MALLA REDDY VISHWAVIDYAPEETH
(Deemed to be University)

School of Media, Design & Technology

CURRICULUM & SYLLABUS DOCUMENT

Master of Arts (M.A.) in Digital Media & Content Creation

Two-Year Postgraduate Programme | Four Semesters
Effective from Academic Year 2026–27

Programme areas: Journalism and Report Writing | Digital Marketing | Content Creation | Social Media Management | Digital Content Writing

Prepared in accordance with the UGC Curriculum and Credit Framework for Postgraduate Programmes (CCFUP-PG) and NEP 2020.

Approved Curriculum by the Board of Studies, Academic Council and Executive Council

Stage	Body	Date of approval / resolution no.
1	Board of Studies-School of Media, Design and Technology	14th July 2026
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3	Executive Council	3rd Oct 2026

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1. Preamble, Need and Justification for the Programme

1.1 Preamble

The Master of Arts (M.A.) in Digital Media & Content Creation is a practice-oriented postgraduate programme designed to develop advanced communication, editorial, strategic, creative and analytical competencies for contemporary digital media. It combines the first-semester foundation used in the M.A. Film, OTT & Digital Cinema curriculum with progressive learning in journalism and report writing, digital marketing, content creation and specialist digital-content electives.

1.2 Need for the Programme

- Digital platforms, online news, branded content and creator-led media require professionals who can research, write, produce, distribute and evaluate content across formats.
- Organizations need graduates who understand editorial standards, audience behaviour, search and social discovery, analytics, platform governance and ethical AI use.
- The programme links critical media understanding with practical portfolios, campaigns, editorial packages and an industry-facing capstone.

1.3 Justification

The School of Media, Design & Technology can support this programme through media labs, photography and video facilities, editing systems, podcast/audio resources, digital publishing tools and cross-school collaboration. The curriculum progresses from film/media foundations in Semester I to journalism in Semester II, digital marketing in Semester III and content creation with focused electives and an applied project in Semester IV.

2. Vision and Mission

2.1 Vision of the School

Vision of the School

2.2 Mission of the School

- **M1:** Provide research-informed media education integrating creative practice and digital technologies.
- **M2:** Nurture critical thinking, storytelling, visual literacy and professional communication.
- **M3:** Enable hands-on learning through studios, laboratories, projects and industry engagement.
- **M4:** Promote ethical, inclusive, accurate and responsible media practice.
- **M5:** Encourage lifelong learning, entrepreneurship and community engagement.

2.3 Vision of the Programme (M.A. Digital Media & Content Creation)

To develop adaptable digital-media professionals who create meaningful, evidence-based and audience-aware content across journalism, marketing and digital platforms.

2.4 Mission of the Programme

- **PM1:** Build foundations in film/media language, narrative and visual analysis.
- **PM2:** Develop journalism, reporting, verification and editorial writing skills.
- **PM3:** Develop digital marketing strategy, campaign execution and measurement.
- **PM4:** Build advanced content creation, social media and digital writing portfolios.

3. Programme Educational Objectives (PEOs)

Within a few years of graduation, postgraduates will:

PEO	Statement
PEO1	Demonstrate professional competence in digital media, journalism, content development and publishing.
PEO2	Plan and execute audience-focused communication and digital marketing campaigns.
PEO3	Produce accurate, engaging and platform-appropriate written, visual, audio and video content.
PEO4	Apply research, analytics, critical thinking and evidence-based decision-making to media work.
PEO5	Demonstrate ethical judgments, collaboration, entrepreneurship and continuous professional learning.

4. Governance Structure

The programme follows the multi-tier academic governance framework of Malla Reddy Vishwavidyapeeth.

Body	Role
Executive Council	Programme approval, academic regulations, resources and award of degree.
Academic Council	Approval of curriculum, academic standards, assessment and examination regulations.
Board of Studies – School of Media Design and Technology	Curriculum development/revision, course content, repertoire, CO-PO-PSO mapping and question-paper templates; includes external subject experts, eminent artist-practitioners, and (where appropriate) a representative from a cultural institution, production organization or creative industry.
School / Programme Committee	Implementation, timetabling, workload, studio allocation, production calendar and portfolio moderation.
Examination Committee / Controller of Examinations	Assessment schedules, jury/external examiners, moderation, results processing and grievance redressal.
Internal Quality Assurance Cell (IQAC)	Monitors quality benchmarks, accreditation readiness and continuous improvement through CO-PO attainment review.

5. Academic Structure

- **Programme:** M.A. in Digital Media & Content Creation (Two-Year Postgraduate Programme; NEP 2020 / UGC-CCFUP-PG aligned).
- **Duration:** 2 years, 4 semesters.
- **Academic calendar:** Two semesters per year; each semester includes instruction, internal assessment and end-semester evaluation as prescribed by the University.
- **Medium of instruction:** English.
- **Mode:** Full-time, on-campus, with practical labs, field reporting, production exercises, campaign work, research and internship/project components.
- **Total credits:** 80 across four semesters, designed at 20 credits per semester.
- **Course categories:** Major/Core (MC), Minor/Stream (MS), Multidisciplinary (MD), Ability Enhancement (AEC), Skill Enhancement (SEC), Elective (EL) and Research Project/Internship (RP).
- **Learning approach:** Lectures, workshops, newsroom simulations, studio production, field assignments, campaign labs, portfolio reviews and independent projects.

6. Eligibility Criteria for PG Admission

- Applicants must hold a recognised Bachelor's degree of three or four years in media, journalism, communication, film, design, arts, business or another discipline recognised by the University.
- Minimum marks relaxation shall follow applicable University, UGC and government norms in force at the time of admission.
- Admission may be based on qualifying-degree merit and/or an approved entrance assessment, followed by an interview, portfolio review or counselling where notified.
- Documents, equivalence and final eligibility shall be governed by the University's admission regulations.

7. Programme Outcomes (POs)

On completion of the programme, postgraduates will be able to:

PO	Title	Description
PO1	Media Knowledge	Apply concepts of media language, communication, storytelling and digital publishing.
PO2	Professional Practice	Research, write, edit and produce professional-standard media content for appropriate platforms.
PO3	Digital Strategy	Design and execute audience-focused digital marketing and content distribution strategies.
PO4	Research and Analytics	Use evidence, audience data, verification and analytical methods to inform decisions.
PO5	Creative Communication	Communicate clearly through written, visual, audio and video formats.
PO6	Leadership and Entrepreneurship	Collaborate, manage projects and identify opportunities in media ventures.
PO7	Ethics and Lifelong Learning	Demonstrate accuracy, privacy awareness, copyright compliance, inclusion and responsible technology use.

7.1 Graduate Attributes

The programme defines ten institution-level Graduate Attributes (GAs): the generic qualities, values and transferable capabilities every postgraduate is expected to demonstrate at graduation. GAs are cascaded into every course through Course Outcomes and mapped to POs, so that attainment can be tracked from course level to programme level.

GA	Title	Description
GA1	Disciplinary and interdisciplinary knowledge	Demonstrate integrated knowledge across media, communication, journalism, marketing and allied disciplines.
GA2	Critical thinking and problem solving	Analyse complex communication, editorial and strategic problems and design evidence-informed solutions.
GA3	Digital and technological literacy	Select, use and evaluate digital tools, platforms, analytics and AI responsibly and competently.
GA4	Research aptitude and evidence-based practice	Formulate questions, apply appropriate methods and use evidence, data and verification to inform decisions.
GA5	Effective communication	Communicate clearly and persuasively in writing, speech, visual, audio and video forms.
GA6	Teamwork and collaborative leadership	Lead and work effectively within multidisciplinary editorial, creative and campaign teams.

GA	Title	Description
GA7	Ethical reasoning and professional integrity	Apply media ethics, law, privacy and professional codes of conduct with integrity and accountability.
GA8	Social responsibility and global citizenship	Recognise the societal, cultural and representational implications of media content for diverse audiences.
GA9	Entrepreneurship and innovation	Identify opportunities and apply innovation, project-management and entrepreneurial skills to media ventures.
GA10	Lifelong learning and self-directed growth	Engage independently and continuously in learning to keep pace with evolving media technologies and practices.

7.2 Mapping of Graduate Attributes to POs

Qualitative scale: H = High, M = Medium, '-' = Not directly addressed.

GA	PO1	PO2	PO3	PO4	PO5	PO6	PO7
GA1	H	M	M	M	H	M	-
GA2	M	H	H	H	M	M	-
GA3	M	H	H	M	M	-	M
GA4	M	M	M	H	-	-	M
GA5	M	H	M	-	H	M	-
GA6	-	M	M	-	M	H	-
GA7	-	M	M	M	-	-	H
GA8	M	M	-	M	M	-	H
GA9	-	-	H	M	M	H	M
GA10	M	M	M	M	M	M	H

8. Programme Specific Outcomes (PSOs)

At the end of the programme, graduates of M.A. Digital Media & Content Creation will specifically be able to:

PSO	Description
PSO1	Produce accurate, structured journalism and reports using appropriate research, interviewing and verification methods.
PSO2	Plan, implement and evaluate digital marketing campaigns using platform tools, audience insights and measurable objectives.
PSO3	Create integrated digital content packages using writing, photography, video, audio and design workflows.
PSO4	Develop a professional portfolio or capstone project demonstrating independent research, creative execution and ethical practice.

9. Credit Framework

The programme is designed for 80 credits over four semesters, with 20 credits in each semester. Credit allocation and category mapping must be confirmed through the University's approved regulations.

As designed in the Scheme of Instruction (Section 18 and Annexure III), the 80 credits are distributed as follows:

Category of Course	No. of Courses	Total Credits
Major / Core (MC)	10	44
Minor / Stream (MS)	2	8
Multidisciplinary (MD)	2	8

Category of Course	No. of Courses	Total Credits
Ability Enhancement (AEC)	1	4
Skill Enhancement (SEC)	1	4
Elective (EL)	2	8
Research Project / Internship (RP)	1	4
Total	**19**	**80**

Year	Semesters	Credits
Year 1	I – II	40
Year 2	III – IV	40
Total		**80**

One credit represents the prescribed workload of lecture, tutorial, practical or supervised project hours under the applicable University framework.

10. Course Outcomes – PO Mapping

Each course specifies measurable Course Outcomes (COs), linked to relevant Programme Outcomes (POs) and Programme Specific Outcomes (PSOs). CO1–CO4 is normally defined for taught courses; project or internship courses may include additional outcomes.

Mapping scale: 1 = Low correlation, 2 = Medium correlation, 3 = High correlation. Illustrative mapping for Journalism and Report Writing:

Illustrative mapping for Journalism and Report Writing:

CO	Description	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	Identify news values and reporting approaches	3	2	-	2	-	-	2
CO2	Gather and verify information through interviews and documents	-	3	-	3	-	-	3
CO3	Structure clear, accurate reports for defined audiences	-	3	-	-	3	-	2
CO4	Edit and present a publishable report with supporting evidence	-	3	-	2	3	-	-

11. Scheme of Assessment / Examination

The standard assessment pattern is subject to University regulations and approved course type.

11.1 Theory Courses

Component	Weightage	Description
Continuous Internal Assessment (CIA)	40%	Assignments, quizzes, presentations, participation, reports and mid-semester assessments.
End-Semester Examination (ESE)	60%	Written examination covering all units (pattern in Annexure V).

11.2 Practical / Studio Courses

Component	Weightage	Description
Continuous Internal Assessment (CIA)	40%	Practical output, portfolio, production log, demonstrations and viva voce during the semester.

Component	Weightage	Description
End-Semester Practical Examination	60%	Practical examination, submission of output/portfolio, process notes and viva voce.

11.3 Field Reporting, Digital Marketing, Project and Internship

- **Field reporting:** Assessment includes pitch, research notes, source diversity, fact-checking, report structure, accuracy, language and ethical compliance.
- **Digital marketing:** Assessment includes brief, audience research, campaign plan, creative assets, implementation simulation, analytics interpretation and final presentation.
- **Project / internship:** Assessment includes proposal, milestone reviews, output quality, documentation, mentor evaluation, final report and viva voce.

12. Grading System

The University follows its approved grading and CGPA regulations.

Marks Range (%)	Grade	Grade Point	Description
90–100	O	10	Outstanding
80–89	A+	9	Excellent
70–79	A	8	Very Good
60–69	B+	7	Good
55–59	B	6	Above Average
50–54	C	5	Average
40–49	P	4	Pass
Below 40	F	0	Fail
–	Ab	0	Absent

SGPA and CGPA are credit-weighted averages calculated under University regulations.

13. Progression and Examination Rules

- A minimum of 75% attendance in each course (theory and practical/studio) is required to be eligible to appear for the End-Semester Examination, subject to condonation provisions approved by the Vice Chancellor.
- A student must secure a minimum of Grade P (40%) in both CIA and ESE components, and in the aggregate, to pass a course; practical/studio courses additionally require successful submission of the prescribed production output.
- Students who do not pass a course may reappear in the subsequent supplementary/re-examination cycle as per University regulations, or re-register for the course where prescribed.
- Progression from Semester I to Semester II, and from Year 1 to Year 2, is governed by the University's minimum-credit-clearance norms; a student who does not clear the prescribed minimum credits may be required to repeat/carry backlog courses as per regulations.
- Registration for the Semester IV Capstone Thesis Film/Professional Project & Industry Internship is contingent on successful completion of the Semester III.
- Malpractice in examinations, plagiarism in written, research or creative submissions, and unauthorized or undisclosed use of generative-AI tools in violation of course-specific AI-use policy is dealt with under the University's Academic Integrity Regulations.

14. Infrastructure, Studios and Learning Resources

14.1 Classroom and Seminar Infrastructure

- Smart classrooms with projection, presentation, internet and seminar facilities for lectures, editorial conferences, campaign reviews and workshops.

14.2 Media and Production Facilities

- Photography and video studio; editing and post-production workstations; audio/podcast recording resources; interview and presentation spaces; media library; computer lab with access to digital publishing and design tools.

14.3 Digital Marketing and Analytics Resources

- Access to campaign planning and analytics demonstrations, website/content management systems, search and social platform learning resources, spreadsheet tools and audience research software.

14.4 Field Learning

- Field reporting, location photography, community documentation, industry visits and supervised assignments are scheduled subject to safety and permissions.

15. Library and Digital Resources

- Library resources should include journalism, media studies, communication, marketing, advertising, public relations, content strategy, writing, visual culture and research methodology.
- Digital resources may include scholarly journals, newspapers, reference databases, style guides, marketing case studies and approved learning platforms.
- Students should use credible primary and secondary sources, maintain source notes and follow a consistent citation style.
- Media archives, institutional repositories and digital libraries support research, analysis and portfolio development.
- Software and platform access is subject to institutional licenses, current availability and applicable terms of service.

16. Faculty and Support Staff

- Faculty expertise should cover journalism and editing, media research, digital marketing, content strategy, writing, photography/video production and digital publishing.
- Guest faculty and industry practitioners may contribute newsroom simulations, campaign reviews, workshops, portfolio critiques and capstone mentoring.
- Technical staff supports studio bookings, cameras, lighting, audio recording, editing systems and safe equipment handling.
- Each project or internship should have an assigned faculty coordinator and, where applicable, an external mentor.
- Staffing and faculty-student ratios shall follow UGC and University norms in force.

17. ICT, AI and Production/Post-Production Infrastructure

- Campus network and suitable storage/backup for media assets, project files and student portfolios.
- Learning Management System for course materials, assignments, attendance, feedback and assessment tracking.
- Licensed or institutionally approved software for writing, layout, image editing, video editing, audio production and analytics.

- Secure access practices, data protection, copyright compliance and responsible use of generative AI are integrated into teaching.
- Video-conferencing and presentation facilities support guest lectures, remote mentoring and industry interaction.

18. Semester-wise Curriculum Structure

Semester I – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC1MC01	Advanced Film Theory, History & Critical Studies	5	1	0	4	40	60	100
MDC1MC02	Advanced Screenwriting & Narrative Design	3	0	3	4	40	60	100
MDC1MC03	Advanced Cinematography & Visual Aesthetics	1	0	5	4	40	60	100
MDC1AE04	Film Research Methodology & Practice-Based Research	5	1	0	4	40	60	100
MDC1MD05	Indian, Regional & Contemporary Screen Cultures	5	1	0	4	40	60	100
Total					**20**			**500**

Semester II – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC2MC01	Journalism Principles, News Values & Ethics	5	1	0	4	40	60	100
MDC2MC02	Reporting and Interviewing Techniques	1	0	5	4	40	60	100
MDC2MC03	Journalism and Report Writing	3	0	3	4	40	60	100
MDC2MS04	Editing, Headlines and Digital Newsroom Practice	1	0	5	4	40	60	100
MDC2MD05	Media Law, Verification and Fact-Checking	3	0	3	4	40	60	100
Total					**20**			**500**

Semester III – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC3MC01	Digital Marketing Strategy and Planning	3	0	3	4	40	60	100
MDC3MC02	Search Engine Optimization and Content Discovery	3	0	3	4	40	60	100
MDC3MC03	Social Advertising and Campaign Management	1	0	5	4	40	60	100
MDC3MS04	Web Analytics, Metrics and Conversion	3	0	3	4	40	60	100
MDC3SE05	Brand Communication and Digital Marketing Practice	1	0	5	4	40	60	100
Total					**20**			**500**

Semester IV – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC4MC01	Advanced Content Creation and Production	2	0	10	8	80	120	200
MDC4EL02	Elective: Social Media Management	3	0	3	4	40	60	100
MDC4EL03	Elective: Content Writing for Digital Platforms	3	0	3	4	40	60	100
MDC4RP04	Capstone Portfolio / Industry Project and Internship	0	0	6	4	40	60	100

Code	Title	L	T	P	C	Int.	Ext.	Total
Total					**20**			**500**

Annexure I – POs, PSOs and Graduate Attributes

A. Programme Outcomes

PO	Title	Description
PO1	Media Knowledge	Apply concepts of media language, communication, storytelling and digital publishing.
PO2	Professional Practice	Research, write, edit and produce professional-standard media content for appropriate platforms.
PO3	Digital Strategy	Design and execute audience-focused digital marketing and content distribution strategies.
PO4	Research and Analytics	Use evidence, audience data, verification and analytical methods to inform decisions.
PO5	Creative Communication	Communicate clearly through written, visual, audio and video formats.
PO6	Leadership and Entrepreneurship	Collaborate, manage projects and identify opportunities in media ventures.
PO7	Ethics and Lifelong Learning	Demonstrate accuracy, privacy awareness, copyright compliance, inclusion and responsible technology use.

B. Programme Specific Outcomes

PSO	Description
PSO1	Produce accurate, structured journalism and reports using appropriate research, interviewing and verification methods.
PSO2	Plan, implement and evaluate digital marketing campaigns using platform tools, audience insights and measurable objectives.
PSO3	Create integrated digital content packages using writing, photography, video, audio and design workflows.
PSO4	Develop a professional portfolio or capstone project demonstrating independent research, creative execution and ethical practice.

C. Graduate Attributes

GA	Title	Description
GA1	Disciplinary and interdisciplinary knowledge	Demonstrate integrated knowledge across media, communication, journalism, marketing and allied disciplines.
GA2	Critical thinking and problem solving	Analyse complex communication, editorial and strategic problems and design evidence-informed solutions.
GA3	Digital and technological literacy	Select, use and evaluate digital tools, platforms, analytics and AI responsibly and competently.
GA4	Research aptitude and evidence-based practice	Formulate questions, apply appropriate methods and use evidence, data and verification to inform decisions.
GA5	Effective communication	Communicate clearly and persuasively in writing, speech, visual, audio and video forms.
GA6	Teamwork and collaborative leadership	Lead and work effectively within multidisciplinary editorial, creative and campaign teams.
GA7	Ethical reasoning and professional integrity	Apply media ethics, law, privacy and professional codes of conduct with integrity and accountability.
GA8	Social responsibility and global citizenship	Recognize the societal, cultural and representational implications of media content for diverse audiences.

GA	Title	Description
GA9	Entrepreneurship and innovation	Identify opportunities and apply innovation, project-management and entrepreneurial skills to media ventures.
GA10	Lifelong learning and self-directed growth	Engage independently and continuously in learning to keep pace with evolving media technologies and practices.

Annexure II – Credit Distribution

Category of Course	No. of Courses	Total Credits
Major / Core (MC)	10	44
Minor / Stream (MS)	2	8
Multidisciplinary (MD)	2	8
Ability Enhancement (AEC)	1	4
Skill Enhancement (SEC)	1	4
Elective (EL)	2	8
Research Project / Internship (RP)	1	4
Total	**19**	**80**

Annexure III – Semester-wise Scheme of Instruction (L-T-P-C)

L = Lecture hours/week, T = Tutorial hours/week, P = Practical/Studio hours/week, C = Credits; Int. = internal (CIA) marks, Ext. = external (ESE) marks. The L-T-P values of Semester-I are as in the source scheme. For Semesters II–IV the same convention is applied by course type (Theory 5-1-0; Theory + Practical 3-0-3; Practical 1-0-5), with the 8-credit practical course at 2-0-10 and the project/internship at 0-0-6. Marks follow the 40:60 internal: external pattern of Section 11 (200 marks for the 8-credit course).

Semester I – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC1MC01	Advanced Film Theory, History & Critical Studies	5	1	0	4	40	60	100
MDC1MC02	Advanced Screenwriting & Narrative Design	3	0	3	4	40	60	100
MDC1MC03	Advanced Cinematography & Visual Aesthetics	1	0	5	4	40	60	100
MDC1AE04	Film Research Methodology & Practice-Based Research	5	1	0	4	40	60	100
MDC1MD05	Indian, Regional & Contemporary Screen Cultures	5	1	0	4	40	60	100
Total					**20**			**500**

Semester II – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC2MC01	Journalism Principles, News Values & Ethics	5	1	0	4	40	60	100
MDC2MC02	Reporting and Interviewing Techniques	1	0	5	4	40	60	100
MDC2MC03	Journalism and Report Writing	3	0	3	4	40	60	100
MDC2MS04	Editing, Headlines and Digital Newsroom Practice	1	0	5	4	40	60	100
MDC2MD05	Media Law, Verification and Fact-Checking	3	0	3	4	40	60	100
Total					**20**			**500**

Semester III – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC3MC01	Digital Marketing Strategy and Planning	3	0	3	4	40	60	100
MDC3MC02	Search Engine Optimization and Content Discovery	3	0	3	4	40	60	100
MDC3MC03	Social Advertising and Campaign Management	1	0	5	4	40	60	100
MDC3MS04	Web Analytics, Metrics and Conversion	3	0	3	4	40	60	100
MDC3SE05	Brand Communication and Digital Marketing Practice	1	0	5	4	40	60	100
Total					**20**			**500**

Semester IV – Scheme of Instruction

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC4MC01	Advanced Content Creation and Production	2	0	10	8	80	120	200
MDC4EL02	Elective: Social Media Management	3	0	3	4	40	60	100
MDC4EL03	Elective: Content Writing for Digital Platforms	3	0	3	4	40	60	100

Code	Title	L	T	P	C	Int.	Ext.	Total
MDC4RP04	Capstone Portfolio / Industry Project and Internship	0	0	6	4	40	60	100
Total					**20**			**500**

Annexure-IV-Detailed Course Syllabi (Unit Wise) and CO-PO-PSO GA Mapping

Every course below carries Course Objectives, five Units of content, Course Outcomes (COs), Graduate Attributes addressed, a CO–PO–PSO–GA mapping matrix, Teaching–Learning Methods and the Scheme of Assessment. The mapping scale and template are given first.

CO–PO–PSO–GA Mapping Scale and Template

Correlation scale: 1 = Low, 2 = Medium, 3 = High; use a dash (-) where there is no direct correlation.

The completed matrix for each course follows its Course Outcomes below.

Semester I – Film and Media Foundations

MDC1MC01: Advanced Film Theory, History & Critical Studies

Category: Major Core | Type: Theory | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Film theory: formalism, realism, auteur, psychoanalytic, feminist and postcolonial approaches.

Unit II – Methods and Practice: World cinema movements and historiography; major aesthetic and industrial shifts.

Unit III – Applied Skills: Indian and regional cinema histories; critical reception and changing audiences.

Unit IV – Professional Workflow: Authorship, genre, identity and representation in screen media.

Unit V – Integration and Evaluation: Film criticism and contemporary screen cultures.

Course Outcomes (COs)

- **CO1:** Apply film-theoretical frameworks to analyse a screen text.
- **CO2:** Situate a film within historical and cultural contexts.
- **CO3:** Evaluate authorship, genre and representation.
- **CO4:** Produce a critical essay demonstrating independent scholarship.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	-	-	1	-	-	-	-	-	-	1	GA1, GA4
CO2	3	-	-	1	-	-	-	-	-	-	1	GA1, GA4
CO3	2	-	-	2	-	-	2	-	-	-	1	GA1
CO4	2	-	-	2	3	-	-	-	-	-	2	GA4, GA1

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Examination 60% (Section 11.1).

MDC1MC02: Advanced Screenwriting & Narrative Design

Category: Major Core | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Complex themes, premise, conflict and narrative point of view.
Unit II – Methods and Practice: Screen structure: acts, sequences, episodic and non-linear forms.
Unit III – Applied Skills: Character psychology, dialogue, scene construction and subtext.
Unit IV – Professional Workflow: Feature and short-form screenplay development; story bibles.
Unit V – Integration and Evaluation: Rewriting, script coverage, pitching and peer feedback.

Course Outcomes (COs)

CO1: Design a coherent narrative suited to a defined format.
CO2: Develop layered characters and purposeful scenes.
CO3: Draft and revise a screenplay or narrative treatment.
CO4: Pitch a creative concept with supporting materials.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	-	-	-	2	-	-	-	-	2	-	GA1, GA2
CO2	2	-	-	-	3	-	-	-	-	2	-	GA1, GA2
CO3	-	2	-	-	3	-	-	-	-	3	-	GA1, GA2
CO4	-	-	-	-	3	1	-	-	-	2	-	GA2, GA1

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC1MC03: Advanced Cinematography & Visual Aesthetics

Category: Major Core | Type: Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Camera systems, sensors, exposure, dynamic range and recording formats.
Unit II – Methods and Practice: Lens choice, perspective, framing and visual continuity.
Unit III – Applied Skills: Lighting ratios, motivated lighting, mood and colour temperature.
Unit IV – Professional Workflow: Camera movement, blocking, composition and visual rhythm.

Unit V – Integration and Evaluation: Look development, colour management and portfolio scene.

Course Outcomes (COs)

CO1: Operate camera and lens systems purposefully.

CO2: Design lighting for mood and narrative intent.

CO3: Maintain visual continuity across a sequence.

CO4: Produce a visual portfolio with a defined aesthetic.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	3	-	-	1	-	-	-	-	3	-	GA3, GA1
CO2	-	2	-	-	3	-	-	-	-	3	-	GA1, GA3
CO3	-	2	-	-	3	-	-	-	-	3	-	GA1, GA3
CO4	-	3	-	-	3	-	-	-	-	3	1	GA1, GA3

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC1AE04: Film Research Methodology & Practice-Based Research

Category: Ability Enhancement | Type: Theory | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Research paradigms, questions, literature review and conceptual frameworks.

Unit II – Methods and Practice: Qualitative and quantitative methods: interviews, surveys, content analysis.

Unit III – Applied Skills: Practice-based and practice-led research in creative media.

Unit IV – Professional Workflow: Sampling, data organisation, analysis, ethics and citation.

Unit V – Integration and Evaluation: Proposal writing, academic argument and presentation.

Course Outcomes (COs)

CO1: Identify a researchable media question.

CO2: Select and justify appropriate methods.

CO3: Apply ethical data collection and analysis.

CO4: Write a structured research proposal.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	1	-	-	3	-	-	-	-	-	-	2	GA4, GA2
CO2	-	-	-	3	-	-	-	-	-	-	2	GA4, GA2
CO3	-	-	-	3	-	-	3	-	-	-	2	GA4

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO4	-	-	-	3	2	-	1	-	-	-	3	GA4, GA2

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Examination 60% (Section 11.1).

MDC1MD05: Indian, Regional & Contemporary Screen Cultures

Category: Multidisciplinary | Type: Theory | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Historical development of Indian cinema and screen media.

Unit II – Methods and Practice: Regional and South Indian screen cultures and aesthetics.

Unit III – Applied Skills: Multilingual storytelling, cultural memory and audiences.

Unit IV – Professional Workflow: OTT, streaming and changing consumption practices.

Unit V – Integration and Evaluation: Representation, identity, access and contemporary debates.

Course Outcomes (COs)

CO1: Explain key phases in Indian cinema history.

CO2: Compare regional screen cultures and storytelling forms.

CO3: Analyse digital distribution and audience change.

CO4: Critically discuss representation in screen media.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	-	-	-	-	-	-	-	-	-	-	GA1, GA8
CO2	3	-	-	1	-	-	-	-	-	1	-	GA1, GA8
CO3	2	-	2	2	-	-	-	-	1	-	-	GA8, GA1
CO4	2	-	-	1	-	-	3	-	-	-	-	GA8

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Examination 60% (Section 11.1).

Semester II – Journalism and Report Writing

MDC2MC01: Journalism Principles, News Values & Ethics

Category: Major Core | Type: Theory | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Role of journalism, public interest, democracy and accountability.

Unit II – Methods and Practice: News values, beats, news judgments and editorial priorities.

Unit III – Applied Skills: News formats: brief, hard news, feature, explainer and profile.

Unit IV – Professional Workflow: Accuracy, fairness, balance, corrections and source protection.

Unit V – Integration and Evaluation: Ethics, conflicts of interest, trauma-aware reporting and inclusion.

Course Outcomes (COs)

CO1: Explain journalism's role and professional standards.

CO2: Identify news values and select appropriate formats.

CO3: Apply accuracy, fairness and verification principles.

CO4: Evaluate ethical issues in reporting decisions.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	3	-	-	-	-	-	2	3	-	-	-	GA1, GA7
CO2	2	2	-	-	-	-	-	3	-	-	-	GA1
CO3	-	2	-	2	-	-	3	3	-	-	-	GA7
CO4	-	-	-	1	-	-	3	2	-	-	-	GA7, GA1

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Examination 60% (Section 11.1).

MDC2MC02: Reporting and Interviewing Techniques

Category: Major Core | Type: Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Beat reporting, story pitching, planning and field safety.

Unit II – Methods and Practice: Interview preparation, questioning, listening and follow-up.

Unit III – Applied Skills: Documentary sources, public records, observation and note-taking.

Unit IV – Professional Workflow: Covering events, institutions, communities and public services.

Unit V – Integration and Evaluation: Source verification, corroboration, interview transcription and filing.

Course Outcomes (COs)

CO1: Develop a viable reporting pitch and research plan.

CO2: Conduct interviews using appropriate techniques.

CO3: Corroborate facts with multiple reliable sources.

CO4: File a clear report supported by notes and evidence.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	2	-	2	-	-	-	3	-	-	-	GA2, GA4
CO2	-	3	-	-	2	-	2	3	-	-	-	GA5, GA4
CO3	-	2	-	3	-	-	2	3	-	-	-	GA4, GA2

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO4	-	3	-	2	3	-	-	3	-	-	-	GA5, GA4

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC2MC03: Journalism and Report Writing

Category: Major Core | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Lead writing, inverted pyramid, chronology and narrative structures.
Unit II – Methods and Practice: News reports, features, profiles, explainers and long-form reports.
Unit III – Applied Skills: Attribution, quotations, numbers, data and contextual background.
Unit IV – Professional Workflow: Language, clarity, headlines, captions and style consistency.
Unit V – Integration and Evaluation: Revision, fact-checking, publication-ready copy and portfolio.

Course Outcomes (COs)

CO1: Structure reports for a defined audience and purpose.
CO2: Use quotes, attribution and background accurately.
CO3: Edit language for clarity, balance and readability.
CO4: Submit a verified report package with supporting documentation.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	3	-	-	3	-	-	3	-	-	-	GA5
CO2	-	3	-	2	-	-	3	3	-	-	-	GA5, GA4
CO3	-	3	-	-	3	-	-	3	-	-	-	GA5
CO4	-	3	-	3	-	-	2	3	-	-	-	GA4, GA5

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC2MS04: Editing, Headlines and Digital Newsroom Practice

Category: Minor/Stream | Type: Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Copy-editing, house style, grammar, clarity and consistency.

Unit II – Methods and Practice: Headlines, decks, captions, metadata and search-aware packaging.

Unit III – Applied Skills: Editorial workflow: assignment, filing, editing, approval and update.

Unit IV – Professional Workflow: CMS basics, live updates, links, embeds and mobile-first presentation.

Unit V – Integration and Evaluation: Corrections, version control, publication checklist and teamwork.

Course Outcomes (COs)

CO1: Edit copy for accuracy, style and readability.

CO2: Write effective headlines and supporting display text.

CO3: Use digital newsroom workflow and publishing tools.

CO4: Apply correction and update procedures responsibly.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	3	-	-	2	-	-	3	-	-	-	GA5
CO2	-	2	-	-	3	-	-	3	-	-	-	GA5
CO3	-	3	1	-	-	2	-	2	-	1	-	GA6, GA5
CO4	-	2	-	-	-	1	3	3	-	-	-	GA6, GA5

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC2MD05: Media Law, Verification and Fact-Checking

Category: Multidisciplinary | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Legal environment: defamation, privacy, contempt and court reporting.

Unit II – Methods and Practice: Copyright, fair dealing, image rights and permissions.

Unit III – Applied Skills: Verification of claims, sources, images, video and dates.

Unit IV – Professional Workflow: Misinformation, manipulated media, reverse-search concepts and context.

Unit V – Integration and Evaluation: Fact-check workflow, evidence logs, corrections and risk assessment.

Course Outcomes (COs)

CO1: Identify common legal and ethical risks in reporting.

CO2: Verify claims using traceable evidence.

CO3: Assess digital images and posts critically.

CO4: Prepare a fact-check note with transparent sourcing.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	2	-	-	-	-	-	3	2	-	-	-	GA7, GA4
CO2	-	-	-	3	-	-	2	3	-	-	-	GA4
CO3	-	-	-	3	1	-	2	3	-	-	-	GA4, GA7
CO4	-	2	-	3	-	-	3	3	-	-	-	GA4, GA7

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

Semester III – Digital Marketing

MDC3MC01: Digital Marketing Strategy and Planning

Category: Major Core | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Digital ecosystem, funnel, customer journey and business objectives.
Unit II – Methods and Practice: Audience personas, segmentation, insight and competitor analysis.
Unit III – Applied Skills: Positioning, value proposition, channel selection and content pillars.
Unit IV – Professional Workflow: Campaign planning, budget, calendar, objectives and KPIs.
Unit V – Integration and Evaluation: Integrated strategy presentation and optimization plan.

Course Outcomes (COs)

CO1: Translate business goals into digital objectives.
CO2: Develop audience segments and channel strategy.
CO3: Prepare an integrated campaign plan and calendar.
CO4: Select KPIs aligned with objectives.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	3	-	-	2	-	-	3	-	-	GA2, GA9
CO2	-	-	3	2	-	-	-	-	3	-	-	GA2, GA3
CO3	-	-	3	-	-	2	-	-	3	-	-	GA3, GA9
CO4	-	-	3	3	-	-	-	-	3	-	-	GA2, GA3

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC3MC02: Search Engine Optimization and Content Discovery

Category: Major Core | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Search intent, keyword research, topic clusters and audience needs.
Unit II – Methods and Practice: On-page SEO: titles, headings, metadata, internal links and readability.
Unit III – Applied Skills: Technical concepts: crawlability, indexing, mobile experience and speed.
Unit IV – Professional Workflow: Content quality, authority, accessibility and structured information.
Unit V – Integration and Evaluation: Measurement, search-console concepts and content refresh plans.

Course Outcomes (COs)

CO1: Research search intent and relevant keyword themes.
CO2: Optimize a page for clarity and discoverability.
CO3: Explain technical and editorial SEO factors.
CO4: Evaluate search performance and recommend improvements.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	2	3	-	-	-	-	2	-	-	GA4, GA3
CO2	-	2	3	-	2	-	-	-	3	1	-	GA3
CO3	-	-	3	2	-	-	-	-	2	-	-	GA3, GA4
CO4	-	-	2	3	-	-	-	-	3	-	-	GA4, GA3

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC3MC03: Social Advertising and Campaign Management

Category: Major Core | Type: Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Paid digital ecosystem, objectives, placements and campaign structures.
Unit II – Methods and Practice: Audience targeting, creative testing, budgets and bidding concepts.
Unit III – Applied Skills: Ad copy, visual formats, calls to action and landing-page alignment.
Unit IV – Professional Workflow: Campaign setup simulation, tracking plans and brand safety.
Unit V – Integration and Evaluation: Reporting, experimentation, optimization and campaign presentation.

Course Outcomes (COs)

CO1: Select campaign objectives and audience segments.
CO2: Develop platform-appropriate ad creative.
CO3: Design a measurable campaign structure and budget.
CO4: Interpret results and recommend optimizations.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	3	-	-	1	-	-	3	-	-	GA3, GA9
CO2	-	-	2	-	3	-	-	-	3	1	-	GA3
CO3	-	-	3	-	-	2	-	-	3	-	-	GA3, GA9
CO4	-	-	3	3	-	-	-	-	3	-	-	GA3, GA9

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC3MS04: Web Analytics, Metrics and Conversion

Category: Minor/Stream | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Measurement planning, event concepts, UTM conventions and attribution.
Unit II – Methods and Practice: Traffic sources, engagement, reach impressions and conversion metrics.
Unit III – Applied Skills: Dashboards, segmentation, reporting and data quality.
Unit IV – Professional Workflow: Landing-page evaluation, user journeys and conversion optimization.
Unit V – Integration and Evaluation: Insight storytelling, privacy, consent and responsible analytics.

Course Outcomes (COs)

CO1: Define measurable indicators for a digital objective.
CO2: Read and interpret basic analytics reports.
CO3: Identify performance patterns and possible causes.
CO4: Present evidence-based recommendations.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	2	3	-	-	-	-	3	-	-	GA4, GA3
CO2	-	-	2	3	-	-	-	-	3	-	-	GA4, GA3
CO3	-	-	2	3	-	-	-	-	2	-	-	GA4
CO4	-	-	2	3	2	-	1	-	3	-	-	GA4, GA3

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC3SE05: Brand Communication and Digital Marketing Practice

Category: Skill Enhancement | Type: Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Brand identity, tone of voice, messaging and audience promise.
Unit II – Methods and Practice: Content pillars, campaign narrative and creative briefing.
Unit III – Applied Skills: Integrated communication across web, search, social and email.
Unit IV – Professional Workflow: Creator partnerships, community interaction and reputation response.
Unit V – Integration and Evaluation: Portfolio case study, presentation and professional reflection.

Course Outcomes (COs)

CO1: Translate brand positioning into consistent messaging.
CO2: Prepare a creative brief and content plan.
CO3: Coordinate cross-channel communication assets.
CO4: Present a campaign case study with rationale.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	2	-	3	-	-	-	3	-	-	GA5, GA9
CO2	-	-	2	-	3	1	-	-	2	1	-	GA5, GA6
CO3	-	-	3	-	-	3	-	-	3	-	-	GA6, GA9
CO4	-	-	-	-	3	2	-	-	2	-	1	GA5, GA9

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

Semester IV – Content Creation and Electives

MDC4MC01: Advanced Content Creation and Production

Category: Major Core | Type: Practical | Credits: 8 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Content strategy: audience, purpose, format, platform and editorial calendar.

Unit II – Methods and Practice: Writing and visual planning: scripts, storyboards, shot lists and briefs.

Unit III – Applied Skills: Photography, video, audio, interviews and short-form production.

Unit IV – Professional Workflow: Editing, captions, accessibility, rights, consent and platform adaptation.

Unit V – Integration and Evaluation: Integrated content package, portfolio curation and performance review.

Course Outcomes (COs)

CO1: Develop an evidence-informed content strategy.

CO2: Produce coherent content across multiple formats.

CO3: Edit and adapt content for platform requirements.

CO4: Present a professional portfolio and evaluate audience response.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	2	2	2	-	-	-	-	3	-	GA1, GA3
CO2	-	3	-	-	3	-	-	-	-	3	-	GA3, GA5
CO3	-	2	-	-	3	-	1	-	-	3	-	GA3, GA5
CO4	-	-	-	2	3	1	-	-	-	3	2	GA1, GA5

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC4EL02: Elective: Social Media Management

Category: Elective | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Platform roles, audience communities and channel selection.

Unit II – Methods and Practice: Social media strategy, calendar, workflow and approval systems.

Unit III – Applied Skills: Community management, moderation, response tone and escalation.

Unit IV – Professional Workflow: Listening, reporting, reputation and crisis-response principles.

Unit V – Integration and Evaluation: Performance review, experimentation and portfolio presentation.

Course Outcomes (COs)

CO1: Build a platform-specific social media plan.

CO2: Create a practical publishing calendar.

CO3: Moderate community interaction using ethical guidelines.

CO4: Evaluate performance and recommend next steps.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	3	-	-	1	-	-	3	-	-	GA3, GA6
CO2	-	-	3	-	-	2	-	-	3	-	-	GA3, GA6

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO3	-	-	-	-	-	2	3	-	2	-	-	GA7, GA6
CO4	-	-	2	3	-	-	-	-	3	-	-	GA3, GA7

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC4EL03: Elective: Content Writing for Digital Platforms

Category: Elective | Type: Theory + Practical | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.
- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Digital writing principles: clarity, scannability, tone and audience intent.
Unit II – Methods and Practice: Web copy, landing pages, blogs, explainers and newsletters.
Unit III – Applied Skills: SEO-aware writing, headings, metadata, links and calls to action.
Unit IV – Professional Workflow: Brand voice, UX microcopy, accessibility and inclusive language.
Unit V – Integration and Evaluation: Editing, fact-checking, content briefs and portfolio development.

Course Outcomes (COs)

CO1: Write clear copy for different digital formats.
CO2: Apply audience intent and brand voice consistently.
CO3: Improve discoverability and readability without keyword stuffing.
CO4: Edit and present a digital writing portfolio.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	3	-	-	3	-	-	-	-	3	-	GA5
CO2	-	-	2	-	3	-	-	-	1	3	-	GA5
CO3	-	-	3	-	2	-	2	-	-	3	-	GA5, GA7
CO4	-	2	-	-	3	-	2	-	-	3	1	GA5, GA7

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Continuous Internal Assessment 40% + End-Semester Practical Examination 60% (Sections 11.2–11.3).

MDC4RP04: Capstone Portfolio / Industry Project and Internship

Category: Research Project | Type: Project / Internship | Credits: 4 | Instructional hours/week: as approved in the scheme

Course Objectives

- Develop advanced knowledge and practical competence in the course area.
- Apply relevant concepts, methods and professional standards to authentic media tasks.

- Build evidence-based outputs and a documented portfolio of learning.

Syllabus Units

Unit I – Foundations: Project proposal, audience/problem definition and research plan.
Unit II – Methods and Practice: Pre-production, schedule, stakeholder communication and risk planning.
Unit III – Applied Skills: Production, editorial review, testing and milestone documentation.
Unit IV – Professional Workflow: Evaluation, analytics or feedback, revision and final quality assurance.
Unit V – Integration and Evaluation: Final report, portfolio presentation, reflection and viva voce.

Course Outcomes (COs)

CO1: Define and manage an achievable project.
CO2: Apply professional and ethical standards throughout execution.
CO3: Evaluate outputs using relevant evidence and feedback.
CO4: Present a documented project and reflect on learning.

CO–PO–PSO–GA Mapping

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	Primary GA(s)
CO1	-	-	-	2	-	3	-	-	-	-	3	GA2, GA6
CO2	-	2	-	-	-	-	3	-	-	-	3	GA6, GA10
CO3	-	-	1	3	-	-	-	-	-	-	3	GA4, GA2
CO4	-	-	-	-	2	1	2	-	-	-	3	GA10, GA4

Teaching–Learning Methods: Lectures, guided discussion, demonstrations, workshops, case analysis, peer review, practical assignments and project-based learning.

Assessment: Proposal, milestone reviews, output quality, documentation, mentor evaluation, final report and viva voce (Section 11.3).

Annexure V – Model Question Paper Pattern

Theory Courses (End-Semester Examination, 60% weightage)

- Section A: Short-answer questions testing concepts and terminology.
- Section B: Analytical questions requiring explanation, comparison and application.
- Section C: Case-based or essay questions testing synthesis, critical thinking and professional judgement.

Section	Question Type	Pattern	Marks
A	Short answer	5 questions × 4 marks (one per unit; answer all)	20
B	Analytical	2 questions × 10 marks (internal choice)	20
C	Case-based / essay	1 question × 20 marks (choice of two)	20
Total			**60**

Practical Courses

- Practical examinations may include a brief, timed task, submission of process notes, demonstration, portfolio review and viva voce.

Indicative distribution for a 60-mark practical examination (to be confirmed by the BoS):

Component	Marks
Execution of the prescribed task / submission and demonstration of output or portfolio	35
Process notes / production log and documentation	10
Viva voce	15
Total	**60**

Subject-Specific Requirements

- Journalism assessment may require a report with source notes; marketing assessment may require a campaign plan and KPI rationale; content assessment may require a multi-format package.
- Question papers must align with the approved syllabus, COs, difficulty balance and assessment blueprint.

Annexure VI – Faculty Requirement Norms

- Indicative faculty coverage: journalism/reporting and editing; digital marketing and analytics; writing/content strategy; media theory/research; photography/video production; digital publishing.
- Visiting professionals may include working editors, reporters, content strategists, social media managers, SEO specialists, campaign managers and multimedia creators.
- Technical support: studio/equipment technician, editing-lab support and digital systems/LMS support. Each project should have a named faculty coordinator; industry projects may also have an external mentor.

Role	Indicative Expertise / Qualification	Primary Responsibility
Core faculty (Professor / Associate / Assistant Professor)	Qualifications as per UGC and University norms in journalism, media research, digital marketing, content strategy/writing, photography/video production or digital publishing	Teaching, course coordination, assessment, mentoring
Visiting / industry faculty	Working editors, reporters, content strategists, social media managers, SEO specialists, campaign managers, multimedia creators	Workshops, newsroom simulations, campaign reviews, portfolio critiques, capstone mentoring
Faculty coordinator (project / internship)	Faculty member assigned to each project; external mentor for industry projects	Supervision of MDC4RP04, milestone reviews, evaluation
Technical staff	Studio/equipment technician; editing-lab support; digital systems/LMS support	Studio bookings, equipment handling, lab operations, systems support

Annexure VII – Studios, Laboratories and Equipment

Facility	Key Equipment / Resources
Media production studio	Camera bodies, lenses, tripods, lighting, reflectors, backdrops and basic grip equipment.
Editing and post-production lab	Capable workstations, editing software, storage, headphones and calibrated displays where available.
Audio/podcast resources	Microphones, audio interface/recorder, headphones, acoustic treatment and editing tools.
Digital publishing and design lab	Computers, layout/design tools, CMS training environment and accessibility-checking resources.
Digital marketing lab	Analytics demonstrations, campaign planning tools, spreadsheet/dashboard software and approved platform learning resources.
Research support	Library databases, survey tools, reference management, secure storage and institutional repository.