

MA (JMC) Programme Scheme of Studies 2020-23 as per Choice Based Credit System (CBCS) and Learning Outcome Based Curriculum Framework (LOCF)

| Year | SNo | Course Code | Course Title | L | T | P | C | SNo | Course Code | Course Title | L | T | P | C |
|-------|--------------|-------------|---------------------------------------|----------|----------|-----------|---|--------------|-------------|-----------------------------------|----------|----------|-----------|---|
| FIRST | Odd | | | | | | | Even | | | | | | |
| | 1 | SJM701A | Communication Theories and Models | 4 | 1 | 0 | 5 | 1 | SJM702A | Advertising Today | 4 | 1 | 0 | 5 |
| | 2 | SJM703A | The Craft of Media Writing | 4 | 1 | 0 | 5 | 2 | SJM704A | Exploring Frames | 4 | 0 | 2 | 6 |
| | 3 | SJM705A | Current Affairs and Perspective | 4 | 1 | 0 | 5 | 3 | SJM706A | Reporting and Editing | 4 | 1 | 0 | 5 |
| | 4 | SJM707A | Public Relations: Theory and Practice | 4 | 1 | 0 | 5 | 4 | SJM708A | Creative Visualisation Techniques | 4 | 0 | 2 | 6 |
| | 5 | SJM7011A | MOOC | 0 | 0 | 0 | 2 | 5 | SJM7021A | MOOC | 0 | 0 | 0 | 2 |
| | TOTAL | | | | | | | TOTAL | | | | | | |
| | | | 16 | 4 | 0 | 22 | | | | 16 | 2 | 4 | 24 | |

| SECOND | Odd | | | | | | | Even (Common Papers) | | | | | | |
|--------|--------------|---------|---------------------------|---|---|---|---|-----------------------------|----------|-------------------|-----------|----------|----------|-----------|
| | 1 | SJM801A | Research Techniques | 4 | 0 | 2 | 6 | 1 | SJM802A | Data Journalism | 4 | 1 | 0 | 5 |
| | 2 | SJM803A | Broadcast News Production | 4 | 0 | 2 | 6 | 2 | SJM804A | Major Project | 0 | 0 | 6 | 6 |
| | 3 | SJM805A | New Media and Web Content | 4 | 0 | 2 | 6 | 3 | SJM806A | Mobile Journalism | 3 | 1 | 0 | 4 |
| | 4 | SJM807A | Media, Law and Society | 3 | 1 | 0 | 4 | Total | | | | | | |
| | 5 | SJM809A | Summer Training Report | 0 | 0 | 0 | 4 | 7 | 2 | 6 | 15 | | | |
| | TOTAL | | | | | | | | | | 15 | 1 | 6 | 26 |

| Specialisation - 1 | | | | | | |
|---------------------------|---------|-------------------------------|-----------|----------|----------|-----------|
| 1 | SJM810A | Advance Reporting and Editing | 4 | 0 | 2 | 6 |
| 2 | SJM812A | Business & Political Coverage | 3 | 1 | 0 | 4 |
| 3 | SJM814A | Sports Journalism | 4 | 0 | 2 | 6 |
| Total | | | 11 | 1 | 4 | 16 |

| Specialisation - 2 | | | | | | |
|---------------------------|---------|-------------------------------|-----------|----------|----------|-----------|
| 1 | SJM816A | Audio Programming | 4 | 0 | 2 | 6 |
| 2 | SJM818A | Storytelling for Screen | 3 | 1 | 0 | 4 |
| 3 | SJM820A | Power of Images: TV and Films | 4 | 0 | 2 | 6 |
| Total | | | 11 | 1 | 4 | 16 |

| Specialisation - 3 | | | | | | |
|---------------------------|---------|------------------------------------|-----------|----------|----------|-----------|
| 1 | SJM822A | Integrated Marketing Communication | 4 | 0 | 2 | 6 |
| 2 | SJM824A | Creativity and Campaign Planning | 4 | 0 | 2 | 6 |
| 3 | SJM826A | Brand Communication | 3 | 1 | 0 | 4 |
| Total | | | 11 | 1 | 4 | 16 |

| Total | |
|--------------|------------|
| Credits | 103 |

Jmp

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MA (JMC) Programme Scheme of Studies 2021-23 as per Choice Based Credit System (CBCS) and Learning Outcome Based Curriculum Framework (LOCF)

| Year | SNo | Course Code | Course Title | L | T | P | C | SNo | Course Code | Course Title | L | T | P | C | |
|--------------|-----|-------------|---------------------------------------|-----------|----------|----------|-----------|--------------|-------------|-----------------------------------|---|-----------|----------|----------|-----------|
| FIRST | Odd | | | | | | | Even | | | | | | | |
| | 1 | SJM701A | Communication Theories and Models | 4 | 1 | 0 | 5 | 1 | SJM702A | Advertising Today | 4 | 1 | 0 | 5 | |
| | 2 | SJM703A | The Craft of Media Writing | 4 | 1 | 0 | 5 | 2 | SJM704A | Exploring Frames | 4 | 0 | 2 | 6 | |
| | 3 | SJM705A | Current Affairs and Perspective | 4 | 1 | 0 | 5 | 3 | SJM706A | Reporting and Editing | 4 | 1 | 0 | 5 | |
| | 4 | SJM707A | Public Relations: Theory and Practice | 4 | 1 | 0 | 5 | 4 | SJM708A | Creative Visualisation Techniques | 4 | 0 | 2 | 6 | |
| | 5 | SJM7011A | MOOC | 0 | 0 | 0 | 4 | 5 | SJM7021A | MOOC | 0 | 0 | 0 | 4 | |
| TOTAL | | | | 16 | 4 | 0 | 24 | TOTAL | | | | 16 | 2 | 4 | 26 |

| SECOND | Odd | | | | | | |
|--------------|-----|---------|---------------------------|-----------|----------|----------|-----------|
| | 1 | SJM801A | Research Techniques | 4 | 0 | 2 | 6 |
| | 2 | SJM803A | Broadcast News Production | 4 | 0 | 2 | 6 |
| | 3 | SJM805A | New Media and Web Content | 4 | 0 | 2 | 6 |
| | 4 | SJM807A | Media, Law and Society | 3 | 1 | 0 | 4 |
| | 5 | SJM809A | Summer Training Report | 0 | 0 | 0 | 4 |
| TOTAL | | | | 15 | 1 | 6 | 26 |

| Even (Common Papers) | | | | | | |
|----------------------|---------|-------------------|----------|----------|----------|-----------|
| 1 | SJM802A | Data Journalism | 4 | 1 | 0 | 5 |
| 2 | SJM804A | Major Project | 0 | 0 | 6 | 6 |
| 3 | SJM806A | Mobile Journalism | 3 | 1 | 0 | 4 |
| Total | | | 7 | 2 | 6 | 15 |

| Specialisation - 1 | | | | | | |
|--------------------|---------|-------------------------------|-----------|----------|----------|-----------|
| 1 | SJM810A | Advance Reporting and Editing | 4 | 0 | 2 | 6 |
| 2 | SJM812A | Business & Political Coverage | 3 | 1 | 0 | 4 |
| 3 | SJM814A | Sports Journalism | 4 | 0 | 2 | 6 |
| Total | | | 11 | 1 | 4 | 16 |

| Total | |
|---------|------------|
| Credits | 107 |

| Specialisation - 2 | | | | | | |
|--------------------|---------|-------------------------------|-----------|----------|----------|-----------|
| 1 | SJM816A | Audio Programming | 4 | 0 | 2 | 6 |
| 2 | SJM818A | Storytelling for Screen | 3 | 1 | 0 | 4 |
| 3 | SJM820A | Power of Images: TV and Films | 4 | 0 | 2 | 6 |
| Total | | | 11 | 1 | 4 | 16 |

| Specialisation - 3 | | | | | | |
|--------------------|---------|------------------------------------|-----------|----------|----------|-----------|
| 1 | SJM822A | Integrated Marketing Communication | 4 | 0 | 2 | 6 |
| 2 | SJM824A | Creativity and Campaign Planning | 4 | 0 | 2 | 6 |
| 3 | SJM826A | Brand Communication | 3 | 1 | 0 | 4 |
| Total | | | 11 | 1 | 4 | 16 |

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MA(JMC) Program Scheme of Studies 2022-24 as per Choice Based Credit System (CBCS) and Learning Based Outcome Curriculum Framework (LOCF)

| Year | SNo | Course Code | Course Title | L | T | P | C | SNo | Course Code | Course Title | L | T | P | C |
|-------|--------------|-------------|---------------------------------------|----------|----------|-----------|---|--------------|-------------|-----------------------------------|----------|----------|-----------|---|
| FIRST | Odd | | | | | | | Even | | | | | | |
| | 1 | SJMJ701A | Communication Theories and Models | 4 | 1 | 0 | 5 | 1 | SJMJ702A | Advertising Today | 4 | 1 | 0 | 5 |
| | 2 | SJMJ703A | The Craft of Media Writing | 4 | 1 | 0 | 5 | 2 | SJMJ704A | Exploring Frames | 4 | 0 | 2 | 6 |
| | 3 | SJMJ705A | Current Affairs and Perspective | 4 | 1 | 0 | 5 | 3 | SJMJ706A | Reporting and Editing | 4 | 1 | 0 | 5 |
| | 4 | SJMJ707A | Public Relations: Theory and Practice | 4 | 1 | 0 | 5 | 4 | SJMJ708A | Creative Visualisation Techniques | 4 | 0 | 2 | 6 |
| | TOTAL | | | | | | | TOTAL | | | | | | |
| | | | 16 | 4 | 0 | 20 | | | | 16 | 2 | 4 | 22 | |

| SECOND | Odd | | | | | | | Even (Common Papers) | | | | | | |
|--------|--------------|----------|---------------------------|----------|----------|-----------|---|----------------------|----------|-------------------|----------|----------|----------|-----------|
| | 1 | SJMJ801A | Research Techniques | 4 | 0 | 2 | 6 | 1 | SJMJ802A | Data Journalism | 4 | 1 | 0 | 5 |
| | 2 | SJMJ803A | Broadcast News Production | 4 | 0 | 2 | 6 | 2 | SJMJ804A | Major Project | 0 | 0 | 6 | 6 |
| | 3 | SJMJ805A | New Media and Web Content | 4 | 0 | 2 | 6 | 3 | SJMJ806A | Mobile Journalism | 3 | 1 | 0 | 4 |
| | 4 | SJMJ807A | Media, Law and Society | 3 | 1 | 0 | 4 | | | Total | 7 | 2 | 6 | 15 |
| | 5 | SJMJ809A | Summer Training Report | 0 | 0 | 0 | 4 | | | | | | | |
| | 6 | | MOOC | - | - | - | 8 | | | | | | | |
| | TOTAL | | | | | | | | | | | | | |
| | | | 15 | 1 | 6 | 34 | | | | | | | | |

| Specialisation - 1 | | | | | | | | | | | | | | |
|--------------------|----------|-------------------------------|-----------|----------|----------|-----------|--|--|--|--|--|--|--|--|
| 1 | SJMJ810A | Advance Reporting and Editing | 4 | 0 | 2 | 6 | | | | | | | | |
| 2 | SJMJ812A | Business & Political Coverage | 3 | 1 | 0 | 4 | | | | | | | | |
| 3 | SJMJ814A | Sports Journalism | 4 | 0 | 2 | 6 | | | | | | | | |
| | | Total | 11 | 1 | 4 | 16 | | | | | | | | |

| Specialisation - 2 | | | | | | | | | | | | | | |
|--------------------|----------|-------------------------------|-----------|----------|----------|-----------|--|--|--|--|--|--|--|--|
| 1 | SJMJ816A | Audio Programming | 4 | 0 | 2 | 6 | | | | | | | | |
| 2 | SJMJ818A | Storytelling for Screen | 3 | 1 | 0 | 4 | | | | | | | | |
| 3 | SJMJ820A | Power of Images: TV and Films | 4 | 0 | 2 | 6 | | | | | | | | |
| | | Total | 11 | 1 | 4 | 16 | | | | | | | | |

| Specialisation - 3 | | | | | | | | | | | | | | |
|--------------------|----------|------------------------------------|-----------|----------|----------|-----------|--|--|--|--|--|--|--|--|
| 1 | SJMJ822A | Integrated Marketing Communication | 4 | 0 | 2 | 6 | | | | | | | | |
| 2 | SJMJ824A | Creativity and Campaign Planning | 4 | 0 | 2 | 6 | | | | | | | | |
| 3 | SJMJ826A | Brand Communication | 3 | 1 | 0 | 4 | | | | | | | | |
| | | Total | 11 | 1 | 4 | 16 | | | | | | | | |

| Total | |
|---------|------------|
| Credits | 107 |



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| | | | | | |
|-------------------------|-------------------------|---|---|----|---|
| SJMJ804A | Major Project | L | T | P | C |
| Version 1.0 | | 0 | 0 | 12 | 6 |
| Pre-requisites/Exposure | MA(JMC), I, II, III Sem | | | | |
| Co-requisites | -- | | | | |

Course Objectives

1. To introduce students the application of all the courses studied in previous year in the form of group based/individual projects.
2. To prepare the students to be skilful, ethical, adaptable and persuasive professional communicators.
3. To able to find solution for real life communication/media problems.
4. To apply written, oral and visual communication skills while designing the project.
5. To design a media product/portfolio according to the specialization, to showcase their expertise in various areas of Mass Communication.

Course Outcomes

After completion of the course student will be able to

CO1: Introduce students the application of all the courses studied in previous year in the form of group based/individual projects.

CO2: Prepare the students to be skillful, ethical, adaptable and persuasive professional communicators.

CO3: Able to find solution for real life communication/media problems.

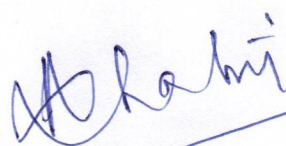
CO4: Apply written, oral and visual communication skills while designing the project.

CO5: Design a media product/portfolio according to the specialization. to showcase their expertise in various areas of Mass Communication.

Catalogue Description

Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to be skillful, ethical, adaptable and persuasive professional communicators. Our students should be ready to address the challenges of a quickly changing occupational landscape and prepared to meet the diverse needs of stakeholders across society. The course prepares our students to engage in the work that leaves a positive impact on the surrounding community.


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During the final semester students will choose one area of their choice and will apply a diverse set of skills to meet a variety of media-oriented objectives. They will use written, oral and visual communication skills to fulfill the objectives of course. They will be able to develop an understanding of journalistic investigation methods and the ability to critically evaluate images and ideas presented through media. They will produce a finished media product which may be used to showcase their expertise in that stream of mass communication.

This course will ignite creative thoughts and fuel new imaginations in the field of communication. After completing the course, students will be able to create project based upon real life communication problems.

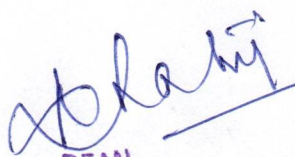
Course Content

- Each student will be assigned the Major Project in the starting of the Fourth Semester. The Major Project will be pursued by her/him under the supervision of internal supervisor(s).
- Each student will make his/her final project on any one of the disciplines according to the specialisation they opted for, i.e., Print Media/ Electronic Media (Radio & TV)/ Integrated Marketing (Advertising, Public Relations & Event Management) approved by the Dean/HoD.
- The Project Report (in duplicate) both hard & soft copy along with the end product will be submitted by the student at least four weeks prior to the date of commencement of the End-Term Examination of the Fourth Semester. The student will present her/his final product along with a multi-media presentation and project report during final exam.

The Project Report and final product will be evaluated by Examiner through continuous and final assessment.

The student should maintain a file and soft copy of her/his assignments/jobs done in the entire degree course as part of assessment duly checked and signed by the concerned faculties.


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| | | | | | |
|------------------------------------|-------------------------------|---|---|---|---|
| SJM809A | Summer Training Report | L | T | P | C |
| Version 1.0 | | 0 | 0 | 8 | 4 |
| Prerequisites/Exposure/Eligibility | MA(JMC) II | | | | |
| Co-requisites | -- | | | | |

Course Objectives

1. To conceive hands-on experience while working in a media organization.
2. To familiarize with all the technical terms and guidelines used in their respective industry.
3. To apply the acquired course knowledge in industry.
4. To compose their learning's by documenting them during their training.

Course Outcomes

After completion of the course student will be able to

CO1: Conceive hands-on experience while working in a media organization.

CO2: Familiarize with all the technical terms and guidelines used in their respective industry.

CO3: Apply the acquired course knowledge in industry.

CO4: Compose their learning's by documenting them during their training.

Catalogue Description

Main objective of the course is to have exposure of working of media industry. For example, while working in an advertising agency they will be able to draft agency brief to creative brief and then planning ad campaign to execution of media planning. Internships help students make professional contacts who can help them with their job searches after the completion of graduation degree. An Intern will be able to demonstrate knowledge of the organization through communicating with internal and external customers through various forms of communication, phone calls, email correspondence, interoffice communication during team meetings and written reports.

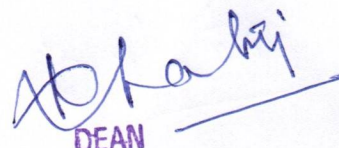
Students generally encounter difficulties in applying the knowledge gained in classroom in different courses. Main objective of the course is to prepare the students to get 'Hands on' experience of functioning of newspapers, TV channels, Advertising agencies, PR Consultancies, Event management Firms, Productions houses and Alternate media etc. During the summer vacation students will join a media organization as a trainee and will get first-hand exposure of industry from four to eight weeks. After the completion of training they will prepare a report about their learning, experiences and work done during that period.

Project Report

- Students will prepare an internship report, covering all the relevance of internship, the work done and learning's on weekly basis during their industry internship.
- Student will be evaluated on the basis of his progress in creating report, supervisor's feedback and PowerPoint presentation during mid of the semester.
- At the end of the semester, students will present the report to the examiner and he/she will be evaluated on the basis of viva and the Functional Exposure report.



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