



Satish Pradhan Dnyanasadhana College, Thane

(Arts, Science and Commerce)
Re-Accredited "B+" Grade (CGPA 2.69) by NAAC, ISO 21001:2018 (Certified)
Affiliated to University of Mumbai

BA in Multimedia and Mass Communication

Programme Specific Outcomes

Upon completing the BAMMC program, students should have acquired the following knowledge and skills:

PSO1	Develop a comprehensive understanding of mass communication principles and multimedia production techniques, encompassing both traditional and new media platforms. Gain critical analytical skills to evaluate the social, cultural, and ethical impacts of media on society.
PSO2	Develop critical thinking skills to analyze media content and its impact on society, using evidence-based reasoning to interpret media messages. Apply problem-solving techniques to address challenges in media production and communication, fostering innovative and effective solutions.
PSO3	Develop exceptional verbal and written communication skills tailored to various media formats, ensuring clarity, coherence, and impact. Master the art of effective presentation, utilizing multimedia tools to deliver engaging and persuasive messages to diverse audiences.
PSO4	Equip students with advanced research skills to analyze media trends, audience behaviors, and communication strategies, fostering a strong foundation for academic and industry research. Prepare graduates with practical skills, creative thinking, and professional ethics necessary for successful careers in journalism, digital media, advertising, public relations, films, and other media-related fields.
PSO5	Understand and apply ethical principles and legal regulations in media production and dissemination, ensuring responsible and professional conduct. Promote sustainable practices and social responsibility in media content creation, reflecting an awareness of their impact on society and the environment.



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Department	Semester	Course
BAMMC	I	ECS I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Comprehend the fundamental concepts and processes of communication, apply different types of verbal and written communication, and actively participate in various interactive media formats including skits, plays, panel discussions, voice-overs, elocution, debates, and group discussions.	L2, L3	PO1, PO3, PSO3, PSO5
CO2	Apply skimming and scanning to comprehend diverse media texts in English, Hindi, or Marathi, and develop advanced grammar skills for creating coherent, accurate media content.	L3, L6	PO3, PSO3,
CO3	Identify and analyze various types of thinking (such as rational, logical, critical, and lateral thinking) and recognize common errors in thinking, including partialism, time scale issues, egocentricity, prejudices, and adversary thinking. Develop and deliver effective presentations by understanding the importance of presentations, following the steps to create them, and employing strategies for successful delivery.	L4, L6	PO3,PO5, PSO2
CO4	Explain the differences between translation and interpretation, and discuss their respective roles and significance. Evaluate the role of a translator in media, considering the essential qualities, importance, and the challenges faced by translators.	L2, L5	PO5, PSO1



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Department	Semester	Course
BAMMC	I	FOUNDATION COURSE I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Understand the multi-cultural diversity of Indian society through its demographic composition (religion, caste, gender), linguistic diversity, regional variations (rural, urban, tribal), and the concept of diversity as difference.	L1,	PO1, PSO1
CO2	Analyze the concept of disparity arising from stratification and inequality, specifically exploring gender disparities related to violence against women, and media portrayal, and appreciating the inequalities faced by people with physical and mental disabilities.	L4	PO1.PO6, PSO5
CO3	Analyze inequalities due to the caste system and inter-group conflicts and evaluate the causes and effects of conflicts arising from regionalism, linguistic differences, and communalism.	L4, L5	PO6, PSO5
CO4	Analyze the philosophical underpinnings of the Indian Constitution and its structure, while demonstrating the application of critical thinking skills through evaluation and synthesis of fundamental duties and constitutional principles.	L3, L4	PO1, PSO2
CO5	Analyze the dynamics of the party system in Indian politics, demonstrating comprehension. Evaluate the implications of the 73rd and 74th Amendments on inclusive politics, exhibiting synthesis.	L4, L5	PO1, PSO1



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Department	Semester	Course
BAMMC	I	VISUAL COMMUNICATION

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Understand the essential need for and significance of visual communication in various societal, cultural, and professional contexts. Understand visual communication as both a structured process and a mode of expression, emphasizing its role as a language in conveying messages and ideas effectively.	L2	PO1, PSO1, PSO3, PSO2
CO2	Understand the foundational theories of visual communication, including Gestalt, Constructivism, and Ecological theories, and apply them effectively in various communication contexts. Analyze and interpret visual messages through the lens of perceptual theories such as Semiotics and Cognitive theories, demonstrating proficiency.	L2, L4	PO1, PSO1
CO3	Demonstrate a comprehensive understanding of color theory, including principles of hue, saturation, and brightness, and apply them effectively in visual communication design. Evaluate the relationship between colors and visual pleasure, and employ techniques to enhance the aesthetic appeal and engagement of visual designs across various media platforms.	L3, L5	PO3, PSO3,
CO4	Analyze and apply various channels of visual communication, including painting, photography, film, television, comics, cartoons, digital images, animation, VFX, newspapers, advertisements, photojournalism, folk and performing arts, and theater design, integrating them effectively into their creative endeavors, demonstrating proficiency.	L3, L4	PO2, PSO4
CO5	Demonstrate an understanding of ethical considerations in visual communication within the context of social media platforms. Apply principles of citizen journalism to understand the phenomenon of content going viral on social media platforms. Assess visual stereotyping in social media.	L3, L4	PO1, PO6, PSO5



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Department	Semester	Course
BAMMC	I	FMC

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Identify and differentiate between various forms of communication, including intra-personal, interpersonal, group, and mass communication, analyzing their unique characteristics and modes of transmission.	L4	PO1, PSO1
CO2	Evolution of mass communication from its oral origins to contemporary digital platforms, including an understanding of traditional forms such as Kirtan, Davandi, Powada, and Nagara, and their relevance in today's communication landscape.	L2	PO1, PSO1
CO3	Analyze and evaluate the major forms of mass media, including Traditional & Folk Media, Print (Books, Newspapers, Magazines), Broadcast (Television, Radio), Films, and Internet	L4, L5	PO1, PSO1
CO4	Examine the Impact of Mass Media on Women, analyzing representations and societal perceptions. Assess the Impact of Mass Media on Culture, scrutinizing its role in cultural dissemination and preservation.	L3, L5	PO1
CO5	Predict future prospects of new media and media convergence at the Evaluate level, considering their potential impact on society and communication practices. Evaluate major challenges to new media acquisition, distinguishing between personal, social, and national implications.	L2, L5	PO2, PSO1



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Department	Semester	Course
BAMMC	I	CURRENT AFFAIRS

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Evaluate the influence of prominent political leaders by analyzing their ideologies, policies, and impact on public discourse; synthesize a current story from a different genre to demonstrate critical thinking skills and relevance; assess a dominant environmental news story for its ecological significance and socio-economic impacts.	L5	PO1, PSO1
CO2	Analyze and evaluate contemporary issues in Indian polity and governance, including the functioning of ministries, autonomous government bodies, enforcement organizations under the Ministry of Home Affairs, internal security challenges, communal tensions, and the complex dynamics of Jammu and Kashmir. They will demonstrate their understanding through the review of recent episodes of communal tensions, examination of the background and political players in J&K, and assessment of three central government projects and policies.	L4, L5	PO2, PSO5
CO3	Demonstrate a comprehensive understanding of the Ministries of the Government of India and autonomous government bodies, enabling critical analysis of their roles and functions within the framework of polity and governance. Evaluate the Ministry of Home Affairs, enforcement organizations, and their role in maintaining internal security, including policing strategies.	L3	PO1, PSO1
CO4	Evaluate four conflicts or issues of international importance. Identify and discuss current issues that are engaging the United Nations, such as climate change, global health crises, and human rights violations. Analyze and evaluate contemporary issues that are currently engaging the Security Council, including conflicts, peacekeeping operations, and humanitarian crises.	L4, L5	PO6, PSO5
CO5	Utilize mobile applications effectively for journalistic content creation, demonstrating proficiency with examples of globally used mobile apps in journalism and Evaluate the landscape of digital gaming in India, distinguishing its characteristics and impact.	L3, L5	PO2, PSO2



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Department	Semester	Course
BAMMC	I	HISTORY OF MEDIA

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Evaluate the significant contributions of the media to India's freedom struggle, understanding its influence and the strategic role it played in mobilizing public opinion and resistance against colonial rule. Examine the post-independence rise of newspapers and their continued impact on society, particularly in the context of social movements and freedom struggles, while also understanding the various Press Acts of India and their implications.	L3, L5	PO1, PSO1
CO2	Analyze the development and impact of the vernacular press in India, including the rise of Hindi newspapers and regional press, and evaluate the significance of the Vernacular Press Act of 1876 on Indian journalism.	L4, L5	PO1, PO6,PSO1, PSO5
CO3	Analyze the genesis and evolution of documentaries and short films and evaluate the contributions of key documentarians and filmmakers to Indian and world cinema.	L4, L5	PO1, PSO1
CO4	Explain the historical evolution and impact of radio and television broadcasting in India, and analyze the role of satellite television and privatization in shaping modern media landscapes.	L2, L4	PO1, PSO1
CO5	Analyze and evaluate the significant contributions of media icons such as Raja Rammohan Roy, Bal Gangadhar Tilak, M.K. Gandhi, B.R. Ambedkar, KP Kesava Menon, K.C. Mammen Mappillai, and Maulana Abul Kalam Azad in the evolution of Indian media.	L4, L5	PO1, PSO1



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Department	Semester	Course
BAMMC	II	EFFECTIVE COMMUNICATION II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Demonstrate proficiency in various forms of report writing and organizational communication, including emails, notices, and press releases, as well as develop skills in creating impactful publicity materials, with a focus on both comprehension and application.	L2, L3	PO1, PO3, PSO3, PSO5
CO2	Analyze and apply advanced editing techniques (English, Hindi, and Marathi) including punctuation, word substitution, sentence restructuring, coherence, and cohesion to produce precise synopses, abstracts, and edited news articles and magazines	L3, L6	PO3, PSO3,
CO3	Develop the ability to paraphrase and summarize effectively, enhancing their communication skills and understanding of content, with an emphasis on avoiding plagiarism and logically connecting main points and sub-points.	L4, L6	PO3, PO5, PSO2
CO4	Interpret technical data by analyzing graphs, maps, and charts, and effectively communicate their findings through written content, integrating knowledge.	L2, L5	PO5, PSO1



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BAMMC	II	FOUNDATION COURSE II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the impact of globalization on various sectors such as industry and agriculture, employing evaluation to assess changes in employment patterns and migration trends, and applying comprehension to understand the correlation between globalization and the rise in farmers' suicides.	L1,	PO1, PSO1
CO2	Analyze the origins and evolution of human rights and evaluate the significance of the Universal Declaration of Human Rights and its relation to Fundamental Rights outlined in the Constitution.	L4	PO1 PO6, PSO5
CO3	Understand the importance of environment studies in today's world and recognize the interconnectedness of environment and ecology.	L4, L5	PO6, PSO5
CO4	Demonstrate an understanding of the causes of stress and conflict in individuals and society, recognizing the role of socialization agents in shaping individuals, and evaluating the significance of values, ethics, and prejudices in personal development, thereby analyzing the impact of stereotyping and prejudice on societal conflicts, and identifying aggression and violence as manifestations of public conflict.	L3, L4	PO1, PSO2
CO5	Managing Stress and Conflict in Contemporary Society, Apply Maslow's theory of self-actualization to understand personal growth and demonstrate effective conflict resolution strategies for fostering peace and harmony in society	L4, L5	PO1, PSO1



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Department	Semester	Course
BAMMC	II	CONTENT WRITING

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Compose clear and logically structured content incorporating proper punctuation, prepositions, capitalization, and lowercase usage, while also demonstrating an expanded vocabulary, identifying common errors, and creatively applying phrases and idioms.	L3, L6	PO1, PSO1, PO3, PSO3
CO2	Proficiently edit written content, demonstrating the ability to identify and eliminate redundant words and phrases, while also correcting grammatical errors and ensuring proper punctuation usage across various forms of written communication, thereby enhancing their editing skills	L3, L4	PO2, PSO2, PO3, PSO3
CO3	Skillfully produce captivating content across diverse media platforms, showcasing mastery in employing impactful writing methodologies and tactics.	L6	PO2, PSO2, PO3, PSO3
CO4	Demonstrate proficient use of presentation tools such as PowerPoint, including converting presentations to PDF, creating self-animated presentations, and utilizing auto-timing features	L3	PO3, PSO3
CO5	Creating captivating and succinct content tailored for diverse digital platforms like blogs, vlogs, social media posts, reels, OTT content, etc., recognizing the pivotal role of quality content in effective digital communication strategies.	L6	PO3, PSO3



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BAMMC	II	INTRODUCTION OF ADVERTISING

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Demonstrate a comprehensive understanding of the evolution, significance, characteristics, advantages, limitations, effects, and the 5 M's (Mission, Money, Message, Media, Measurement) of advertising, facilitating effective advertising communication strategies.	L3	PO1, PSO1, PSO3, PSO2
CO2	Create compelling written content integrated with marketing communication strategies using various media channels, demonstrating application and analysis of content effectiveness and audience engagement.	L3, L6	PO1, PSO1
CO3	Craft compelling advertising content integrating creativity and effectively utilize various elements such as headlines and slogans to communicate messages with clarity and coherence.	L3, L6	PO3, PSO3,
CO4	Analyze the diverse types of advertising agencies and evaluate the roles and functions of various departments within these agencies to adapt to the latest trends in advertising, including digital and unconventional methods	L4	PO2, PSO4



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BAMMC	II	INTRODUCTION OF JOURNALISM

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Examine the historical development of journalism in India, from its inception to modern-day manifestations, while also assessing the transformative influence of technological advancements on media, notably in the emergence of Citizen Journalism.	L3	PO1, PSO1, PO6, PSO5
CO2	Skillfully create engaging news articles by identifying noteworthy events, effectively conveying them to readers, and adeptly incorporating the anatomy of a news story alongside recognizing diverse beat types to cater to varied audience interests.	L6	PO2, PSO2, PO5, PO3, PSO3
CO3	Skillfully use objectivity, accuracy, and balance in writing, discerning between newsworthy topics and understanding the contrast between hard and soft news, showcased through crafting news reports, features, and editorials, evaluating their effectiveness and demonstrating understanding of newsworthiness criteria.	L2, L3, L5	PO3, PSO3 PO5
CO4	Demonstrate skills in common journalism career paths, such as feature writing, mobile journalism, data journalism, investigative reporting, and covering events. This includes conducting background research, identifying newsworthy angles, capturing impactful visuals, and crafting effective headlines, captions, and lead paragraphs.	L3, L4	PO2, PO3, PO4, PSO4



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Department	Semester	Course
BAMMC	II	MEDIA, GENDER AND CULTURE

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Understand how cultural studies have evolved in media, grasp concepts like acculturation and cultural relativism, and analyze media using theories like encoding/decoding and culture and industry theory, showing critical thinking by evaluating media content with awareness of gender, culture, and technology.	L2	PO1, PSO1
CO2	Analyze the construction of culture through various lenses including social, economic, political, religious, and technological aspects, demonstrating comprehension at the knowledge and understanding level. They will then apply this understanding to examine the impact of media on culture, identifying recent trends and their relevance in contemporary society	L1, L3, L4	PO1, PO6, PSO5
CO3	Identify gender stereotypes and under-representations in media portrayals, demonstrating comprehension of how media constructs societal views on gender roles. Then, at the evaluation level, they will analyze the media's impact on gender equality and empowerment movements, illustrating its influence on shaping attitudes and behaviors.	L1, L5	PO1, PSO1, PO6, PSO5
CO4	Assess how global media influences local cultures and identities, while also evaluating recent trends and challenges in digital media culture.	L5	PO1, PSO1



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Department	Semester	Course
BAMMC	III	Theater and Mass Communication I

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Assess how theater serves as a powerful tool for conveying social messages, shaping public discourse, and fostering empathy, while also honing language proficiency and expressive abilities. Through a nuanced exploration of diverse theatrical traditions and forms, they will gain a deep appreciation for the rich cultural tapestry of global theater, recognizing the seminal works and playwrights that have left an indelible mark on the world stage.	L5	PO1, PO3, PSO3
CO2	Students will apply knowledge acquired from lectures and demonstrations of make-up techniques to practical exercises. They will critically evaluate make-up and Costume choices in various theatrical contexts, assessing their efficacy in conveying character traits and elevating stage presence.	L3, L5	PO1, PO2, PSO1
CO3	Apply critical thinking skills to recall personal experiences, daily observations, and collected materials to inspire theater and enactment, enhancing their ability for ideation and improvisation. Develop effective communication skills through the narration of poems, understanding of meter and tempo, storytelling, and utilization of intonation and modulation techniques, enhancing their capacity to engage and captivate audiences.	L3, L6	PO1, PSO2, PSO4
CO4	Evaluate the socio-cultural effects of presenting various characters in both global and Indian theatrical contexts	L5	PO3, PSO4



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Department	Semester	Course
BAMMC	III	CCPR

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the scope and necessity of corporate communication in the Indian media landscape to critically evaluate its strategies and effectiveness. Assess ethical practices and legal frameworks in corporate communication, ensuring adherence to professional codes and mass media laws to promote responsible and lawful practices.	L4, L5	PO1, PO6, PSO1
CO2	Analyze the evolution and significance of Public Relations in India, including international collaborations, achieving and applying theoretical frameworks to strategize PR campaigns across various sectors, demonstrating.	L3, L4	PO2, PO4
CO3	Analyze media relations' importance and assess diverse information sources; Apply principles to foster relationships with media effectively. Understand the importance of employee communication for organizational success; Implement programs and utilize management's role effectively. Evaluate crisis impact and communication's role; Analyze case studies to formulate effective crisis management strategies.	L2, L4, L5	PO4, PO5, PSO3
CO4	They will evaluate the impact of social media on corporate communication and public relations by critically assessing case studies, current trends and real-world examples, demonstrating the ability to discern the effectiveness of various strategies	L5	PO1, PSO2



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Department	Semester	Course
BAMMC	III	MEDIA STUDIES

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the evolution of media from the Era of Mass Society and Culture up to 1965, and evaluate the principles of Normative Theories, including Social Responsibility Theory, in contemporary media. They will also be able to assess and interpret the Development Media Theory in the context of global media practices and cultural development.	L4	PO1, PO6, PSO1,
CO2	Understand and analyze the origin, meaning, and theories of propaganda, including the Hypodermic Needle/Magic Bullet Theory by Harold Lasswell, and discuss their historical and contemporary applications in media. evaluate scientific perspectives on media effects, such as Paul Lazarsfeld's Two-Step Flow Theory and Carl Hovland's Attitude Change Theory, to critically assess media campaigns and their influence on public opinion.	L2, L4, L5	PO1,
CO3	Evaluate the impact of media on identity formation through the lenses of feminism, racism, ethnicity, caste, class, tribal, and queer representations, with specific examples from Indian media contexts, thereby developing a nuanced understanding of media's role in shaping social and cultural narratives.	L5	PSO5
CO4	Analyze media effect theories, including Agenda Setting and Cultivation Theories, assess their contemporary relevance, investigate media's influence on behavior, and apply their knowledge to identify and critique media bias, decency issues, and consolidation impacts, generating informed policy suggestions.	L4, L5	PO1, PSO2
CO5	Apply the Uses and Gratifications theory to analyze how internet users actively seek out and interact with digital media to complete their various needs. Interpret McLuhan's concept of the Global Village within the context of streaming services like Netflix, and discuss how these platforms shape global media consumption and cultural exchange	L3	PO4, PSO2



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Department	Semester	Course
BAMMC	III	INTRODUCTION TO PHOTOGRAPHY

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Understand the camera as a storyteller by exploring its components such as body, lens, and image sensor and appreciating how it differs from human vision with unique capabilities and limitations. Evaluate the role of aperture and apply knowledge of shutter speed to control light, depth of field, and motion effects, enhancing visual storytelling in contexts like advertising and journalism.	L2, L5	PO1, PSO1, PSO3, PSO2
CO2	Analyze the intricate workings of camera lenses as imaging devices, understanding the interplay between focal length, aperture, and other technical aspects to produce desired photographic results. Apply the principles of lens selection and image formation to various types of photography scenarios, considering factors such as focal length, angle of coverage, and special purpose lenses to achieve desired compositional effects.	L3, L4	PO1, PSO1, PO2, PSO2
CO3	Evaluate various lighting techniques in cinema, television, and advertising, incorporating modifiers like umbrellas and reflectors to control shadows, and utilize color temperature, white balance, and color-mood dynamics for emotive photographic impact during image capture.	L5, L6	PO2, PSO2, PO3, PSO3,
CO4	Create visually compelling compositions in photography by effectively utilizing visual elements such as lines, shapes, sizes, tones, colors, textures, spatial arrangements, and focal points. Innovate and apply advanced composition rules including the rule of thirds, balance, leading lines, framing techniques, and other strategic approaches to enhance the visual impact of photographs. Experiment with professional techniques of viewpoint and perspective, such as 1, 2, and 3-point perspectives, to manipulate depth perception and craft unique visual narratives within the realm of photography.	L2, L6	PO2, PSO2
CO5	Analyze the various digital imaging concepts including image sensor formats (135mm, APS-C, Medium format, large format) and their implications on image quality and composition. Evaluate different file formats such as RAW, JPEG, and TIFF, considering their bit depth, compression, and the advantages and limitations of RAW format for professional photography	L4	PO1, PSO2



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Department	Semester	Course
BAMMC	III	FILM COMMUNICATION I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Describe the evolution of visual storytelling from still images to moving images, tracing the history of cinema and its relationship to visual art, while also understanding the transition from documentary to feature film. Analyze the language of cinema, including its visual elements, narrative techniques, and symbolic meanings, to interpret and critique various forms of visual media.	L1, L4	PO1, PSO1
CO2	Analyze the grammar, technology, and artistry of photography, understanding the roles of the director as the captain and the writer as the backbone in creating compelling visual narratives. Evaluate the visual aspects and editing techniques in photography, including mise-en-scene, cinematography, and the use of sound, to comprehend how meaning is constructed and communicated through the interplay of image and sound.	L2, L4	PO1, PO3, PSO1, PSO3
CO3	Compare and contrast the evolution of photography with the development of early cinema from 1895 to 1950, examining the societal and technological influences on both mediums. Evaluate the significance of the silent era, early sound era, and developmental stage of cinema (1920-1950) within the context of global cinema history, including the contributions of both world and Indian cinema.	L2, L5	PO1, PSO1, PO6, PSO5
CO4	Evaluate the impact of major film movements on the development of photography, analyzing the visual language and aesthetic techniques employed by filmmakers. Compare the characteristics of Hollywood cinema, Italian neorealism, Japanese cinema, and Iranian cinema, understanding their historical context and the contributions of key filmmakers.	L4, L5	PO1, PSO1
CO5	Evaluate the significance of meaningful cinema within the commercial Indian film industry, examining themes such as the representation of the Angry Young Man, the portrayal of the Indian Diaspora in Bollywood, and the evolution of contemporary Bollywood cinema in the context of globalization and the multiplex era.	L3, L5	PO1, PSO1



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BAMMC	III	COMPUTER AND MULTIMEDIA I

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Students will create visually appealing designs by applying advanced image editing techniques, analyzing the principles of image editing theory to distinguish between bitmap and vector graphics, and applying Photoshop workspace functionalities effectively.	L4, L6	PO1, PSO1, PSO3, PSO2
CO2	Analyze and utilize various drawing tools and techniques in CorelDraw, including basic shapes, shaping tools, and converting to curves, for creating complex figures and logos AND Apply knowledge of exporting options in CorelDraw, including types of exports and compatibility with other software, to effectively share and distribute design projects.	L3, L4, L6	PO1, PSO1, PO2, PSO2
CO3	Demonstrate adept navigation of Quark Xpress menus and effective utilization of diverse tools, discerning their advantages and relevance across a spectrum of design endeavors. Apply color correction methodologies within Quark, encompassing image embedding, tone adjustments, and precise formatting to elevate visual appeal and cohesion for publication. Evaluate the array of file export alternatives within Quark, showcasing competence in tailoring exports to distinct templates and layouts for varied publication genres like newspapers and magazines.	L3, L5	PO2, PSO2, PO3, PSO3,
CO4	Analyze the crucial role of editing in audio-visual content creation by examining exemplary techniques across film, advertisements, and news, while creating visually compelling narratives through adept application of color grading techniques.	L4, L6	PO2, PSO2
CO5	Create and evaluate sound recordings using recording equipment and various types of microphones, employing sound processing techniques such as channel conversion and bit depth conversion to manipulate audio files effectively. Apply knowledge of Dolby Digital and DTS technologies, distinguishing between mono, stereo, and surround sound setups, and demonstrating proficiency in configuring and utilizing different sound speaker configurations.	L5, L6	PO1, PSO2



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Department	Semester	Course
BAMMC	IV	TMC II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the critical role of a playwright in the context of theater, understanding the essential components of plot, act, scene, and character setting, and demonstrating knowledge of script formats and the basic types of playwritings. Evaluate the contributions of key Indian dramatists in revolutionizing Indian theater, and articulate their influence on contemporary theater, cinema, and television in India.	L3, L4	PO1, PO2, PO3, PSO3
CO2	Apply knowledge of theater for educational and entertainment purposes by exploring its command or instructive function, and create impactful theatrical presentations that educate and entertain audiences on key social themes. Understand the concepts of Theatre for Development (T4D) and its application in building peace, drawing from case studies, and synthesize this understanding to propose new initiatives for development communication and social change.	L2, L3	PO1, PO2, PSO1, PO3, PSO3
CO3	Apply the principles of direction to hypothetical or real-life theatrical productions, showcasing their ability to integrate theoretical knowledge into practical scenarios and analyze the economic and technical aspects of theater production, including the roles of producers and technical departments, and evaluate the factors contributing to the success of Broadway shows.	L3, L4	PO1, PSO2, PSO4
CO4	Students will demonstrate comprehension of the business dynamics within theater, encompassing roles in arts administration and management. Through analysis, they'll showcase expertise in devising budgetary plans and cost strategies, essential for the financial viability of theatrical productions. Furthermore, they will apply their knowledge to implement marketing and communication strategies, aimed at enhancing audience engagement, proficiently managing bookings and ticketing systems, and cultivating positive reviews and publicity, thereby demonstrating synthesis and evaluation skills.	L3, L4	PO3, PSO4



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Department	Semester	Course
BAMMC	IV	WRITING AND EDITING FOR MEDIA

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Apply fundamental writing techniques and tools to create coherent and engaging media content. Analyze different journalistic forms and determine their specific requirements and best practices.	L3, L6	PO2, PSO2, PO3, PSO3
CO2	Evaluate the quality of scripts and storyboards for various broadcast media, including interviews, live news, and daily news segments, ensuring they meet professional and ethical standards. Create effective and engaging scripts for television and radio programs, adhering to industry-standard script writing formats and techniques, and design storyboards for television commercials that effectively convey the intended message and appeal to the target audience, utilizing creative and visual storytelling techniques.	L5, L6	PO1, PSO1, PO2, PSO2
CO3	Analyze and distinguish the key differences between traditional newspaper writing and digital platform writing, and create and evaluate engaging, well-structured web content for digital media.	L4, L6	PO2, PSO2, PO3, PSO3,
CO4	Evaluate and correct spelling and grammar errors in news and magazine copies, ensuring linguistic precision and adherence to standard conventions	L5	PO2, PO3, PSO2, PSO3



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Department	Semester	Course
BAMMC	IV	MEDIA LAWS AND ETHICS

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Understand and analyze the core values of the Indian Constitution, including its Preamble and unique features, to appreciate the foundation of media laws in India. Assess and apply the principles of the Social Responsibility Theory to contemporary media issues, and reflect on the evolving role of media in upholding social responsibility in today's era.	L2, L4, L5	PO1, PSO1, PO6, PSO5
CO2	Students will have a comprehensive understanding of the regulatory framework governing Indian media and its role in upholding ethical standards. students will critically analyze and evaluate the effectiveness of media regulatory bodies in enforcing laws and ethics, and assess the role of the Indian Broadcasting Foundation in content regulation and complaint resolution.	L2, L4	PO1, PO1, PSO1, PO6, PSO5
CO3	Students will be able to describe the fundamentals of copyright and intellectual property rights (IPR), including major amendments and exceptions, and analyze recent case studies to demonstrate their impact on media practices.	L1	PO1, PSO1, PO4, PSO4, PSO5
CO4	Understand the historical evolution and fundamental nature of the right to privacy and the Competition Act 2002, analyzing their implications for media practices, individual rights, and regulation of unfair trade practices.	L2, L4	PO1, PSO1, PO6, PSO5
CO5	Assess the ethical responsibilities and common ethical violations of advertisers through case studies and real-world examples. Identify and critically discuss the stereotyping of minorities, women, senior citizens, regions, and the LGBT community in media. Evaluate the ethical responsibilities of journalists, including adherence to the code of conduct, managing conflicts of interest, and addressing issues such as misrepresentation and the use of shock value.	L4, L5	PO1, PO6, PSO5



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Department	Semester	Course
BAMMC	IV	MMR

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Students will be able to critically evaluate the relevance and scope of mass media research, and demonstrate proficiency in identifying research problems, variables, and hypotheses, applying both qualitative and quantitative methods	L5	PO1, PSO1, PO4, PSO4
CO2	Students will be able to analyze and apply various research designs including exploratory, descriptive, and causal, demonstrating synthesis and evaluation skills	L3, L4	PO1, PSO1, PO4, PSO4
CO3	Students will be able to analyze and apply various primary and secondary data collection methods, including depth interviews, surveys, literature reviews, and experiments, demonstrating comprehension and application skills at the levels of evaluation and analysis in designing questionnaires and measurement techniques, and synthesizing data for research reports.	L3, L4	PO1, PSO1, PO2, PSO2, PO4, PSO4
CO4	Apply understanding and Evaluation to effectively analyze and critique content using both quantitative and qualitative approaches, demonstrating proficiency in defining, employing, and devising means of quantification systems in content analysis, while also recognizing and addressing the limitations inherent to the method.	L3, L5	PO1, PSO1, PO3, PO4, PSO4
CO5	Students will proficiently analyze, interpret, and comprehend diverse mass media research data, such as readership and circulation surveys, TRP, RRP, audience research, exit polls, and advertising consumer research, effectively applying them in the realm of mass media. Moreover, they will demonstrate a thorough grasp of semiotics in media, encompassing its significance, code identification, and application in media analysis and interpretation.	L3, L4	PO1, PO2, PSO2, PO4, PSO4



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Department	Semester	Course
BAMMC	IV	FILM COMMUNICATION II

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze and evaluate the socio-cultural significance of regional cinema, demonstrating comprehension and application of film theories at the synthesis level, while also demonstrating the ability to critically assess the cinematic techniques employed by prominent regional filmmakers.	L4, L5	PO1, PSO1
CO2	Analyze and evaluate the economic contribution of Hindi cinema to the entertainment industry, demonstrating their ability to apply critical thinking and synthesis skills to assess the convergence of art and commercial aspects in popular Bollywood films.	L4, L5	PO1, PO3, PSO1, PSO3
CO3	Analyze the transformative shift in film communication from celluloid to digital mediums, evaluating the socio-cultural implications of the digital explosion post-2000 and synthesizing the impact of media convergence on contemporary film viewing culture, demonstrating advanced skills in evaluation and synthesis.	L4, L5	PO1, PSO1, PO6, PSO5
CO4	Analyze the interplay between financial, administrative, and creative aspects within production systems, demonstrating critical thinking and synthesis skills. Evaluate Return on Investment (ROI) systems in the film industry, integrating concepts of distribution, promotion, marketing, branding, and internet strategies, demonstrating advanced application and evaluation skills.	L4, L5	PO1, PSO1
CO5	Analyze the significance of film institutions and organizations such as FTII, NFAI, and CBFC. Evaluate the cultural impact of major film festivals and awards both nationally and internationally.	L4, L5	PO1, PSO1



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Department	Semester	Course
BAMMC	IV	COMPUTER AND MULTIMEDIA II

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Create professional designs utilizing advanced image editing techniques in Photoshop, integrating multiple images, applying diverse image effects, mastering layer manipulation, exploring blend modes, and implementing fully editable text	L6	PO1, PSO1, PSO3, PSO2
CO2	Students will be able to proficiently navigate Adobe Illustrator's interface, utilize various tools and panels, import files in different formats, manipulate text creatively including embedding objects and wrapping text around them, design simple logos and symbols with customized colors, outlines, and opacities, apply a range of effects such as blends, distortions, and transparencies to enhance designs, and export their work effectively for use in other software applications	L3	PO1, PSO1, PO2, PSO2
CO3	Demonstrate proficiency in Adobe InDesign by effectively navigating menus, utilizing tools, and managing palettes, recognizing its benefits and diverse applications. Implement color correction techniques in InDesign, including embedding images in appropriate formats, correcting colors on images, and adjusting them to match the overall color tone of the publication.	L3	PO2, PSO2, PO3, PSO3,
CO4	Understand the significance of editing in multimedia production by analyzing exemplary works and applying appropriate editing techniques across various formats such as film, advertisements, and news segments. Execute efficient exporting and rendering processes, selecting appropriate formats for distribution, optimizing quality, and employing strategies to minimize rendering time	L2, L3	PO2, PSO2
CO5	Able to proficiently utilize Adobe Dreamweaver software to design and develop dynamic websites, incorporating fundamental concepts such as workspace navigation, website structuring, template creation, CSS layouts, form creation, page linking, table utilization, and text formatting.	L3	PO1, PSO2



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Department	Semester	Course
BAMMC	V	REPORTING

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Demonstrate a comprehensive understanding of news reporting, including the definition and types of news, essential elements, and techniques for collecting facts and writing news stories. They will also apply basic principles such as accuracy, balance, clarity, and objectivity, while evaluating the feasibility of adhering to these principles and navigating potential clashes between them	L3, L5	PO1, PSO1, PO4, PSO4, PSO5
CO2	Apply proficiency in gathering news through various methods such as attending press conferences, conducting interviews, and utilizing new-age technological sources like social media and undercover reporting. They will also understand the significance of differentiating between primary and secondary sources, and critically assess the role of anonymous sources	L2, L3	PO2, PSO2, PO4, PO5, PO3, PSO3
CO3	Understand the fundamental concepts of beat reporting, including its significance in journalism and its role in facilitating comprehensive news coverage. They will also demonstrate the ability to identify and meet the diverse requirements of various beats, ranging from traditional areas like Crime and Politics to emerging topics such as Technology and Community welfare.	L2, L3	PO1, PO3, PSO3 PO5, PSO1
CO4	Understanding of the ethical considerations and professional responsibilities involved in reporting on disasters, including the importance of accurate information dissemination and the potential impact of sensationalism. They will also be equipped with the skills to assess imminent dangers and threats in reporting, utilizing critical thinking and decision-making to mitigate risks and contribute constructively to public awareness and safety.	L2, L5	PO2, PO3, PO5,
CO5	Evaluate the ethical implications and credibility of reporters' actions in covering real-life cases such as the Rafale, AgustaWestland, PNB, National Herald, Panama, and Bofors scandals. They will apply analytical tools and techniques learned throughout the semester to assess the integrity of reporting, distinguishing between yellow journalism and responsible journalism	L3, L5	PO2, PSO2, PO4, PSO4,



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Department	Semester	Course
BAMMC	V	INVESTIGATIVE JOURNALISM

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the role and qualities required for investigative journalism, exploring potential career paths and opportunities in the field. They will also evaluate the ethical considerations surrounding sting operations	L4, L5	PO1, PSO1, PO6, PSO5
CO2	Collect data from various sources while adhering to principles of confidentiality, including understanding the legal ramifications related to contempt, defamation, and the Official Secrets Act. They will also analyze evidence using case studies such as the Panama Papers and Watergate Scandal, demonstrating comprehension and application of higher-order thinking skills.	L3, L4	PO2, PSO2, , PO3, PSO3 PO4, PSO4, PO5
CO3	Effectively observe their surroundings and apply planning techniques to develop compelling stories. They will demonstrate proficiency in cultivating sources and utilizing them to develop projects.	L3, L4	PO3, PSO3, PO4, PO5
CO4	Apply principles of data protection to safeguard confidential sources and ensure the safety of journalists. They will also critically evaluate the ethical implications of investigative journalism.	L3, L5	PO2, PO3, PO6, PSO5
CO5	Employ research methods to generate insightful narratives, utilizing their understanding of libel laws and fact-checking techniques. They will demonstrate mastery in crafting compelling stories through iterative writing and revision processes, showcasing advanced cognitive skills in analysis and evaluation.	L3, L5	PO4, PSO4, PO5, PSO5



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Department	Semester	Course
BAMMC	V	WRITING AND EDITING SKILLS

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Demonstrate proficiency in concise communication by eliminating redundancy, enhance their understanding of functional grammar to rectify common errors, expand their vocabulary for effective word usage, apply appropriate punctuations for media contexts, and implement style book guidelines encompassing numbers, abbreviations, names, and terms, showcasing both comprehension and application skills.	L3	PO2, PSO2, PO3, PSO3
CO2	Apply a keen sense of news judgment by identifying compelling story angles effectively. They will proficiently craft impactful headlines, captions, leads, and intros, showcasing mastery in concise and bold communication. Moreover, students will adeptly adapt their writing styles for podcasts and visual mediums, distinguishing nuances between print and real-time web writing.	L3, L6	PO1, PSO1, PO2, PSO2, PO3, PSO3
CO3	Craft resumes that effectively convey their unique narrative, assimilating facts and details with precision while utilizing principles of narrative building, pictorial representation, and page layout to create visually compelling and credible documents that stand out in professional contexts.	L3, L6	PO2, PSO2, PO3, PSO3,
CO4	Produce feature articles spanning human interest stories, media reviews, analytical columns, editorials showcasing voice and format, and obituaries maintaining factual accuracy and tone sensitivity, all while grasping the potential for critical engagement within each genre.	L6	PO2, PO3, PSO2, PSO3
CO5	Proficiently conduct interviews, employing diverse techniques and formats, crafting engaging questions, and adhering to ethical protocols. They will apply critical thinking to tailor strategies for various contexts and audiences, demonstrating effective communication through compelling interview content creation.	L3, L6	PO2, PSO2, PO3, PSO3, PO4, PSO4



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Department	Semester	Course
BAMMC	V	GLOBAL MEDIA AND CONFLICT RESOLUTION

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the impact of global media conglomerates on shaping narratives worldwide. Additionally, they will critically evaluate the phenomenon of post-truth and fake news proliferation, showcasing higher-order thinking skills at the analysis level.	L4, L5	PO1, PSO1, PO2, PSO2
CO2	Analyze the contemporary roles of global news agencies in shaping international media landscapes. And demonstrate an understanding of the unique characteristics and challenges faced by media in different countries including the cultural significance of traditional African communication methods like talking drums and the emergence of community radio	L3, L4	PO1, PSO1, PSO3, PSO2
CO3	Analyze media profiles, issues, and developments in various Asian countries, including China, Japan, North Korea, Singapore, and Malaysia, while understanding the significant role of Al Jazeera in the media landscape of the Middle East. They will demonstrate this understanding by evaluating media practices.	L2, L4, L5	PO1, PSO1, PO6, PSO5
CO4	Analyze the evolving nature of conflicts, discerning how media acts as both a catalyst for peace and conflict, and evaluate the challenges faced by independent media amidst the changing media landscape. Through case studies on the Kashmir and Ite conflicts, students will apply critical thinking skills to assess the role of media in promoting peace and resolving conflicts.	L3, L4	PO2, PSO2, PO3, PSO3,
CO5	Analyze media content, apply the Five Laws of Media Information Literacy, and utilize MIL strategies to prevent youth radicalization and violent extremism in cyberspace.	L4	PO2, PO6, PSO5



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Department	Semester	Course
BAMMC	V	BUSINESS AND FINANCIAL JOURNALISM

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Demonstrate a comprehensive understanding of the role of a Business Journalist, including essential skills and career opportunities, through critical analysis of major business and financial media in India.	L3	PO1, PSO1, PO4, PSO4
CO2	Analyze and evaluate the intricacies of major Indian scams such as Satyam corporate fraud and the 2G scam using critical thinking skills. Additionally, they will demonstrate the ability to apply ethical principles in financial journalism through case studies like the Nirav Modi Scam and the Rafale deal.	L4, L5	PO2, PO6, PSO5
CO3	Analyze and evaluate the role of commercial banks in India, including their functions, technological advancements, and social impact, demonstrating comprehension at the application level. They will also demonstrate understanding of key concepts such as budget deficits, FDI policies in aviation, and the startup ecosystem, enabling them to critically assess media representations of these topics at the synthesis level.	L4, L5	PO3, PO4, PO5, PO6, PSO3
CO4	Analyze the impact of volatility on major indices like the SENSEX and NIFTY. They will also understand the roles and objectives of key financial institutions such as the Reserve Bank of India and SEBI, showcasing evaluation skills at the synthesis level.	L4	PO1, PSO2
CO5	Analyze the influence of globalization on international trade, demonstrating comprehension at the application level by evaluating its impact on various economies. Furthermore, they will understand the mechanics of currency markets, showcasing synthesis skills by predicting potential fluctuations and their ramifications on global finance.	L4	PO1, PSO1, PO2



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Department	Semester	Course
BAMMC	V	NEWS MEDIA MANAGEMENT

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the interplay between truth, ideology, and news production in legacy and electronic media formats, while evaluating the impact of different ownership structures on news dissemination. This will involve applying knowledge of media ownership models to assess the business dynamics within news enterprises	L4	PO1, PSO1, PO4, PSO4, PSO5
CO2	Demonstrate an understanding of organizational structures, decision-making processes, and departmental inter-relationships within media organizations, applying this knowledge to analyze and improve efficiency in news media operations	L3, L4	PO2,PSO2, PO4,PO5, PO3, PSO3
CO3	Manage resources such as newsprint, technology, and production processes in the context of a media organization, while also mastering marketing techniques including brand building, public relations, and digital media strategies to enhance revenue and community engagement. They will demonstrate proficiency in cost-cutting measures, revenue generation through advertising and circulation, understanding target audiences, and implementing sales promotional activities, thus becoming adept at navigating the complexities of the media industry at both strategic and operational levels	L3, L6	PO1,PO3, PSO3,PO5, PSO1
CO4	Analyze the evolution of media business models from Web 1.0 to 2.0, incorporating concepts such as Yahoo, Craigslist, Google, Facebook, Twitter, whatsapp, and Pinterest. Furthermore, they will critically evaluate the role of advertising within these disruptive technologies.	L4, L5	PO2, PO3, PO5,
CO5	Analyzing case studies of media conglomerates such as Eenadu and Network 18, students will discern their significant impact on the media landscape. Additionally, they will evaluate the expansion strategies employed by major players like Sky Network (Star Network in India) to understand their effectiveness and implications. Through this analysis, students will grasp the practical relevance of TAM Ratings and IRS Studies in discerning viewership trends and audience preferences within the news channels industry.	L4	PO2, PSO2, PO4, PSO4,



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Department	Semester	Course
BAMMC	VI	ADVERTISING IN CONTEMPORARY SOCIETY

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the transformative impact of liberalization policies post-independence, particularly in the advertising sector, and evaluate the strategies adopted by Indian companies in response to the influx of multinational corporations. This involves applying knowledge of economic principles and critical thinking skills to assess the effects of liberalization on various aspects of the advertising industry and societal dynamics	L3, L4	PO1, PSO1, PSO3, PSO2
CO2	Analyze the impact of advertising on various demographic groups such as women, children, old people, and youth, utilizing Bloom's Understanding level. Furthermore, they will evaluate the social implications of advertising on market dynamics and economies	L4, L5	PO1, PSO1, PO6, PSO5
CO3	Identify and differentiate between various types of advertising, including political, B to B, consumer, retail, industrial, and financial advertising. Furthermore, they will demonstrate the ability to evaluate and apply emerging trends in internet and digital advertising	L4	PO2, PSO2, PO3, PSO3,
CO4	Analyze the advertising landscapes of India and major foreign countries like the USA, UK, France, China, Japan, Brazil, UAE, and Thailand, utilizing knowledge of national, international, and global advertising and marketing trends. They will demonstrate this understanding through case studies, showcasing the practical application of their analytical skills in marketing and advertising campaigns.	L3, L4	PO2, PSO4
CO5	Analyze the challenges associated with social marketing through case study analysis. They will also be able to evaluate the impact of social marketing across different subjects.	L4, L5	PO1,PO2, PSO1, PSO2, PO6, PSO5



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Department	Semester	Course
BAMMC	VI	BRAND MANAGEMENT

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the significance of branding in the market ecosystem, utilizing models like the Customer-Based Brand Equity model to assess brand value and strategize effectively. They will also demonstrate proficiency in identifying and implementing brand positioning strategies, distinguishing between points of parity and points of difference, showcasing critical thinking and application skills.	L3, L4	PO1, PO2, PSO1, PSO3, PSO2
CO2	Evaluating and selecting brand elements based on specified criteria, students will apply concepts of cause marketing to effectively build brand equity, showcasing their ability to create innovative brand strategies.	L5	PO1, PSO1, PO2, PSO2, PO3, PSO3
CO3	Analyze the stages of the Brand Value Chain model, identifying key value stages and implications, while also designing effective brand tracking studies. They will demonstrate proficiency in measuring brand equity through qualitative and quantitative research techniques.	L3, L4	PO4, PSO4,
CO4	Evaluate and analyze brand performance through conducting brand audits and implementing global branding strategies, utilizing higher-order thinking skills. They will also demonstrate proficiency in developing and executing online brand promotions and managing brands across geographical boundaries, integrating knowledge and applying it to cultivate brand partnerships effectively.	L4, L5	PO2, PSO4, PO6, PSO5



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Department	Semester	Course
BAMMC	VI	ADVERTISING AND SALES PROMOTION

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyze the significance of sales promotion in marketing strategies, understanding its pivotal role in enhancing consumer engagement and driving sales. They will also demonstrate proficiency in applying psychological theories such as reciprocation and social proof to design effective promotional campaigns, showcasing both critical thinking skills and practical application of marketing concepts.	L3, L4	PO1, PO2, PSO1, PSO3, PSO2
CO2	Apply consumer-oriented sales promotion techniques like sampling, coupons, premiums, and contests to influence consumer behavior, while also mastering trade-oriented strategies such as trade allowances, point-of-purchase displays, and sales training programs, demonstrating their ability to create and evaluate comprehensive sales promotion plans.	L3	PO1, PSO1, PO6, PSO5
CO3	Analyze various sales promotion campaigns across different sectors including FMCG, consumer durables, and services, evaluating three loyalty programs, three consumer-oriented sales promotions, three trade-oriented sales promotions, and three sales force-oriented sales promotions. Additionally, they will assess two sales promotions from luxury brands	L4	PSO1, PO2, PSO2, PO3, PSO3,
CO4	Analyze various methods of evaluating sales promotion effectiveness, discerning short and long-term impacts on sales and brand image. They will also demonstrate the ability to design sales promotion campaigns considering loyalty programs, big data utilization, and gratification strategies, ensuring ethical coordination with advertising efforts while avoiding pitfalls such as overuse and falling into sales promotion traps.	L3, L4	PO2, PSO4



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Department	Semester	Course
BAMMC	VI	ENTERTAINMENT AND MEDIA MARKETING

After completing the course, Students will be able to:-

CO No.	Course Outcome	Bloom's Level	Mapping of PO & PSO's
CO1	Analyzing the fundamental concepts of marketing and demonstrating the application of latest entertainment marketing strategies like integrated marketing communications and experiential marketing, students will foster creativity and evaluation skills.	L4	PO1, PSO1, PSO3, PSO2
CO2	Analyze the size and impact of various media platforms, evaluate their characteristics, and compare them effectively. Additionally, they will develop strategies for television marketing, understanding its structure and functions, along with future trends, ensuring aggressive promotion, innovative programming, and market expansion while utilizing diverse advertising mediums and celebratory events.	L4, L6	PO1, PSO1, PO6, PSO5
CO3	Craft comprehensive film marketing plans tailored to specific target markets, utilizing strategies such as setting up schedules, budgeting, and designing Electronic Press Kits (EPKs) effectively. They will also demonstrate proficiency in understanding the marketing and distribution structures of films both domestically and internationally, enhancing their ability to navigate the complex landscape of the film industry.	L3, L6	PO2, PSO2, PO3, PSO3,
CO4	Develop effective social media marketing strategies tailored to the entertainment industry, utilizing platforms such as YouTube, Facebook, and Instagram. They will also demonstrate proficiency in leveraging the unique features of each platform to engage audiences, share diverse content, and capitalize on emerging trends like IGTV, fostering brand visibility and engagement.	L3, L6	PO2, PO3, PSO3, PSO4