

Bachelors of Mass Media / Bachelors of Arts in Multimedia and Mass Communication

Programme Outcome

Bachelors of Arts in Multimedia and Mass Communication (BAMMC) or as previously known as Bachelors of Mass Media (BMM) is a 3-year undergraduate course, full-time programme offered by Mumbai University. The programme outcome is given as under:

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.

14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

Course Outcome for BAMMC (revised nomenclature for BMM implemented from the academic year 2019-20)

Semester I

Effective Communication – I

The course aims to make the students aware of functional and operational use of language in media and to introduce key concepts of communications. It aims to equip or enhance students with structural and analytical reading, writing and thinking skills and to introduce key concepts of communications

Foundation Course – I

To introduce students to the overview of the Indian Society and to help them understand the constitution of India. It also aims to acquaint the students with the socio-political problems of India.

Visual Communication

The course aims to provide students with tools that would help them visualize and communicate and enhance their understanding of Visual communication as part of Mass Communication. It intends to acquire basic knowledge to be able to carry out a project in the field of visual communication. It also aims to acquire basic knowledge in theories and languages of Visual Communication and the ability to understand and analyze visual communication from a critical.

Fundamentals of Mass Communication

The course aims to introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. It purposes to study the evolution of Mass Media as an important social institution and to understand the development of Mass Communication models. The course also aims to develop a critical understanding of Mass Media and to understand the concept of New Media and Media Convergence and its implications.

Current Affairs

It aims to provide learners with overview on current developments in various fields and to generate interest among the learners about burning issues covered in the media. It intends to equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. Twenty minutes of newspaper reading and discussion is mandatory in every lecture.

History of Media

The course enables a learner will be able to understand Media history through key events in the cultural history. To enable the learner to understand the major developments in media history and to understand the history and role of professionals in shaping communications. To understand the values that shaped and continues to influence Indian mass media. Learner will develop the ability to think and analyse about media. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

Semester II

Effective Communication Skills – II

To make the students aware of use of language in media and organization and to equip or enhance students with structural and analytical reading, writing and thinking skills. To introduce key concepts of communications.

Foundation Course - II

To introduce students to the overview of the Indian Society and to help them understand the constitution of India. It also aims to acquaint the students with the socio-political problems of India.

Content Writing

To provide students with tools that would help them communicate effectively and understanding crisp writing as part of Mass Communication. The ability to draw the essence of situations and develop clarity of thought.

Introduction to Advertising

To provide the students with basic understanding of advertising, growth, importance and types and to understand an effective advertisement campaigns, tools, models etc. To comprehend the role of advertising, various departments, careers and creativity and to provide students with various advertising trends, and future.

Introduction to Journalism

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

Media Gender and Culture

To discuss the significance of culture and the media industry and to understand the association between the media, gender and culture in the society. To stress on the changing perspectives of media, gender and culture in the globalised era.

BMM Course Outcomes as per the existing syllabus for SY's. The same shall consecutively change from next year.

Semester III

Media Studies

Media Studies encourages the understanding and critical evaluation of new and old media technologies; the centrality of media in politics, economics, social life, and global and local culture; and the contemporary and historical impact of media on individuals and societies. "Media" includes all forms of representational media (oral/aural, written, visual), mass media (print, television, radio, film), new media (digital multimedia, the Internet, networked media), their associated technologies, and the social and cultural institutions that enable them and are defined by them.

Introduction to Advanced Computers

The course aims to equip the students with an understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc. It intends to train them with the software knowledge required in the mentioned Industries.

Understanding Cinema

This paper aims to sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today. The students should get to study the similarities and differences between various movie cultures. (Have a contextual understanding). The students should get to study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture. It aims to inculcate the cinema viewing habit amongst students without prejudice.

Cultural Studies

The paper aims to create awareness on cultural theories and its relevance in media. It intends to discuss the importance of cultural studies and its role in mass media and to understand the cultural concepts and its impact on the media

Introduction to Creative Writing

It intends to encourage students to read stories, poems, plays and to develop further and build upon the writing and analytical skills acquired in Semesters I & II. The paper aims to acquaint students with basic concepts in literary writing and to prepare students to write for media.

Introduction to Public Relations

The aim is to prepare students for effective & ethical public communication on behalf of organisations and to help students acquire basic skills in the practical aspects of Media Relations & Crisis Management. It intends to equip students with basic skills to write & develop Press Release & other PR communication and to design a PR campaign.

Semester IV

Mass Media Research

The paper aims to introduce students to debates in Research approaches and equip them with tools to carry on research and to understand the scope and techniques of media research, their utility and limitations.

Introduction to Journalism

The aim is to help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness.

Print Production and Photography

The aim of the paper is to help students understand the principles and practice of photography and to enable students to enjoy photography as an art and to highlight major landmarks in history and development of 'print technology'.

Organizational Behaviour

The aim of the paper is to impart knowledge of the basic concepts and facets of organisational behaviour. It intends to highlight the role of psychological factors & process at work and to foster management skills among students.

TV & Radio

The aim of the course is to acquaint students with the working of two powerful media i.e., radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

Introduction to Advertising

The aim of the course is to introduce students to the basic steps in advertising and to help students understand the creations of an ad campaign. It also intends to understand the structure of an Ad Agency.

Semester V Advertising

Media Planning & Buying

The course aims to develop knowledge of various characteristics of media and to understand procedures, requirements, and techniques of media planning and buying. It intends to learn the various media mix and its implementation and to understand budget allocation for a Media plan.

Brand Building

The aim of the course is to study the concept of Brands and to study the process of building brands. It intends to study its importance to the consumer and advertisers.

Advertising in Contemporary Society

The course intends to understand the environment in Contemporary Society and to understand Liberalisation and its impact on the economy. It also aims to study contemporary advertising and society.

Consumer Behaviour

The aim of the course is to understand the role of marketing in influencing consumer behaviour and to analyse the role of marketer & the consumer in advertising. It aims to sensitize the students to the changing trends in consumer behaviour.

Copywriting

The aim of the course is to familiarize the students with the concept of copywriting as selling through writing and to learn the process of creating original, strategic, compelling copy for various media. The aim is to train students to generate, develop and express ideas effectively and learn the rudimentary techniques of advertising - headline and body copywriting.

Ad Designing

The course aims to make students understand the process of planning & production of advertisement and to highlight the importance of visual communication. It intends to provide practical training in the field of advertising.

Semester V – Journalism

Editing

As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement. It aims at orienting students to gain more practical knowledge in the print media scenario. The syllabus encompasses the current trends of digital media as well as writing for e editions of papers. The syllabus tackles editing from various beats points of view. Editing of editorials, columns, etc is included to acquaint the students about responsible journalism. With global media and changing advertising concepts lay-outs in modern times can be imparted.

Reporting

The paper aims to enable students to become Reporters, which is supposed to be a prerequisite while entering into the field of Journalism. It intends to make them understand basic ethos of the news and news-gathering and to prepare them to write or present the copy in the format of news. It intends to develop nose for news and to train them to acquire the skills of news-gathering with traditional as well as modern tools. It aims to inculcate the skills for investigative journalism, to make them understand the basic structure/ essential knowledge for various beats and to make them responsible reporters and the face of media.

Features & Opinion

It aims at understanding the differences between reporting, feature writing and the other types of soft stories. It intends to learn the skills for writing features/ opinion/soft stories and of interviewing.

Journalism and Public Opinion

The course aims to assess the importance of the media vis a vis the public and to project a fair idea of the role of the media in creating and influencing Public Opinion. It intends to analyze the impact of the media and public opinion on socio political issues.

Indian Regional Journalism

The course aims to study the history and role of Indian press other than in English and to understand the contribution and role of certain publications and stalwarts. To study the regional press and television of today.

Newspaper & Magazine Making

The course intends to study the design, elements of the newspaper and magazine and to study space distribution. The aim is to get exposure to design software such as Quark Express and to study the process of planning and production of newspaper and magazine.

Semester VI – Advertising & Journalism

Contemporary Issues

The paper aims to understand and analyse some of the present day environmental, political, economic and social concerns and issues and to highlight the importance of human rights and its implementation in India. It intends to understand the present-day problems and challenges and its implications on development.

Digital Media

The paper intends to understand digital marketing platform and to understand the key goals and stages of digital campaigns Its aim is to understand the of use key digital marketing tools and to learn to develop digital marketing plans.

Semester VI – Advertising

Financial Management for Marketing and Advertising

The paper aims to provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units. It intends to enable the understanding of the need for financial planning through Budgets and their benefits. It also aims to enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

Agency Management

It aims to acquaint the students with concepts, techniques for developing an effective advertising campaign and to familiarize students with the different aspects of running an ad agency. The paper intends to inculcate competencies to undertake professional work in the field of advertising.

Advertising & Marketing Research

The aim of the course is to inculcate the analytical abilities and research skills among the students and to understand research methodologies – Qualitative vs Quantitative. The intention is to discuss the foundations of Research and audience analysis that is imperative to successful advertising. It intends to understand the scope and techniques of Advertising and Marketing research, and their utility.

Legal Environment & Advertising Ethics

The paper intends to acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media. It aims to emphasise & reiterate the need to have ethical practices in the field of advertising media both in India & internationally. It intends to appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection. The syllabus has been designed to include advertising in both traditional & New Media.

Direct Marketing

A primary objective of direct marketing is to raise awareness. Even if a campaign doesn't lead to a sale, raised awareness is still a positive outcome. The increased awareness may well lead to a future sale when the prospect or existing customer is in higher need of buying the goods or services.

Semester VI – Journalism

Press Laws & Ethics

To understand media and to study media laws

Broadcast Journalism

To understand the development of broadcast journalism and to introduce the importance of regional journalism. To learn to write in broadcast style conforming to the ethical and practical principles that guide it. To learn the skills & Techniques to investigate, news stories for produce and various media outlets. To learn the use of camera & sound in broadcast formats. To develop reading

habits that keep them aware of current affairs, local, national, and world and to introduce social media; convergence; multimedia and Journalism online.

Business & magazine Journalism

The paper intends to understand the tools of business journalism and an overview of the economy and to study the magazine sector and its specialisation.

Issues of Global Media

The paper aims to study the role of media in the 21st Century and the challenges facing traditional media and to familiarise students about regional versus global media. It also aims to highlight social media's relevance in information dissemination.

News Media Management

The paper's objective is to make students aware about the responsibilities, structure and functioning of responsibilities of an organisation. Students will be able to analyze individual media businesses and understand the economic drivers of the media economy. Students will have developed hands-on experience as content marketers using journalistic and digital techniques. Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.