|              | Paraphrasing and summarizing<br><br>Plagiarism<br><br>Interpretation of technical data  |                            | 14                        |

|       |  |  |    |
|-------|--|--|----|
| March | Presentations, editing and summarizing assignment for internals. |  |    |
| April | Presentations, editing and summarizing assignment for internals. |  | 08 |

Ms. Monica Anchan

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