

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class: FYBAMMC

Subject: Effective Communication Skills I

Semester: I

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	<p>The concept of Communication Communication, its concepts, process Importance of Communication in Media; Differences between Technical and General Communication; Barriers to Communication; Measures to Overcome the Barriers to Communication. Types of Communication; Verbal Communication-Importance of verbal communication- Advantages of verbal communication- Advantages of written communication; Significance of Non-verbal Communication. Presentation, its importance , Steps in Making a Presentation; Delivering a Presentation</p>	10
August	<p>Anchoring, voice modulation, interview, public speaking, skits/ plays, panel discussions, voice over, elocution, debates and group discussion. Listening Process; Classification of Listening; Purpose of Listening; Common Barriers to the Listening Process; Measures to Improve Listening; Listening as an Important Skill in Work Place.</p> <p>Phrases, proper usage of homophones, homonyms. Types of thinking (rational ,logical, critical , lateral etc) Errors in thinking ,Partialism, Time</p>	18

	scale ,Egocentricity Prejudices ,Adversary Thinking	
September	Types of reading -skimming and scanning Reading -examples Newspaper / Magazine article, TV, feature and documentary, radio bulletins, advertising copy, press release in English, Hindi OR Marathi. Recognizing aspects of language particularly in media. Importance of spelling. Recognizing various aspects of language particularly related to media , Vocabulary 100 media words. Grammatical structure – spelling, structure of sentences, Active / Passive voice, tenses, Idioms ,	10
October	Concept, importance, need for translation, challenges in translation, problems and importance of Information and Technology in translation. Interpretation: Meaning, Difference between interpretation and translation Interpretation: Meaning, Difference between interpretation and translation Translator and his role in media, Qualities , Importance of Translator, Challenges faced by translator	10

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer: Ms
Martins
Date: Aug 01, 2023

Sign. of H.O.D.:
Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Sr Mary Suba

Class: FYBAMMC

Subject: FOUNDATION COURSE I

Semester: I

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	<ul style="list-style-type: none">• Overview of Indian Society• Understanding the Multi-Cultural Diversity of Indian Society• Population Distribution according to Region, Caste and Gender• Linguistic Diversity• Regional Variations• Diversity as Difference• Concept of Disparity I• Disparity arising out of Stratification, Inequality and Gender• Violence against Women	10
August	<ul style="list-style-type: none">• Female Foeticide• Portrayal of Women in Media• Inequalities faced by People with Disabilities• Concept of Disparity II• Caste System• Communalism: Inter-Group Conflicts• Regionalism and Linguistics difference	18
September	<ul style="list-style-type: none">• Indian Constitution• Preamble• Structure of the Constitution• Main Body and Schedules• Fundamental Duties and Rights• Basic features of the Constitution	10
October	<ul style="list-style-type: none">• Significant Aspects of Political Processes• The Party System in Indian Politics• The 73rd and 74th Amendments and their Implications• Role and Significance of Women in Politics	10

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| | <ul style="list-style-type: none">• Revision• Discussion of important questions | |
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The above topics cover the entire syllabus of the paper.

Sign. of Lecturer: Sr.
Suba
Date: Aug 01, 2023

Sign. of H.O.D.:
Date: Aug 03, 2023

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

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Hansel Monteiro

Class: FYBAMMC

Subject: Visual communication

Semester: I

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	Introduction of visual communication	3
August	Development of visual communication Impact of colors	15
September	Theories of visual communication Tools of visual communication	9
October	Language and culture in the age of social media Tools of visual communication	6

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Hansel

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class: FYBAMMC

Subject: Fundamentals of Mass Communication

Semester: I

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	1. Meaning and importance of Mass Communication 2. Forms of Communication: Intra Personal Communication, Interpersonal Communication, Group Communication, Mass Communication: Electronic, Satellite, Interactive, Digital Communication. I. Social Impact (With social reformers who have successfully used mass communication) II. Political Impact (With political leaders who have successfully used mass communication) III Economic Impact (With how economic changes were brought about by mass communication) II. IV. Developmental Impact (With how the government has successfully used mass communication) B. Impact of mass media on -1 Education, 2. Children, 3. Women, 4. Culture, 5. Youth, 6. Development.	14
August	Print: Books, Newspapers, 3. Magazines 4. Broadcast: Television, Radio Films 5. Internet	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

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer: Ms
Martins

Sign. of H.O.D.:

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Date: Aug 01, 2023
Prof. Name: Nishant Patkar

Date: Aug 03, 2023

Class: FYBAMMC

Subject: Current Affairs

Semester: I

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	Introduction, Syllabus, General discussion on modules in the syllabus Current National stories	10
August	Polity and governance	10
September	International Affairs Maharashtra Issues	15
October	Technology	13

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Nishant

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Berges Santok

Class: FYBAMMC

Subject: History of Media

Semester: I

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	Evolution of Press in India	10
August	<ul style="list-style-type: none">● History of Indian Language Press in India● History of Radio and Television in India	10 10
September	<ul style="list-style-type: none">● History of Documentary and Films● History of Media Icons in India	10 8
October		

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Berges

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class FYBAMMC

Subject: : Effective Communication Skills II

Semester: II

Month	Topics to be covered as per syllabus	No. of Lectures
November	Report Writing (English, Hindi or Marathi) General report and News report writing – Basics and Format (Headline, Sub-headline, various type of report	08
December	Organizational writing : (English, Hindi or Marathi) Internal communication , E- mails -Email E-mail Etiquette; Overcoming Problems in E-mail Communication, Stake holder communication Circulars- Guidelines for writing a circular- Languages and writing style of a circular- Format of a circular; Notices- Purpose Format- Important points to remember while writing a notice, Letters of complaint, claim and adjustment, Consumer grievance letters, Letters under the Right to Information Act, Press Release, Letter to the Editor.	10
January	Writing for Publicity materials (English, Hindi or Marathi) Headline, sub- headline, Body copy, Slogan, Jingle, Radio spot. Editing: (English, Hindi and Marathi) Principles of editing (Punctuation, Substitution of words, Restructuring of sentences, Re-organizing sentence sequence in a paragraph, Use of link words,	10
February	Principles of Coherence and Cohesion), writing synopsis, abstracts, précis writing, news paper editing and magazine editing. Meaning , how to use paraphrase in communication, Paraphrase in plagiarism , Translation. Summarizing content , the points and sub- points and the logical connection between the points	10
March	Read graphs, maps, charts, Write content based on the data provided	10

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer: Ms
Martins

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

Date: Dec 14, 2023

Date: Dec 18, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Hansel Monteiro

Class: FYBAMMC

Subject: Foundation course II

Semester: II

Month	Topics to be covered as per syllabus	No. of Lectures
November	Globalization and Indian Society	3
December	Globalization and India Society Human Rights	9
January	Human Rights Ecology	15
February	Understanding stress and conflict	12
March	Managing stress and conflict in contemporary society	12

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Hansel

Date: Dec 14, 2023

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

Date: Dec 18, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Berges Santok

Class: FYBAMMC

Subject: Content Writing

Semester: :II

Month	Topics to be covered as per syllabus	No. of Lectures
December	1. Punctuation	2.5
January	1. Preposition 2. Imaginative Writing 3. Descriptive Writing 4. Dialogue writing 5. Conjunction	10
February	1. Google Review Writing 2. WhatsApp Writing 3. Email Writing 4. How to use writing tools 5. Idioms 6. Word Usage	10
March		
April		

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Berges

Date: Dec 14, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Rashmi Manuja

Class: FYBAMMC

Subject: Introduction to Advertising

Semester: :II

Month	Topics to be covered as per syllabus	No. of Lectures
November	<ol style="list-style-type: none">1. Introduction2. Types of advertising3. Ethics and Laws in Advertising	8
December	<ol style="list-style-type: none">1. Social, Cultural, and Economic Impact of Advertising2. Theories3. IMC	6
January	<ol style="list-style-type: none">1. Print media and Out of Home Media2. Broadcast media3. Public relations4. Sales Promotions and Direct Marketing	10
February	<ol style="list-style-type: none">1. Introduction to Creativity2. Role of Different Elements3. Elements of Copy	6
March	<ol style="list-style-type: none">1. Internals2. Types of Advertising agencies3. Various departments in agencies4. Various departments in agencies	8

The above topics cover the entire syllabus of the paper.



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Date: Dec 14, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: : Ms. Concessao Martins

Class: FYBAMMC

Subject Introduction to Journalism

Semester: :II

Month	Topics to be covered as per syllabus	No. of Lectures
January	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	17
February	New media with special reference to rise of citizen journalism Definition of the news What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	17
March	Reporter, feature writer, data journalist, realtime journalist, investigative journalist indepth journalist, lifestyle journalist Finding a news angle Finding the right picture	14

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Mr. Tejasvi Khattry

Class: FYBAMMC

Subject Media, Gender & Culture

Semester: :II

Month	Topics to be covered as per syllabus	No. of Lectures
December	Evolution, features of cultural studies, Need and significance of cultural studies and media Concepts related to culture- Acculturation, enculturation, ethnocentrism, cultural relativism, cultural shock and its relevance in media. Theories: <ul style="list-style-type: none">• Stuart Hall : encoding and decoding, Circuit of culture• John Fiske: culture and industry• Feminism and Post feminism• Techno culture and risk – Ulrich Beck	09
January	<ol style="list-style-type: none">1. Construction of culture- social, economic, political, religion and technology2. Culture, industry and media- commodification, memes, representation, articulation, popular culture, power, cyber culture3. Media and its impact on the cultural aspect of the society.4. Culture industry and communication - with reference, to film, TV, social media, advertisements etc.,5. Recent trends in Culture consumption: Changing values, Ideologies & its Relevance in the Contemporary society.	11
February	<ol style="list-style-type: none">1. The influence of media on views of gender (theme, under representation, stereotypes, women and men, stereotype images, roles etc.)2. Role of media in social construction of gender, Changing attitudes & behaviour for empowerment of women : Movements of change3. Gender equality and media	12

	<ul style="list-style-type: none"> 4. Hegemonic masculinity in media 5. Gender issues in news media (TV, radio, newspapers & online news) 	
March	<ul style="list-style-type: none"> 1. Media imperialism 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 3. Consumer culture and media in the era of globalisation. 4. Digital Media culture: Recent trends and challenges 5. Media and Globalisation: Global economic flows, global cultural flows, homogenization & fragmentation, glocalization, creolization, globalization & power. 	08
April		

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
 Tejasvi
 Date: Dec 14, 2023

Sign. of H.O.D./SR. LECTURER:
 Date: Dec 18, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Nigel Rajaratnam

Class: SYBAMMC

Subject: Electronic Media 1

Semester: III

Month	Topics to be covered as per syllabus	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:

Nigel

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Vishwasunder Ramaswamy

Class: SYBAMMC

Subject: Corporate Communication & Public Relations

Semester: III

Month	Topics to be covered as per syllabus	No. of Lectures
June	Introduction to Corporate Communication, Keys concept in Corporate Communication	6
July	Ethics and Law in Corporate Communication, Introduction and Growth of Public Relations-Indian Scenario	9
August	Role of Public Relations in various sectors, Theories and Tools of Public Relations, Media Relations	12
September	Employee Communication, Crisis Communication, Emerging trends, Tools and technology	12
October	New Media Tools, Role of Social Media	9

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Vishwasunder

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Mr. Tejasvi Khatry

Class: SYBAMMC

Subject: Media Studies

Semester: III

Month	Topics to be covered as per syllabus	No. of Lectures
June	Era of Mass Society and culture – till 1965, Normative theories-Social Responsibility Theory, Development media theory	06
July	Propaganda andpropaganda theory- Origin and meaning of Propaganda, Hypodermic Needle/Magic bullet, Harold Lasswell Scientific perspectives to limited effects perspectives, Paul Lazarsfeld-Two step flow, Carl Hovland and Attitude Change theory Toronto school (McLuhan) schools- Birmingham(Stuart Hall)	12
August	Frankfurt- Theodor Adorno and Max Horkheimer, Raymond Williams- Technological Determinism, Harold Innis- Bias of Communication, Media and Identity, Feminism /Racism/ethnicity/caste/class/tribal/queer representations Media effects and behavior, Media effect theories and the, argument against media effect theories, Agenda Setting Theory	15
September	Cultivation Theory, Politics and Media studies-media bias, media decency, media consolidation. New Media and The Age Of Internet, Meaning making perspectives, New media Henry Jenkins-Participatory culture, Internet as Public sphere-Habermas to Twitter, McLuhan 's concept of Global village in the age of Netflix,	12
October		

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
Tejasvi

Sign. of H.O.D.:

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

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Date: Aug 01, 2023
Prof. Name: Porus Dubash

Date: Aug 03, 2023

Class: SYBAMMC

Subject: Introduction to Photography

Semester: III

Month	Topics to be covered as per syllabus	No. of Lectures
June	Camera: The Storyteller, How camera sees differently than human eyes, Aperture, Shutter, Image Sensor, Viewfinder	12
July	Lens: Imaging device, Numbers and Markings on the Lens, Focal length, Image size, Coverage Angle, Types of lenses	08
August	Light: Parameters of Light- The essential raw material, Intensity and Exposure, Direction and Lighting, Quality and Ambience, Colour and Mood, Measure	16
September	Composition: Art of Seeing, Way of portraying a subject, Frame and Aspect ratio, Rules of composition, Digital Imaging: Electronic format, Megapixel, Resolution, File Formats	12
October	Revision	

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Porus

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Porus Dubash

Class: SYBAMMC

Subject: Film Communication I

Semester: III

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	History: Still pictures to moving images	12
August	Understanding aspects of film appreciation.	08
September	The Early Cinema: 1895 to 1950 Major film movements and its impact.	12
October	Mainstream Indian Cinema and parallel Indian cinema	16

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Porus

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: : Nigel Rajaratnam

Class: SYBAMMC

Subject: Motion Graphics and Visual Effects I

Semester: III

Month	Topics to be covered as per syllabus	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: Nigel

Date: Aug 01, 2023

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Date: Aug 03, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Pushkaraj Arte

Class: SYBAMMC

Subject: Computers and Multimedia I

Semester: III

Month	Topics to be covered as per syllabus	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.

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Sign. of Lecturer:

Date: Aug 01, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Nigel Rajratnam

Class: SYBAMMC

Subject: Electronic Media- 2

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
December	Evolution and growth of Radio and Television	05
January	Regional channels, Rise of regional channels and Importance of Regional Channels in India and Globally	12
February	News and other nonfictional formats, TRP, Panel discussions, Interviews, Anchoring, Radio Jockey, Ethics	13
March	Writing for Broadcast Media-(Radio and Television), Current and Emerging Trends in Electronic media	13
April	Revision	05

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer: Nigel

Date: Dec 14, 2023

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Date: Dec 18, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Nigel Rajratnam

Class: SYBAMMC

Subject Motion Graphics and Visual Effect II

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
December	Compositing	08
January	Rotoscopy	10
February	Blender: Working with 3D	10
March	Scripting and Workflow	10
April	Chroma Keying	10

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Date: Dec 14, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Berges Santok

Class: SYBAMMC

Subject Writing & Editing for Media

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
November	NA	0
December	1. What makes news	2.5
January	1. Steps and elements of writing editorials, features, reviews and newspaper articles 2. Leads, nut shelling and story structure 3. Differences among editorial, features, reviews and newspaper articles 4. Public relations and corporate writing 5. Writing for advertisements and commercials 6. Writing for television and radio programmes	10
February	1. Writing for live news and daily news 2. Understanding of style and tone 3. Significance of blog in content marketing 4. Guidelines for editing editorials, features, reviews and newspaper articles 5. Guidelines to conduct interviews 6. Writing for interviews	10
March	NA	0

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Sr. Suba

Class: SYBAMMC

Subject: Media Laws and Ethics

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
November	<ul style="list-style-type: none">• Constitution of India• Core values of the Constitution• Freedom of Expression• Judicial Infrastructure• Social responsibility of the Media• Social Media	12
December	<ul style="list-style-type: none">• Press Council of India• Telecom Regulatory Authority of India-TRAI• Indian broadcasting Foundation-IBF• Advertising Standard Council of India-ASCI• News Broadcasters Association-NBA• Media Laws• Copyright and IPR	08
January	<ul style="list-style-type: none">• Defamation Act• IT Act• Contempt• Drugs and Remedies Act• Emblems and Names Act Right to Privacy• Morality and Obscenity: Indecent Representation of Women's Act• Unfair Trade Practices and The Competition Act• Official Secrets Act	16
February	<ul style="list-style-type: none">• Right to Information Act Media Ethics and Social Responsibility• Why Ethics?• Ethical Responsibility of Journalists• Fake News• Ethical Responsibility of Advertisers• Stereotyping	12

	<ul style="list-style-type: none">• Revision• Discussion of important questions	
March	<ul style="list-style-type: none">• Constitution of India• Core values of the Constitution• Freedom of Expression• Judicial Infrastructure• Social responsibility of the Media• Social Media	

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Sr. Suba

Date: Dec 14, 2023

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class: SYBAMMC

Subject: Mass Media Research

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
January	Relevance, Scope of Mass Media Research and • Role of research in the media • Steps involved in the Research Process • Qualitative and Quantitative Research • Discovery of research problem, identifying dependent and independent variables, developing hypothesis	12
February	Concept, types and uses • Research Designs: a) Exploratory b) Descriptive and c) Causal	04
March	Primary Data – Collection Methods I. Depth interviews II. Focus group III. Surveys IV. Observations V. Experimentations b. Secondary Data Collection Methods c. Literature review d. Designing Questionnaire and measurement techniques a. Types and basics of questionnaire b. Projective techniques c. Attitude measurement scales e. Sampling process f. Data Tabulation and Research report format	18

April	Definition and uses b. Quantitative and Qualitative approach c. Steps in content analysis d. Devising means of a quantification system e. Limitations of content analysis eadership and Circulation survey b. TRP c. RRP d. Audience Research e. Exit Polls f. Advertising Consumer Research What is semiotics in media? b. Why is semiotics important? c. What are codes in semiotics? d. Semiotics and media	14

The above topics cover the entire syllabus of the paper.

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 Ms Martins
 Date: Dec 14, 2023

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 Date: Dec 18, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Hansel Monteiro

Class: SYBAMMC

Subject: Film Communication II

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
January	Regional Cinema	12
February	Hindi Cinema	12
March	Cinema now	08
April	Film Culture	08

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Hansel

Date: Dec 14, 2023

Sign. of H.O.D.: Ms Martins

Date: Dec 18, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Pushkaraj Arte

Class: SYBAMMC

Subject Computers And Multimedia II

Semester: IV

Month	Topics to be covered as per syllabus	No. of Lectures
November	<ul style="list-style-type: none">• Working with multiple images• Image Effects• Working with Layers• Wonders of Blend Modes• Wonders of Blend Modes	3
December	<ul style="list-style-type: none">• Introduction to Adobe Illustrator• Using Text• Creating Simple designs• Exporting in Illustrator	9
January	<ul style="list-style-type: none">• Introduction to Adobe In Design• Text Edits in InDesign• Using palettes• Colour correction in InDesign	12
February	<ul style="list-style-type: none">• Introduction to editing• Exploring Premiere Pro• Using colour grading• Exporting and rendering	12
March	<ul style="list-style-type: none">• Introduction to Dreamweaver• Working with DW• Linking pages• Using Tables	12

The above topics cover the entire syllabus of the paper.

p.m.arte

Sign. of Lecturer:
Date: Dec 14, 2023

Sign. of H.O.D.: Ms Martins
Date: Dec 18, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Marcellus D'Souza

Class: TYBAMMC

Subject: Reporting

Semester: V

Month	Topics to be covered as per syllabus	No. of Lectures
June	What is News? Definition of News, Basic Principles of Reporting, News Gathering	10
July	News-writing, Follow-up Story, Beats System in Reporting	14
August	Citizen Journalism, Importance of New Tools in the hands of Reporters, Ethical Issues in reporting	10
September	Coverage of Disasters, Investigative Journalism, Case Studies	14
October	Revision	

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Marcellus D'Souza

Date: Aug 01, 2023

Sign. of H.O.D.: Ms Martins

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Neil Pate

Class: TYBAMMC

Subject: Investigative Journalism

Semester: V

Month	Topics to be covered as per syllabus	No. of Lectures
June	Qualities of an investigative reporter, CIJ, ethics	10
July	Confidentiality of source, contempt and defamation, Evidence	14
August	Case studies: Panama Papers, Watergate	10
September	Protection of sources, Safety of journalists, Research, fact checking, Writing the report	14
October	Revision	

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Neil Pate

Date: Aug 01, 2023

Sign. of H.O.D.: Ms Martins

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class: TYBAMMC

Subject: : Features and Writing for Social Justice

Semester: V

Month	Topics to be covered as per syllabus	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:

Ms Martins

Date: Aug 01, 2023

Sign. of H.O.D.: Ms Martins

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Marcellus D'souza

Class: TYBAMMC

Subject: Writing and editing skills

Semester: V

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	Word, Punctuation, Style book, use of numbers abbreviations	9
August	Crisp writing, News sense, finding right story angle, writing leads, difference between writing for the net and writing real time	12
September	Resume writing, building a narrative writing an view point, agony aunt, assimilating fact and details	12
October	Interviews, preparing for interviews, Protocols and ethics, obituaries, preparing a questionnaire	12

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Marcellus D'souza

Date: Aug 01, 2023

Sign. of H.O.D.: Ms Martins

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: VINOD MENON

Class: TYBAMMC

Subject: Newspaper and Magazine Making

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	Design and Layout basics	10
December	Editing and Terminology	08
January	Typography and Visual aids	06
February	Working on Project Quark or InDesign	12
March	Planning and Production of Magazine	12

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Date: Dec 13, 2023

Sign. of H.O.D.: Ms Martins

Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class: TYBAMMC

Subject: Magazine Journalism

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; Magazine boom in India and the glorious years of the news magazine magazine journalism versus newspaper journalism, Survival of Magazines in digital era – issues , challenges , prospects	10
December	Definition and genres of magazines - news, special interest, general, lifestyle, glamour, gossip, special audience magazines, public relations , Automobile , Career guidance , Technology , Sports , Health , Women , Children , Diwali issues , travel ,environment , education , B2B magazines magazines, literary magazines, Sunday magazines and journals; online magazines e-zines, <ul style="list-style-type: none">• webzines, web-edition magazines; a review of leading general interest magazines in English ,• Hindi and Marathi. Magazine formats	10
January	Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology	05

February	over and cover story – functions of the cover cover design formats – cover blaze - coverlines; contents page; cover story selection criteria: length, strength.	10
March	Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers , interviews format, layout, typography, colour, photos, illustrations, info graphics and Blurbs.	08

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
Date: Dec 13, 2023

Sign. of H.O.D.:
Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Ms Concessao Martins

Class: TYBAMMC

Subject: Fake news and Fact Checking

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	Definition: News and Fake News, 2.News Integrity Journalistic Integrity and News Production. 3.Propaganda Propaganda, how to counter Propaganda,	06
December	News Industry's Transformation with reference to Gatekeeping Theory and Agenda Setting Theory 1.Digital Technology: Digital convergence transforming content commissioning, production, publication and distribution 2.Social Media Platforms Different Social Media Platforms 3.Role of News Organization Covering 'fake news' and countering 'information disorder.' 4. Source credibility Strategies for identifying real news and source credibility in line with the ethical principles guiding journalistic use of User Generated Content.	06
January	Media and Information Literacy (MIL) 1 Requisite Literacy Importance of acquiring the requisite literacy 2.Detection method	10

	<p>Detection of both flawed journalism and fraudulent news in various media</p> <p>3. Healthy Skepticism</p>	<p>Development of healthy skepticism towards veracity of reports, posts, feeds, photos, videos, audio content, info-graphics, and statistics within appropriate context</p>	
February	<p>Fact Checking</p> <p>1. Fact-checking organizations around the world</p> <p>2. Basic image verification</p> <p>3. Advanced verification</p> <p>4. Reverse Image Search</p>	<p>Brazil, Europe, Japan, South Korea, Latin America, America, Philippines, Britain and Indian Scenario</p> <p>Common types of false imagery and basic verification steps</p> <p>Approaches for content analysis, including metadata analysis and Geolocation of News</p> <p>Reverse Image Search using most reliable websites such as Google Reverse Image Search, TinEye, RevEye</p>	14
March	<p>Social Media Verification</p> <p>1. Verification tools</p> <p>2. Account Analysis</p> <p>3. EXIF Viewer</p>	<p>YouTube Data Viewer using most reliable websites such as Amnesty's YouTube Data Viewer, InVID, News Check</p> <p>Facebook and Tweeter account analysis : fake news generated on social media platforms</p> <p>EXIF is metadata attached to visual content that includes a wide range of data points created by digital cameras and phone</p>	12

	cameras at the point of capture	
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The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
Date: Dec 13, 2023

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Sign. of H.O.D.:
Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Marcellus Dsouza

Class: TYBAMMC

Subject: Crime Reporting

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	The ethics of crime and justice coverage	10
December	Law enforcement machinery:	10
January	Covering Crime:	10
February	Covering Courts:	08
March	Contemporary crime journalism:	10

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Date: Dec 13, 2023

Sign. of H.O.D.:

Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Marcellus Dsouza

Class: TYBAMMC

Subject Sports Journalism

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
June	Sports News and Characteristics of Sports Journalist	10
July	Affairs related to various sports and events. National and international games.	10
August	Various events of sports and their fields or areas. Stadiums, Indoor and outdoor games.	10
September	How to use your research, refining it for use in the best medium suited for the particular story you are telling	10
October	Journalist Photographer/videographer/podcast/photography	08

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Date: Dec 13, 2023

Sign. of H.O.D.:

Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Pushkaraj Arte

Class: TYBAMMC

Subject: Direct Marketing and Ecommerce

Semester: V

Month	Topics to be covered as per syllabus	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.

p.m.arte

Sign. of Lecturer:

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Rubina Khan

Class: TYBAMMC

Subject: Advertising & Marketing Research

Semester: V

Month	Topics to be covered as per syllabus	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		

The above topics cover the entire syllabus of the paper.



Sign. of Lecturer:

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Berges Santok

Class: TYBAMMC

Subject: Copywriting

Semester: V

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	Introduction to copywriting	10
August	<ul style="list-style-type: none">● Writing for Advertising● Current Advertising Campaigns	8 12
September	<ul style="list-style-type: none">● Media and Audiences● Writing Copies, Appeals, Execution, Styles and Evaluation	10 8
October		

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:

Date: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Shannon Chavan – Roque

Class: TYBAMMC

Subject: Brand Building

Semester: V

Month	Topics to be covered as per syllabus	No. of Lectures
June		
July	Introduction to Brand Building / Brand Elements / Brand Identity Part 1	20
August	Brand Identity part 2 / Brand Personality / Brand Positioning	20
September		
October		

The above topics cover the entire syllabus of the paper.



Sign. of Lecturer:
Date: Aug 01, 2023

Sign. of H.O.D.:
Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Rashmi Manuja

Class: TYBAMMC

Subject: Social Media Marketing

Semester: V

Month	Topics to be covered as per syllabus	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: Aug 01, 2023

Sign. of H.O.D.:

Date: Aug 03, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Sr Mary Suba

Class: TYBAMMC

Subject Agency Management

Semester: V

Month	Topics to be covered as per syllabus	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	12

	The Response Process: a. Traditional Response Hierarchy Models: AIDA b. Communications Objectives c. DAGMAR: An Approach to Setting Objectives	
October	Agency Compensation: a. Various methods of Agency Remunerations Growing the Agency: a. The Pitch: request for proposal, speculative pitches, Pitch Process b. References, Image and reputation, PR 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	12

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
Date: Aug 01, 2023

Sign. of H.O.D.:
Date: Aug 03, 2023

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

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Pushkaraj Arte

Class: TYBAMMC

Subject: Copywriting

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
December	<ul style="list-style-type: none">• Understanding Digital Media• Advantages of Digital Media• Principles of Digital Media Marketing• Key Concepts in Digital media• Traditional Vs Digital Media	3
January	<ul style="list-style-type: none">• How search Engine works• Introduction to SEO• On Page Optimization• Off Page Optimization• SEO Audit, Tools and Measurement• SEO Resources, Careers in SEO	15
February	<ul style="list-style-type: none">• What is SEM?• Why SEM• What is Google Adwords? Why GoogleAdwords• Google network• Adwords terminologies• Campaign types• Creation of Google Display NETWORK (GDN)• Display Ads format• Conversion tracking• GDN Campaign creation (DEMO)• Remarketing• What are Google shopping Ads	12
March	<ul style="list-style-type: none">• Introduction to Social Media• Facebook Marketing• Instagram Marketing• LinkedIn Marketing• Twitter Marketing• SMM Tools	12

	<ul style="list-style-type: none"> • Creating a successful social media strategy • key terms and concepts • Customer acquisition strategies • Best Practices : CRABS • Tools to enhance lead nurturing • Enhance better reach 	
April	<ul style="list-style-type: none"> • Affiliate Marketing • Definition, Purpose, Resources required, Top • Players in Affiliate Marketing, Segregation of • Affiliate marketing • Programmatic Marketing • Evolution and growth of programmatic • Marketing • Real Time bidding, • Types of Programmatic Advertising, • Advantages and Challenges, Myths of • Programmatic Marketing 	6

The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
Date: Dec 13, 2023

Sign. of H.O.D.:
Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: : Dominic Rego

Class: TYBAMMC

Subject: Ad Design

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	-	
December	-	
January	1. Intro to Advertising Design (Role of Agency Departments, Process of Design, Art Direction, Analysing Ads & Logos) 2. Project Initial Brief	3
February	1. Design Basic (Elements of Design Principles, Rules, Optical Illusions and Typography), Analysing Ads & Logos 2. Layout (Types, Stages, Choosing Picture, Typography, Final) 3. Project Follow-Up	12
March	Campaign Planning and Execution of Final Project Review	9

The above topics cover the entire syllabus of the paper.



Sign. of Lecturer:

Date: Dec 13, 2023

Sign. of H.O.D.:

Date: Dec 16, 2023

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

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

SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Rashmi Manuja

Class: TYBAMMC

Subject Advertising and Sales Promotion

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	1. Introduction 2. Theories in Sales Promotion	6
December	1. The Psychological Theories Behind Sales Promotion 2. Methods of Consumer-Oriented Sales Promotion	6
January	1. Methods of Trade oriented sales promotion 2. Methods of Sales Force-Oriented Sales Promotion 3. Study and analyze Sales Promotion Campaigns	10
February	1. Predicting Sales Promotion Effects 2. Steps in designing Sales Promotion campaigns 3. Coordination of Sales Promotion and Advertising	6
March	1. Sales Promotion Abuse	2

The above topics cover the entire syllabus of the paper.



Sign. of Lecturer:

Date: Dec 13, 2023

Sign. of H.O.D.:

Date: Dec 16, 2023

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

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SYLLABUS PLANNING FOR THE YEAR 2023-2024

Prof's. Name: Sr Mary Suba

Class: TYBAMMC

Subject: : Advertising in Contemporary Society

Semester: VI

Month	Topics to be covered as per syllabus	No. of Lectures
November	<ul style="list-style-type: none">• Changes in Advertising Environment• Advertising Environment Post-Independence• Liberalisation and Privatization• Globalisation Policy• Entry of MNC's in India and its effects	
December	<ul style="list-style-type: none">• Effects of Liberalisation on advertising Industry• Effects of advertising, and• The Use and Effects of Advertising on: Women, Children, Old people and Youth• Criticism of Advertising: Controversial Advertising; Gender bias Advertising and Popular Culture• Social implication of Advertising; The effects of Advertising on Market and Economy	
January	<ul style="list-style-type: none">• Types of Advertising: Political Advertising, B2B, Consumer Advertising, Retail Advertising, Industrial Advertising, Financial Advertising, Internet Advertising• Digital Advertising: Upcoming different ways in New Media	
February	<ul style="list-style-type: none">• The Analysis of Advertising Environment of India and other Foreign Countries• Social Marketing• The various subjects for Social Marketing• Effects of Social Marketing	

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The above topics cover the entire syllabus of the paper.

Sign. of Lecturer:
Date: Dec 13 2023

Sign. of H.O.D.:
Date: Dec 16, 2023