

# 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:** Ms Martins Concessao

**Class:** SYBAMMC

**Subject:** Electronic Media

**Semester:**3

<b>Month</b>	<b>Topics to be covered</b>	<b>No. of Lectures</b>
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

<b>Month</b>	<b>Topics to be covered</b>	<b>No. of Lectures</b>
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		

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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.

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## SYLLABUS PLANNING FOR THE YEAR 2024-2025

**Prof's. Name:** Ms Martins Concessao

**Class:** FYBAMMC

**Subject:** Fundamentals of Mass Communication

**Semester:** 1

Month	Topics to be covered	No. of Lectures
June		
July	<ol style="list-style-type: none"><li>1. Meaning and importance of Mass Communication</li><li>2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication.<ol style="list-style-type: none"><li>I. Social Impact (With social reformers who have successfully used mass communication)</li><li>II. Political Impact (With political leaders who have successfully used mass communication)</li><li>III Economic Impact (With how economic changes were brought about by mass communication)</li><li>II. <b>IV. Developmental Impact</b> (With how the government has successfully used mass communication)<ol style="list-style-type: none"><li><b>B. Impact of mass media on</b> -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.</li></ol></li></ol></li></ol>	14
August	<ol style="list-style-type: none"><li>Print: Books, Newspapers, 3. Magazines</li><li>4. Broadcast: Television, Radio</li><li>Films</li><li>5. Internet</li></ol>	12
September	Models of Communication: Gerber's Model, Sociological Model, Gatekeeping Model, Defleur's Model of the Taste- differentiated Audience Model, Hub Model, Sadharanikaran	10
October	Traditional & Folk Media: From oral to communication (kirtan, Davandi, Powada, Nagara)2. From Electric to Electronic communication, From electric to Digital communication, Contemporary scene in Indian communication landscape	10

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Date: July 08, 2024

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## SYLLABUS PLANNING FOR THE YEAR 2024-2025

**Prof's. Name:** Ms Martins Concessao

**Class:** FYBAMMC

**Subject:** Fundamentals of People Skills

**Semester:** 1

Month	Topics to be covered	No. of Lectures
June		
July	Importance of ethics. (Story-telling) Ethical decision-making. (Discussing biographies) Personal and professional moral codes of conduct. (Discussing biographies) Creating a harmonious life. (Interactive session)  Why following etiquettes is important (Interactive session) 2. Types of etiquettes (Conceptual Clarity) 3. Professional etiquettes (Video + Story-telling) 4. Social etiquettes (Video + Story-telling) 5. Cultural etiquettes (Video + Story-telling) 6. Role of etiquettes in creating a better personal and professional image (Video + Story-telling)	10
August	Who is an entrepreneur (Story-telling) 2. Traits and qualities of a good entrepreneur (Story-telling) 3. Types of entrepreneurs (Interactive session with Story-telling) 4. Problem identification and idea generation (role play/ simulation)  5. Idea validation (Interactive session with Story-telling) 6. Pitch-deck presentation (video)	10
September	What is a team? (Conceptual Clarity) 2. Advantages of being a good listener in a team (Story telling) 3. Listening as a team leader (Case study) 4. Listening as a team member(Interactive session) 5. Improving listening skills (Interactive session)	10
October	Difference between a Resume and CV (Conceptual Clarity) 2. Essentials of writing a good Resume (Practical Application) 3. How to build a good CV (Practical Application) 4. Common Mistakes in preparing a good resume/ building a good CV (Conceptual Clarity)	08

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## SYLLABUS PLANNING FOR THE YEAR 2024-2025

Date: July 08, 2024

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**Prof's. Name:** Ms Martins Concessao

**Class:** FYBAMMC

**Subject:** Extension Work I

**Semester:** 1

<b>Month</b>	<b>Topics to be covered</b>	<b>No. of Lectures</b>
June	Introduction, A Short History of Radio and TV in India and abroad, Prasar Bharti	10
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