

<b>Part A: Introduction</b>			
<b>Program :</b> Bachelors	<b>Class:</b> JMC	<b>Year:</b> Second <b>Semester:</b> IV	<b>Session:</b> 2025-2026
<b>1.</b>	<b>Course Code</b>	<b>24BMC190T</b>	
<b>2.</b>	<b>Course Name</b>	<b>Corporate Communication &amp; Brand Management</b>	
<b>3.</b>	<b>Course Type</b>	<b>GEC</b>	
<b>4.</b>	<b>Course Objectives</b>	<b>Objectives of the Course:</b> <ol style="list-style-type: none"> <li>1. To understand the fundamentals of corporate communication and its role in building and maintaining an organization's image and reputation.</li> <li>2. To explore the strategic use of communication tools in internal and external corporate contexts.</li> <li>3. To examine the principles of brand management and how branding strategies influence consumer perception and corporate identity.</li> <li>4. To analyze the relationship between corporate communication and brand equity in contemporary business practices.</li> </ol>	
<b>5.</b>	<b>Course Outcome (CO)</b>	By the end of this course, students will be able to:  CO1. Understand the key concepts of corporate communication and brand management.  CO2. Understand the role of corporate communication in reputation and crisis management.  CO3. Apply communication tools and branding techniques in corporate settings.  CO4. Analyze the effectiveness of branding and communication strategies in real business cases.  CO5. Evaluate corporate identity and brand equity using modern metrics and stakeholder feedback.	
	<b>Credit Value</b>	<b>3 (Theory)</b>	

	<b>Total Marks</b>	<b>Internal: 40</b> <b>External: 60</b>
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**Part B: Content of the Course**

**Articulation Matrix**

*(Program Articulation Matrix is formed by the strength of correlation of COs with POs and PSOs. The strength of correlation is indicated as 3 for substantial (high), 2 for moderate (medium) correlation, and 1 for slight (low) correlation)*

CO/PO/PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	3	1		-	-	1	-	1	-	1	-	-	1
CO2	3	1		-	-	1	-	1	-	2	-	-	1
CO3	3	-		1	-	2	-	1	-	1	1	-	1
CO4	3	1		-	-	1	-	-	-	2	-	-	1-
CO5	3	-		1	-	-	-	1	-	2	1	-	1

Unit	Topic	Number of Lectures
<b>I</b>	<b>Introduction of Corporate Communication</b>  Corporate Philosophy, Corp. Culture, Identity & Corp. Philanthropy, Brand: Definition, Concept and Evolution of Brands, Significance and Need of Brand Management, Process of creating a new Brand, Product vs Brand Building, Brand USP, Different types of brands, Brand image and identity, Values & Brand Development Index, Brand Personality, Brand Positioning, Brand Extension, Brand Competitors	<b>8 hrs</b>
<b>II</b>	<b>Role of Brand Management</b>  Developing and Sustaining Brand Equity, CSR in Brand Management, Handling Brand Crisis, Developing and Handling Brand Management (Advertising, PR, Events, Social Media etc.)  Brand Name, brand logo, Slogan and Taglines, Brand Ambassador, Brand Strategies  Case Studies: Maggie, Parle-G, Apple, Samsung, Barbie Dolls, Marlboro etc.	<b>8 hrs</b>

<b>III</b>	<b>Organization system Management</b> Defining Organization, Management hierarchy, Public Relations and Corporate Communication Corporate Communication - Financial publics, media, opinion makers, government, Elected representatives, Lobbying, Corporate Pitching, Corporate reputation, corporate identity, Media Relations	<b>8 hrs</b>
<b>IV</b>	<b>Corporate communication</b> Reliability and accuracy of eyewitnesses, How do we Study Eyewitness Issues?, The Laboratory Simulation, Factors that influence eyewitness testimony, Eyewitness memory and recall, Techniques for improving eyewitness testimony, Legal implications of eyewitness testimony	<b>8 hrs</b>
<b>V</b>	<b>Indian financial system</b> Capital market – stock exchanges, SEBI- functioning and mandate, Financial institutions, financial products (Bonds, Debentures, Shares, ESOPS et al), Legal and ethical aspects in financial communication.	<b>8 hrs</b>
	<b>Self-Learning Topics</b> <ol style="list-style-type: none"> <li>1. Case analysis of successful corporate rebranding campaigns (e.g., Infosys, Tata, Airtel).</li> <li>2. Role of digital transformation and social media in brand storytelling and corporate identity.</li> <li>3. Ethical and crisis issues in corporate communication—analysis of real-world corporate crises.</li> <li>4. Study of employer branding and internal communication models in global corporations.</li> <li>5. Impact of integrated marketing communication (IMC) on brand value creation.</li> </ol>	<b>5 hrs</b>
<b>Part C: Learning Resources</b>		
1. Suggested Readings:		

Parameswaran, Building Brand Value: Five Steps of Building Powerful Brands, Tata McGraw Hill 2006. Aaker, David A., Managing Brand Equity, the Free Press, New York

**B.A Journalism and Mass Communication  
Semester-IV**

L-3 T-0 P-0 C-3

**24BMC200T: Media Organization and Management**

**Course Objectives**

1. To Understand various ownership patterns of media Management
2. To enhance the knowledge of hierarchical functions and departmental structures.
3. To master the management strategies for effective media.

**Course Outcomes (COs)**

At the end of the course the students will be able to:

1. Understand the principles of media management and their evolution before and after independence.
2. Understand various ownership patterns of mass media and organizational policies in India.
3. Apply knowledge of hierarchical functions and departmental structures in media organizations.
4. Analyze the economics and financial aspects of managing print and electronic media.
5. Evaluate planning, execution, and management strategies for effective media program production.

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CO/PO/PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO1	3	1	-	-	1	1	1	-	-	1	1	1	1
CO2	3	1	-	-	2	-	1	-	-	-	-	1	1
CO3	3	-	1	-	1	2	-	1	-	1	1	1	-
CO4	3	-	1	1	-	1	1	-	-	-	-	1	1
CO5	3	-	2	-	-	1	-	1	-	-	-	1	1

High-3 Medium-2 Low-1

**UNIT I: Principles of media management:**

**8 Hours**

Principles of media management and their significance - media as an industry and profession. Management pre and after independence, Recommendation of First and Second Press Commission.

## **UNIT II: Ownership patterns of mass media:**

**8 Hours**

Ownership patterns of mass media in India - sole proprietorship, partnership, private limited, companies, public limited companies, trusts, co-operatives, religious institutions (societies) and Franchisees, Policy formulation, Organization theory, delegation, decentralization, motivation, control and co-ordination.

## **UNIT III: Hierarchy functions and organizational structure**

**8 Hours**

Hierarchy functions and organizational structure of different departments- general management, finance. circulation (sales promotion including pricing and pricing and price-war aspect); advertising (marketing). personnel management, production and reference sections, apex bodies: DAVP, INS and ABC,

## **UNIT IV: Economics of print and electronic media:**

**8 Hours**

Economics of print and electronic media - management, business, legal and financial aspects of media management. Budgeting and finance, capital costs, production costs, advertising and sales strategy, production schedule and process, PR for building and sustaining business and audience, news portal management

## **UNIT V: Planning and execution of programme production:**

**8 Hours**

Planning and execution of programme production production terms, control practices and procedures. Administration and programme management in media - scheduling, transmitting record keeping, quality control and cost effective techniques. Employee/employer and customer relations services, marketing strategies-brand promotion (space/time, circulation)-reach-promotion-market survey techniques human research development for media

## **Self-Learning Topics**

**5 Hours**

1. Case studies of major media conglomerates in India—The Times Group, Network18, and Zee Media Corporation.
2. Impact of digital transformation and convergence on media ownership and management models.
3. Comparative study of public service broadcasters (Doordarshan, AIR) and private media networks.
4. Analysis of corporate governance, ethics, and accountability in media organizations.
5. Emerging trends in media entrepreneurship and start-up culture within digital news and entertainment sectors.

**B.A Journalism and Mass Communication  
Semester-IV**

L-3 T-0 P-0 C-3

**24BMC210T: Media Law and Ethics**

**Course Objectives**

1. To explore India's constitution and its media implications
2. To examine media regulations through historical and contemporary lenses
3. To analyze electronic media laws and their applications of ethics and codes in practice

**Course Outcomes (COs)**

At the end of the course the students will be able to:

1. Understanding the Indian Constitution and media relations.
2. Remembering the media governance, regulations, and press councils
3. Analyzing the legal frameworks governing media operations comprehensively
4. Analyzing electronic media laws, regulations, and cybercrime
5. Evaluating media ethics, codes, and standards rigorously

**Articulation Matrix**

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CO/PO/PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO1	3	-	-	1	1	-	-	1	-	1	1	-	1
CO2	3	1	-	1	1	-	-	-	1	-	1	1	-
CO3	3	-	1	-	1	1	-	1	-	-	-	-	1
CO4	3	1	-	1	-	-	1	-	-	1	-	-	-
CO5	3	1	1	-	-	-	1	1	-	-	1	1	-

High-3 Medium-2 Low-1

**UNIT I: Constitution of India**

**8 Hours**

Brief introduction to constitution of India, Fundamental rights and duties of CC, Freedom of speech and expression of CC, Right to privacy Constitutional amendment Judiciary and media

Contempt of Court Act

**UNIT II: Media Commissions and Committees**

**8 Hours**

Press Commissions and Various Committees, Broadcasting: Chanda Committee, Verghese Committee, Joshi Committee, Working Journalist Act 1955, Press Council of India, Concept of Media Council

**UNIT III: Media and Laws**

**8 Hours**

Indian Penal Code 1860, Criminal Procedure Code 1973, Copy Right Act 1957, IPR, Official Secrets Act 1923, Right to Information Act 2005, Civil and Criminal law of defamation

**UNIT IV: Media and Laws Electronic Media Laws**

**8 Hours**

Cinematography Act 1952, Prasar Bharti Act 1990, Cable TV Network regulation Act 1995, Information Technology Act 2000, Convergence Laws, TRAI, Cyber Law and regulation, Cyber crime

**UNIT V: Media Codes and Ethics**

**8 Hours**

Concept of ethics, importance and need of ethics in electronic media, Paid News, Ethical issues communal and sensational, Parliamentary Privileges, Guidelines for Parliamentary coverage, ASCI commercial code, Broadcasting code and ethics.

**Self-Learning Topics**

**5 Hours**

1. Landmark Supreme Court judgments related to freedom of speech and expression in India (e.g., Kesavananda Bharati vs. State of Kerala, Shreya Singhal vs. Union of India).
2. Critical study of defamation and privacy cases involving media organizations.
3. Media trials and ethical concerns in contemporary journalism.
4. Comparative analysis of global media regulation frameworks – FCC (USA), Ofcom (UK), and PCI (India).
5. Role of digital ethics and legal challenges in the era of social media and artificial intelligence.

**Total: 45 Hours**

**Reference Books:**

1. Dr. Jan R. Hakemulder, Dr. Fay AC de Fange, P.P. Singh, Media Ethics and Law, Anmol Publications.
2. Y.K. D'souza, Principles and Ethics of Journalism and Mass Communication, Commonwealth, Publishers.
3. Iyer Venkat, Mass Media Laws and Regulations in India, Asian Media Information and Communication Centre, 2000.

**Suggestive Digital Platforms Web Links:**

<https://m42mc.wordpress.com/law-basics/contempt-of-court/>

<https://legaldesire.com/contempt-of-court-in-india-and-freedom-of-media-and-privacy-in-sub-judice-matters/>

**B.A. Journalism and Mass Communication****Semester-IV****L-3 T-0 P-0 C-3****24BMC220T: International Relations****Course Objectives:**

- To understand the political, economic, and social dimensions shaping international relations in the global system.
- To develop awareness of international institutions, diplomacy, foreign policy, and the global media's role in shaping international affairs.
- To enhance skills in analyzing geopolitical events and their representation through mass media narratives.

**Course Outcomes (COs)**

At the end of the course, the students will be able to:

- Understand the evolution, scope, and significance of international relations as a discipline.
- Understand the major theories, actors, and processes influencing global political systems.
- Analyze the role of international organizations, treaties, and diplomacy in maintaining global order.
- Assess the impact of media and communication technologies on international relations and public diplomacy.
- Evaluate India's foreign policy, global positioning, and its role in international organizations.

**Articulation Matrix**

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CO/PO/PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO1	3	1	-	-	1	-	1	-	-	1	1	1	1
CO2	3	1	1	1	-	1	-	-	-	-	-	1	1
CO3	2	-	1	-	1	1	-	1	-	-	1	-	-
CO4	1	1	-	-	-	-	1	-	3	-	-	1	1
CO5	2	1	2	-	-	-	1	-	1	-	-	1	1

**Low - 1    Medium - 2    High - 3**

#### UNIT I: Introduction to International Relations (10 Hours)

Definition, nature, and scope of international relations; historical development of the nation-state system; key actors in international relations—states, international organizations, and non-state actors; concepts of sovereignty, power, and national interest; overview of international system and global order.

#### UNIT II: Theories and Approaches to International Relations (10 Hours)

Realism, Liberalism, Marxism, Constructivism, Feminism, and Post-colonialism; balance of power and collective security; conflict and cooperation among nations; globalization and its impact on international relations.

#### UNIT III: International Organizations and Global Governance (10 Hours)

United Nations and its specialized agencies; regional organizations—EU, ASEAN, SAARC, AU; World Bank, IMF, WTO; peacekeeping and conflict resolution mechanisms; role of global civil society and NGOs.

#### UNIT IV: Media, Communication, and Diplomacy (5 Hours)

Role of media in international relations; public diplomacy and soft power; international news flow and global communication networks; propaganda, global image management, and international perception building; ethical issues in international reporting.

#### UNIT V: India and the World

(5 Hours)

Evolution of India's foreign policy; India's relations with neighboring countries; India and major power blocs—USA, Russia, China; India's role in the UN, NAM, and WTO; current issues in international relations—terrorism, climate change, human rights, and global media influence.

#### Self Study

(5 Hours)

1. Case studies of major international conflicts and their resolution mechanisms (e.g., Israel-Palestine, Russia-Ukraine, South China Sea disputes).
2. Comparative analysis of foreign policy approaches of major powers—USA, China, Russia, and European Union.
3. Role of emerging powers (BRICS nations) in reshaping global governance and multilateralism.
4. Impact of social media and digital diplomacy on international relations and public opinion formation.
5. India's strategic partnerships and bilateral relations with neighboring South Asian countries and its role in regional forums like SAARC and BIMSTEC.

### **B.A. Journalism and Mass Communication**

#### **Semester-VI**

**L-1 T-0 P-3 C-4**

#### **24BMC230P: Graphic Design**

#### Course Objectives:

To introduce students to the fundamental principles, tools, and techniques of graphic design.

To develop creative and conceptual thinking for effective visual communication.

To train students to apply design theories across media platforms for journalism, advertising, and public relations.

#### Course Outcomes (COs)

At the end of the course, the students will be able to:

1. Understand the principles and elements of design and their role in visual communication.

2. Analyse proficiency in design tools and software used for print and digital media production.
3. Apply design concepts creatively in developing logos, posters, layouts, and infographics.
4. Analyze the relationship between text, image, and color in visual storytelling.
5. Evaluate ethical and aesthetic aspects in designing communication materials for diverse audiences.

#### Articulation Matrix

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CO/PO/PSO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PSO 1	PSO 2	PSO 3
CO1	3	1	-	-	1	-	1	-	-	1	1	1	1
CO2	3	1	1	1	-	1	-	-	-	-	-	1	1
CO3	2	-	1	-	1	1	-	1	-	-	1	-	-
CO4	1	1	-	-	-	-	1	-	3	-	-	1	1
CO5	2	1	2	-	-	-	1	-	1	-	-	1	1

Low - 1 Medium - 2 High - 3

#### UNIT I: Introduction to Graphic Design

(10 Hours)

Definition, need, and scope of graphic design; evolution of graphic design in media; fundamental principles—balance, contrast, rhythm, proportion, and unity; elements of design—line, shape, texture, color, space, and typography; role of design in communication and storytelling.

## UNIT II: Design Process and Creativity

(10 Hours)

Stages of the design process—research, brainstorming, sketching, visualization, execution, and evaluation; concepts of creativity and innovation in design; understanding client briefs; audience analysis; idea development through mood boards and storyboards.

## UNIT III: Typography and Layout

(10 Hours)

Introduction to typography—classification of typefaces, readability, legibility, and typography hierarchy; grid systems and layout design; composition principles; use of color theory in graphic design; print vs. digital design approaches.

## UNIT IV: Tools and Software in Design

(10 Hours)

Introduction to design software—Adobe Photoshop, Illustrator, InDesign, and Canva; image editing, vector creation, color correction, layout design, and file formats; designing brochures, posters, flyers, and digital media graphics.

## UNIT V: Ethics, Aesthetics, and Emerging Trends

(10 Hours)

Design ethics and copyright considerations; cultural sensitivity in design; principles of sustainable and inclusive design; introduction to motion graphics, AR/VR interfaces, and interactive design; integration of AI tools in modern graphic design practice.

## Self Study

(10 Hours)

1. Detailed study of fundamental design principles: balance, alignment, contrast, hierarchy, rhythm, proportion, proximity, repetition, and unity.
2. Exploration of basic design elements: line, shape, form, texture, color, space, imagery, and typography, with examples from print and digital media.
3. Hands-on practice with design software tools such as Adobe Photoshop, Illustrator, InDesign, and Canva to create visual communication pieces.
4. Case studies on ethical considerations in graphic design including copyright, cultural sensitivity, and sustainable design practices.
5. Current trends in graphic design including motion graphics, AR/VR integration, interactive designs, and the role of AI-assisted tools.

## B.A Journalism and Mass Communication Semester-IV

L-0 T-0 P-8 C-4

### 24BMC240P: Art of Photography

## Course Objectives

1. To develop technical proficiency of photographic equipment of cameras, lenses, and lighting.
2. To apply photographic principles to produce aesthetically balanced photographs
3. To critically analyze and articulate the artistic elements and narratives within photographic works

## Course Outcomes (COs)

At the end of the course the students will be able to:

1. Understand the evolution of photography and its connection to artistic and journalistic practices.
2. Analyze principles of composition and lighting to create impactful photographs.
3. Analyze the use of lighting, depth of field, flash, filters, and silhouette methods in photographic creation.
4. Evaluate ethical, legal, and technical aspects while performing basic photo editing and portfolio preparation.
5. Create an advanced digital portfolio by editing raw photographs with professional retouching and colour-grading techniques.

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CO/PO/PS O	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PSO 1	PSO 2	PSO 3
CO1	3	1	-	-	-	1	1	1	-	-	-	1	1
CO2	3	1	-	-	-	1	1	-	-	-	1	-	-
CO3	3	1	-	-	-	1	-	-	-	-	1	1	-
CO4	3	1	-	-	-	-	-	-	1	-	1	-	1
CO5	3	2	-	-	-	1	-	1	-	-	1	1	1

High-3 Medium-2 Low-1

## UNIT I: Photography as an Art

10 Hours

- Basics of Photography, The Evolution of Photography,
- Photojournalism in relations to art.

UNIT II: Principles of Photography 10 Hours

- Composition and rules in Photojournalism,
- Limitations in Photojournalism,
- Photographing ancient monuments, photographing portraits,
- Photographing streets and candid, Fashion shoot,
- Taking photographs of a patient, Shadow as subject

UNIT III: Photojournalism and the concept of Lighting and filters 10 Hours

- Depth of field- Lighting, Photography with
- Flash -Filters in photography, Silhouette Photography.

UNIT IV: Project I 10 Hours

Basics of photo editing (Lightroom/Photoshop) Colour correction, retouching, cropping

Ethics in photography (consent, representation, manipulation) Copyright, usage rights, and fair use, Building a professional portfolio

UNIT V: Project II 10 Hours

Editing 30 raw photographs, Skin retouching and colour grading, Creating an online/digital portfolio, Final submission: 30 curated photographs.

**Self-Learning Topics 10 Hours**

1. Exposure triangle fundamentals: mastering shutter speed, aperture, and ISO for different lighting conditions and creative effects.
2. Advanced composition techniques: rule of thirds, leading lines, framing, symmetry, and negative space in photojournalism contexts.
3. Camera equipment selection: comparing DSLR, mirrorless, and smartphone cameras; understanding lens types (wide-angle, telephoto, prime) and their applications.
4. Specialized photography genres: macro photography, long exposure, astrophotography, and low-light techniques with practical examples.
5. Professional photo editing workflows: advanced Lightroom/Photoshop techniques for RAW processing, non-destructive editing, and portfolio presentation ethics.

**Total: 60 Hours**