

St. Andrew's College of Arts, Science & Commerce

St. Dominic Road, Bandra (West), Mumbai 400 050

SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Pushkaraj Arte

Class: SYBAMMC

Subject: Computers and Multimedia I

Semester:
III

Month	Topics to be covered	No. of Lectures
June	Introduction to Photoshop, covering interface, basic image editing, layers, and practical applications like designing posters and photo manipulation.	3
July	Advanced Photoshop techniques, focusing on typography, text effects, photo retouching, digital art, and creative projects.	12
August	Introduction to CorelDRAW, including basic and advanced vector drawing, color work, and practical applications like designing logos and brochures.	12
September	Introduction to QuarkXPress, exploring page layouts, advanced typography, and practical applications such as designing magazines and newsletters.	12
October	Video and Audio Editing basics, covering video editing software, color correction, audio synchronization, and practical applications in creating films and promotional videos.	9

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

P.M.Arte

Date: 29.07.2024

Sign. of H.O.D./SR. LECTURER:

Date:

St. Andrew's College of Arts, Science & Commerce

St. Dominic Road, Bandra (West), Mumbai 400 050

SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Pushkaraj Arte

Class: TYBAMMC

Subject: Direct Marketing and Ecommerce

Semester: V

Month	Topics to be covered	No. of Lectures
June	Introduction to Direct Marketing, Direct Marketing Channels	3
July	Digital Marketing and E-commerce, Consumer Behavior in Direct and Digital Marketing	12
August	E-commerce Business Models, Direct Marketing Strategies	12
September	Technology in E-commerce, Legal and Ethical Issues in Direct and E-commerce Marketing	12
October	Direct and E-commerce Marketing Tools and Techniques, Measuring and Evaluating Direct and E-commerce Marketing	9

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

P.M.Arte

Date: 29.07.2024

Sign. of H.O.D./SR. LECTURER:

Date:

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Rubina Khan

Class:TYBAMMC(AD) Subject: Advertising & Marketing Research

Semester: V

Month	Topics to be covered	No. of Lectures
June	Fundamentals of Research, What is Literature review, Statement of the problem, Research design, Scope of Research Design, Types- Descriptive, Exploratory and Causal, Preparing Questionnaire, Technique for Qualitative & Quantitative research	08
July	Sampling, Process of Sampling, Methods of Sampling, Preparing data sheet and data processing, Data Analysis, Methods of Data Analysis	15
August	Report Writing, Format of Research Reports, Advertising Research, Copy Research, Copy testing measures and methods	15
September	Pretesting, Post testing, Physiological rating scales, Marketing Research	10
October	Revision	

The above topics cover the entire syllabus of the paper.



Sign. of Lecturer:

Date: 03-08-2024

Sign. of H.O.D./SR. LECTURER:

Date:

St. Andrew's College of Arts, Science & Commerce

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Piyush Patil

Class: BAMMC

Subject: Introduction to Computer I

Semester: I

Month	Topics to be covered	No. of Lectures
June		
July	Introduction to Photoshop	10
August	Introduction to Corel Draw and Microsoft Excel	10
September	Introduction Premiere Pro and Colour Grading	10
October	Sounding Editing Software	10

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Date:

Sign. of H.O.D./SR. LECTURER:

Date:

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Piyush Patil

Class: BAMMC

Subject: Motion Graphics and Visual Effects I

Semester:III

Month	Topics to be covered	No. of Lectures
June		
July	Introduction to After Effects	10
August	Introduction to Premiere Pro	08
September	Understanding VFX Elements and Motion Graphics	12
October	Colours Grading , Render, Camera and Light	10

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Date:

Sign. of H.O.D./SR. LECTURER:

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Hansel Monteiro

Class: FYBAMMC

Subject: Visual Communication

Semester: 1

Month	Topics to be covered	No. of Lectures
June	-	-
July	1) Introduction to Visual communication ● Early Visuals as Communication ● Visual Communication as Natural means ● Process & Expansion of Visual Language	6
August	2) MEDIUM OF COMMUNICATION	8
September	3) PUBLIC PLACES	6
October	4) APPLICATION 5) ELEMENTS OF ART	10

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Hansel Monteiro

Date: 23-7-2024

Sign. of H.O.D./SR. LECTURER:

Date:

St. Andrew's College of Arts, Science & Commerce

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Sr Mary Suba

Class: TY BMM

Subject: Agency Management

Semester: V

Month	Topics to be covered	No. of Lectures
June	Advertising Agencies: Agencies role, Functions, Organization and Importance, Different types of ad agencies. Account Planning : Role of account planning in advertising, Role of Account Planner c. Account Planning Process	9
July	Client Servicing: a. The Client - Agency Relationship b. 3P's of Service: Physical evidence, Process and People c. The Gaps Model of service quality d. Stages in the client-agency relationship e. How Agencies Gain Clients f. Why Agencies Lose Clients g. The roles of advertising Account executives. Advertising campaign Management: a. Means-End chaining and the b. Method of Laddering as guides to Creative Advertising Formulation. Study and Analyze current Advertising campaigns of the best advertising agencies for their clients	12
August	.Entrepreneurship: a. EntrepreneurshipDefinitions, Meaning Concept, Functions, Need and Importance. b. Entrepreneurship-As Innovation, risk taking and problem solving. c. Social Entrepreneurship. Sources of capital for startup Company: a. Personal investment. b. Family c. Venture capital. d. Angels Finance e. Business incubators. f. Government grants and subsidies. g. Bank loans. Creating and Starting the Venture: a. Sources of new Ideas, b. Methods of generating ideas, creating problem solving, c. product planning and development process	15
September	Business Plan for Setting up anAgency: a. Business plan introduction, b. Various Stages in setting up a new Agency Marketing plan of the client: a. The Marketing brief, b. Marketing Audit, c. Marketing Objectives, d. Marketing Problems and Opportunities Review, e. STP, f. Executing the plan, g. Evaluating the plan The Response Process: a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	12

October	<p>Agency Compensation: a. Various methods of Agency Remunerations</p> <p>Growing the Agency: a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR</p> <p>Sales Promotion Management: a. The Scope and Role of Sales Promotion b. Reasons for the Increase in Sales Promotion c. Objectives of Trade-Oriented Sales Promotion d. Techniques of Trade-Oriented Sales Promotion e. Objectives of ConsumerOriented Sales Promotion f. Techniques of ConsumerOriented Sales Promotion</p>	12
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The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Suba

Date: 27/07/24

Sign. of H.O.D./SR. LECTURER:

Date:27/07/24

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Berges Santok

Class: FY BAMMC

Subject: Business Communication

Semester: 1

Month	Topics to be covered	No. of Lectures
June	-	0
July	Concept of Communication, Impact of Technology-enabled Communication, Communication at Workplace	8
August	Business Ethics, Listening, Business Letter Writing, Personnel Correspondence	8
September	Commercial Terms in Business Communication, Paragraph Writing, Tutorials Activities	8
October	-	0

The above topics cover the entire syllabus of the paper.

Berges Santok

Sign. of Lecturer:

Date: 28/07/24

Sign. of H.O.D./SR. LECTURER:

Date:

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Berges Santok

Class: FY BAMMC

Subject: Evolution of Communication

Semester: 1

Month	Topics to be covered	No. of Lectures
June	-	0
July	Introduction to Communication, History of Communication	8
August	Role of Culture in Communication Dynamics, Impact of Social Dynamics and Technological Advancements on Communication	8
September	Technological Advancements and Communication Ethics	8
October	-	0

The above topics cover the entire syllabus of the paper.

Berges Santok

Sign. of Lecturer:

Date: 28/07/24

Sign. of H.O.D./SR. LECTURER:

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Ms Martins Concessao

Class: SYBAMMC

Subject: Electronic Media

Semester:3

Month	Topics to be covered	No. of Lectures
June	Introduction, A Short History of Radio and TV in India and abroad, Prasar Bharti	10
July	Introduction to Sound for both TV and Radio, ENG, EFP	10
August	Introduction to Formats (Fiction and non-fiction), Radio Formats, Television formats, Different Roles and contributions in the society	14
September	Contribution of All India Radio, Introduction to Production process	14
October	Revision	

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

CM

Date: June 14, 2024

Sign. of H.O.D./SR. LECTURER: CM

Date: June 14, 2024

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Ms Martins Concessao

Class: TYBAMMC

Subject: Features and Writing for Social Justice

Semester:5

Month	Topics to be covered	No. of Lectures
June	About features Mumbai based features/ letter to the editor/ post/opinion piece on	10
July	How to pen a feature	10
August	Becoming the voice of the urban poor (Mumbai): letters to editors, blogs	14
September		14
October		

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

CM

Date: June 14, 2024

Sign. of H.O.D./SR. LECTURER: CM

Date: June 14, 2024

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Ms Martins Concessao

Class:

TYBAMMC

Subject: Social Media Marketing

Semester:5

Month	Topics to be covered	No. of Lectures
June	What is the E-marketing? The changing marketing landscape. The internet and business. Expectation and influence , Implication of Digital change , Emerging consumer segmentation in India. Meaning , Importance , Myths about Social media marketing, Brief History Characteristics of Social Media marketer and Careers in Social media marketing. Face book – the Origin and Eight different version of Facebook , What is Face book marketing ? Facebook page best practices, KPI and insights , How does Face book advertising work – Face book ad campaign Objectives and targeting and Content creation and sharing .	10
July	E- marketing strength and application, Communication modes, The behavioral internet (B2C, B2B, C2Cand C2B) E –marketing and Online advertising. Emarketing and Consumer segmentation , E- marketing and Sales and Trade promotions. Code of ethics , 9 Rules of engagement for Social Media Marketing	10
August	Types E- mail marketing, Types Internet marketing Types of Mobile marketing. Optimizing Instagram profile, Creating content strategy, Influencer marketing and Instagram Ads. Careers in Social media marketing	14
September	10- step framework for creating successful SMM strategy, Building content for sharing, Generating Ideas, Creating content for Multiple platforms. What is SMM plan? Social Media Marketing cycle, Listen and Observe -5 stages, Setting Social Media Marketing goals and objectives (Exposure, Engagement, Influence , Impact and advocacy) , Eight C's of strategy development Uses of keywords, hashtags, and emoji in targeting branded posts , Evaluating Social media marketing success. What is campaign management? Solutions, How to use campaign management for Facebook, Twitter etc, Sentiment mining, Using Corporate blog as a CRM tool. How Companies use blogs for effective campaign management?	14
October		

The above topics cover the entire syllabus of the paper.

**Sign. of
Lecturer:
CM**

Sign. of H.O.D./SR. LECTURER:

CM

Date: June 14,
2024

Date: June 14, 2024

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Prof's. Name: Ms Martins Concessao

Class: SYBAMMC

Subject: Electronic Media

Semester:3

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Ms Martins Concessao

Class: TYBAMMC

Subject: Features and Writing for Social Justice

Semester:5

Month	Topics to be covered	No. of Lectures
June	About features Mumbai based features/ letter to the editor/ post/opinion piece on	10
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October		

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Prof's. Name: Ms Martins Concessao

Class:

TYBAMMC

Subject: Social Media Marketing

Semester:5

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October		

The above topics cover the entire syllabus of the paper.

**Sign. of
Lecturer:
CM**

Sign. of H.O.D./SR. LECTURER:

CM

Date: June 14,
2024

Date: June 14, 2024

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SYLLABUS PLANNING FOR THE YEAR 2024-2025

Prof's. Name: Berges Santok

Class: TY BAMMC

Subject: Copywriting

Semester: 5

Month	Topics to be covered	No. of Lectures
June	Introduction to Copywriting	6
July	Creative Thinking, Idea Generation Techniques, Transcreativity, Briefs	12
August	Writing Persuasive Copy, Copywriting style of current advertising campaigns, Writing copy for various media	12
September	Writing copy for various audiences, How to write copy for different assets, Advertising appeals, Techniques for evaluation of ad campaign	12
October	-	0

The above topics cover the entire syllabus of the paper.

Berges Santok

Sign. of Lecturer:

Date: 28/07/24

Sign. of H.O.D./SR. LECTURER:

Date: