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## Sophia College (Autonomous)

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### Bachelor of Arts (Strategic Communication and Journalism)

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**FYBA(SCJ) -SEMESTER I**

**SBMMED101 - COMMUNICATION SKILLS IN ENGLISH - I**

**Learning Objectives:**

To enable the student to read articles, books relating to the media, and to general issues written about in the media, to understand lectures, take notes from written or oral discussions to write up as newspaper articles, make outlines for TV or on-line programmes.

In order to do this,

1. a) the following language skills will have to be enhanced, as far as possible, in relation to the media, but also relating to the other subjects of study in this programme: reading, listening, writing, speaking
- (b) the use of English for reference work for classroom projects, and later, for use in professional life/ work will need to be facilitated through acquiring appropriate reference skills
2. the linguistic competence of students will have to be improved, in terms of:
  - (a) the use of selected grammatical structures and sentences in text/ discourse, especially in connection with media-related work.
  - (b) development of vocabulary, in order to use it appropriately, precisely, and with elegant variation.

**Learning Outcomes:**

At the end of the semester, the students will:

1. analyse texts for literal and inferential meaning
2. interpret texts for local and global meaning
3. analyse the structure of written texts
4. identify the purpose and structure of discourse
5. write with focus and clarity
6. use devices that allow for coherence and cohesion in writing
7. speak with fluency, correct pronunciation, and stress



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## **Sophia College (Autonomous)**

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### **SEMESTER I - SBMMED102**

#### **INDIA SINCE INDEPENDENCE - I**

##### **Learning Objectives:**

1. To study the main events and development of independent India
2. To understand how nation building is a continuous process

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. examine the key features of the Indian Constitution
2. explain the integration and reorganisation of Indian states
3. analyse the socio-economic reforms in newly independent India
4. evaluate the growth of political opposition to the Indian National Congress
5. survey the external conflicts faced by the nation
6. analyse the political transition from Nehru to Indira Gandhi

### **SEMESTER I - SBMMED103**

#### **POLITICAL, SOCIAL AND ECONOMIC THOUGHT - I**

##### **Learning Objectives:**

1. To introduce the students to key ideologies that have shaped modern political, social, economic and philosophical thought around the world
2. To explore vital aspects of and perspectives on these ideologies, and also to introduce the students to key thinkers and proponents of these ideologies

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. outline the key concepts in political and social thought
2. identify the salient characteristics of different forms of governance
3. analyse the ends of governance
4. compare schools of political thought in the context of organising governance
5. discuss the growth of industrial society
6. evaluate the various interacting forces at work in Indian society



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## **Sophia College (Autonomous)**

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**SEMESTER I - SBMMED104**

**READING LITERATURE - I**

### **Learning Objectives**

1. To draw students into thinking about the meaning of life through the psychological, social and ethical reality presented in the given texts, and other related texts
2. To expose students to samples of good writing, and help them become more effective communicators
3. To introduce students to the various genres of literature and the elements of which they are composed
4. To learn to use literary insights for a better understanding of their lived reality, particularly social reality, and thereby become better media communicators

### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key components of short stories
2. improve their ability to read a literary text closely
3. evaluate the role of plot, character and narrative style in literary texts
4. investigate the key formal aspects of poetry in English
5. examine and illustrate the themes that pervade non-fiction prose writing



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## **Sophia College (Autonomous)**

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**SEMESTER – I - SBMMED105**

### **INTRODUCTION TO MASS MEDIA**

#### **Learning Objectives:**

1. To introduce the students to the history, evolution and development of mass communication and mass media and the various forms of mass media
2. To introduce the students to the concept of new mass media and media convergence
3. To study mass media as an important social institution

#### **Learning Outcomes:**

At the end of the semester, the students will:

1. examine the key concepts in mass media and media literacy
2. identify and analyse the steps in the process of mass communication
3. compare and contrast different media platforms and their audiences
4. discuss advertising and public relations as supporting industries
5. examine the impact of media messages on society



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## **Sophia College (Autonomous)**

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**SEMESTER I - SBMMED106**

### **INTRODUCTION TO PHOTOGRAPHY**

#### **Learning Objectives:**

1. To help students understand the principles and practice of photography
2. To enable students to enjoy photography as an art

#### **Learning Outcomes:**

At the end of the semester, the students will:

1. Map the history of photography over the last century and analyse the impact of photography in recording key events in modern history
2. identify and illustrate the principal components of film photography
3. investigate the basic principles of still photography
4. discuss concepts in composition with coherence
5. examine the impact of cell phone photography and new media
6. create images using different technologies
7. use photography ethically



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## Sophia College (Autonomous)

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FYBA(SCJ)

SEMESTER II - SBMMED201

EFFECTIVE COMMUNICATION SKILLS – II

### Learning Objectives:

To enable the student to read articles, books relating to the media, and to general issues written about in the media, to understand lectures, take notes from written or oral discussions to write up as newspaper articles, make outlines for TV or on-line programmes

In order to do this,

1. a) the following language skills will have to be enhanced, as far as possible, in relation to the media, but also relating to the other subjects of study in this programme: reading, listening, writing, speaking

(b) the use of English for reference work for classroom projects, and later, for use in professional life/ work will need to be facilitated through acquiring appropriate reference skills

2. the linguistic competence of students will have to be improved, in terms of:

(a) the use of selected grammatical structures and sentences in text/ discourse, especially in connection with media-related work

(b) development of vocabulary, in order to use it appropriately, precisely, and with elegant variation

### Learning Outcomes:

At the end of the semester, the students will:

1. analyse texts for literal and inferential meaning
2. interpret texts for local and global meaning
3. examine the structure of written texts
4. identify the type of language (and accent) used in different types of contexts
5. write with focus and clarity
6. use devices that allow for coherence and cohesion in writing
7. speak with fluency, correct pronunciation, and stress



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## **Sophia College (Autonomous)**

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**SEMESTER II - SBMMED202**

**INDIA SINCE INDEPENDENCE - II**

**Learning Objectives:**

1. To study the main events and development of independent India after the Nehruvian era
2. To understand how nation building is a continuous process

**Learning Outcomes:**

At the end of the semester, the students will:

1. examine the key features of Indira Gandhi's domestic policy
2. investigate the factors leading to the Emergency and its impact
3. analyse the separatist movements that have threatened the internal security of the country
4. evaluate the main political developments in India after Indira Gandhi
5. assess the forms of identity politics that have arisen in India over the last fifty years
6. discuss environmental movements in the country
7. describe India's foreign policy since Indira Gandhi's regime

**SEMESTER II**

**POLITICAL, SOCIAL AND ECONOMIC THOUGHT - II**

**Learning Objectives:**

1. To introduce the students to key ideologies that have shaped modern political, social, economic and philosophical thought around the world
2. To explore vital aspects of and perspectives on these ideologies, and also to introduce the students to key thinkers and proponents of these ideologies

**Learning Outcomes:**

At the end of the semester, the students will:

1. examine relationship between ends and scarce means
2. identify the key ideas associated with mercantilism
3. compare and contrast the economic philosophies of key thinkers
4. list the impact of capitalism and the concomitant creative destruction that occurs as a result



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## **Sophia College (Autonomous)**

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### **SEMESTER II**

### **READING LITERATURE - II**

#### **Learning Objectives**

1. To draw students into thinking about the meaning of life through the psychological, social and ethical reality presented in the given texts, and other related texts
2. To expose students to samples of good writing, and help them become more effective communicators
3. To introduce students to the various genres of literature and the elements of which they are composed
4. To learn to use literary insights for a better understanding of their lived reality, particularly social reality, and thereby become better media communicators

#### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key characteristics of the novel as a literary form
2. improve their ability to read a literary text closely
3. evaluate the role of plot, character and narrative style in novel writing
4. investigate the key formal aspects of poetry in English
5. examine the diverse themes and concerns in writing by authors and poets from different parts of the world





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## **Sophia College (Autonomous)**

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**SEMESTER II - SBMMED205**

**UNDERSTANDING MASS MEDIA**

### **Learning Objectives:**

1. To introduce students to the various perspectives that can be adopted in critically examining media
2. To enable them to understand major bodies of theory: social/ behavioural and cultural/critical that dominate the field
3. To help them explore the evolution of mass communication theory and its impact on mediarelated studies today
4. To encourage students to ask questions about the role of the media in society

### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key concepts in mass communication theory
2. illustrate and evaluate the impact of propaganda in mass communication
3. illustrate and evaluate the Media Effects trend in society
4. use critical and cultural theory to evaluate media messages
5. investigate audience theories and their difference from mass society theories
6. examine the impact of media on different audiences
7. discuss culture industries and the commodification of culture



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## **Sophia College (Autonomous)**

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**SEMESTER II - SBMMED206**

**RADIO & TV**

**Learning Objectives:**

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

**Learning Outcomes:**

At the end of the semester, the students will:

1. map the history of radio and television as media platforms in India
2. examine the role of sound recording in radio and television
3. evaluate the impact of visuals in broadcast media
4. identify and compare different radio formats
5. identify and compare different television programme formats
6. explain the role that broadcast media play in society
7. explain with a concrete case study the process of broadcast production

**SYBA(SCJ)**

**SEMESTER III - SBMMED301**

**STRATEGIC COMMUNICATION – I**

**Learning Objectives:**

1. To explore the components and facets of Strategic Communication and their role in Marketing
2. To understand Integrated Marketing Communications as a broad discipline
3. To lay the foundation to study Strategic Communication as a specialisation in the third and final year of the programme
4. To enable students to see Strategic Communication in application across different sectors: consumer goods and services, politics, health, education, technology etc.

**Learning Outcomes:**

At the end of the semester, the students will:

1. define marketing and employ its key concepts in an assignment
2. examine the role of the consumer in key marketing communications decisions
3. plan communications objectives for a brand in keeping with its business objectives
4. design a branding and advertising strategy for a hypothetical campaign



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## Sophia College (Autonomous)

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### SEMESTER III - SBMMED302

#### JOURNALISM - I

**Learning Objectives:**

1. To define Journalism, its elements, and role in society for the students
2. To examine the professional field of Journalism
3. To enable students to understand the structure of news organisations
4. To understand and compare Journalism in each medium: print, radio, TV and online
5. To explain the process of news gathering and news making
6. To introduce the students to the skills required for Journalism

**Learning Outcomes:**

At the end of the semester, the students will:

1. define the elements and purpose of Journalism as a discipline
2. assess the role and evolution of Journalism in society
3. use newsgathering techniques to identify story ideas
4. identify the roles and responsibilities and hierarchies that exist within a news organisation
5. read, write, take notes, conduct interviews, and produce news stories

### SEMESTER III - SBMMED303

#### WRITING - I

**Learning Objectives:**

1. To introduce the students to the tools and techniques of writing with coherence and cohesion
2. To enable them to explore different registers and genres of writing
3. To improve the overall linguistic competence of the students as future practitioners of the media
4. To encourage them to implement the concepts discussed in class in practical application through exercises and assignments

**Learning Outcomes:**

At the end of the semester, the students will:

1. list and illustrate the basic components of writing with fluency
2. outline the components of academic writing
3. develop a hypothesis and argument for an academic piece
4. evaluate the key components of writing short fiction
5. develop plot, narrative, character for short fiction
6. analyse plot, character and dialogue in the process of screenwriting



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## Sophia College (Autonomous)

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### SEMESTER III - SBMMED304

#### UNDERSTANDING CINEMA

**Learning Objectives:**

1. To sensitise the students towards Cinema as a medium of mass communication and to help them to become critical viewers of movies today
2. To enable students to study the similarities and differences between various Cinema cultures
3. To encourage students to study Indian Cinema through its similarities and differences with both Indian and Western traditions of art and culture

**Learning Outcomes:**

At the end of the semester, the students will:

1. assess and evaluate the role and function of cinematic narratives across fiction and nonfiction
2. analyse the language and grammar of cinema
3. inspect the impact of technology in modern cinematic texts
4. identify the difference in use of cinematic techniques by different filmmakers from around the world

### SEMESTER III - SBMMED305

#### RESEARCH METHODS - I

**Learning Objectives:**

1. To introduce the students to the foundations of Social Science research and its implications in Media research
2. To explain the process of conducting research in the Social Sciences
3. To help students formulate questions for research
4. To study various methods of conducting research

**Learning Outcomes:**

At the end of the semester, the students will:

1. Identify the process and problems in social science research
2. explain the process of conducting research in the Social Sciences
3. analyse the qualitative and quantitative components of data collection
4. outline a research proposal on a given topic



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## Sophia College (Autonomous)

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**SEMESTER III - SBMMED306**

**CONTEMPORARY ISSUES - I**

### **Learning Objectives:**

1. Using the news media and their content to discuss the issues that are seen and unseen across different news media platforms
2. To introduce students to key social, political and economic issues both within India and the rest of the world
3. To enable them to use the learnings from India since Independence and Political, Social and Economic Thought, to understand vital concepts and ideas that will help them in their journey as media students
4. To help students explore aspects of gender, religion, caste, tribe, and education through examples and case studies that are relevant to these areas, and understand media coverage of these

### **Learning Outcomes:**

At the end of the semester, the students will:

1. explain the key themes in the Indian democracy
2. inspect the impact of patriarchy on the lives of women
3. evaluate the role of religious and secular thought in India
4. discuss caste and tribe as key markers of identity in the Indian context
5. illustrate the importance of education as a basic right of all individuals
6. formulate and present arguments on various issues that pervade our social, economic and cultural fabric



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## **Sophia College (Autonomous)**

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**SYBA(SCJ)**

**SEMESTER IV - SBMMED401**

**STRATEGIC COMMUNICATION – II**

**Learning Objectives:**

1. To continue the exploration of the components and facets of Strategic Communication and their role in Marketing that was begun in Semester III
2. To understand Integrated Marketing Communications as a broad discipline
3. To lay the foundation to study Strategic Communication as a specialisation in the third and final year of the programme
4. To enable students to see Strategic Communication in application across different sectors: consumer goods and services, politics, health, education, technology etc.

**Learning Outcomes:**

At the end of the semester, the students will:

1. develop a public relations strategy for a brand
2. examine the importance of creating the right media strategy for a brand
3. create a strategy for a digital and data driven communication campaign
4. evaluate the impact of marketing communications and their use on society

**SEMESTER IV -**

**JOURNALISM – II**

**Learning Objectives:**

1. To enable the students to develop news sense
2. To examine the process of news gathering and news making
3. To introduce the students to basic reporting and editing skills required for different news media
4. To encourage the students to write and edit simple news stories that directly affect them

**Learning Outcomes:**

At the end of the semester, the students will:

1. define a news peg and a story idea
2. examine the components of a news story
3. conduct interviews with people to build knowledge of how to interact with subjects
4. write news stories across different news media
5. identify the components of long format writing
6. edit news stories for facts, grammar and style



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## **Sophia College (Autonomous)**

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### **SEMESTER IV - SBMMED403**

#### **WRITING – II**

##### **Learning Objectives:**

1. To introduce the students to the tools and techniques of writing with coherence and cohesion
2. To enable them to explore different registers and genres of writing
3. To improve the overall linguistic competence of the students as future practitioners of the media
4. To encourage them to implement the concepts discussed in class in practical application through exercises and assignments

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. list and compare the basic components of writing for non-fiction
2. compose non-fiction stories
3. examine the various facets of persuasive writing
4. develop structures and strategies for marketing communication
5. edit stories for grammar, accuracy and style

### **SEMESTER IV - SBMMED404**

#### **DIGITAL MEDIA**

##### **Learning Objectives:**

1. To introduce the students to the difference between traditional and digital media, and its impact on consumer purchase behaviour
2. To underscore the exponential growth in the use of technology in the building and sustaining of brands in today's day and age
3. To explore the importance of content and social media marketing in communicating with consumers in new and innovative ways in the online marketplace
4. To lay the groundwork for the students to understand search engine marketing, display, video, mobile marketing and user experience design to be explored in Semester VI

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. identify the basic principles of new media and technology
2. examine the differences between inbound and outbound marketing
3. evaluate the role of content marketing in meeting the business needs of an organisation
4. plan a long-term content strategy for a hypothetical brand
5. develop a digital promotional strategy with specific content assets
6. use tools to measure the performance of their content marketing campaign
7. build and evaluate a social media strategy for a hypothetical brand



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## **Sophia College (Autonomous)**

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### **SEMESTER IV - SBMMED405**

#### **RESEARCH METHODS - II**

##### **Learning Objectives:**

1. To enable students to articulate problems for research
2. To design a research project and conduct research
3. To introduce students to methods of data analysis
4. To discuss the ethics of social research

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. identify research problems
2. use the research proposal from the previous semester to design a comprehensive research project
3. analyse qualitative and quantitative data
4. examine and analyse the ethics and politics of conducting research

### **SEMESTER IV - SBMMED406**

#### **CONTEMPORARY ISSUES - II**

##### **Learning Objectives:**

1. To continue with the ideas discussed in Contemporary Issues – I: discussing the issues that are seen and unseen in the news media
2. To introduce students to key social, political, economic issues both within India and the rest of the world
3. To enable them to use the learnings from India Since Independence and Political, Social and Economic Thought, to understand vital concepts and ideas that will help them in their journey as media students
4. To help students explore aspects of health, environment, security, the justice system and the economy through examples and case studies that are relevant to these areas, and understand media coverage of these

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. illustrate the impact of healthcare in society
2. analyse the role of human life and consumption on the environment
3. assess the strategies for mitigating violence in conflict-ridden states
4. examine the role of the justice system in a society
5. design small socioeconomic, political and cultural strategies to reduce the gap between the haves and the have nots in our society





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## **Sophia College (Autonomous)**

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**TYBA(SCI)**

**SEMESTER V | JOURNALISM**

**REPORTING - I**

**SUBJECT CODE: SBMMEDJ501**

### **Learning Objectives:**

A course where students will learn the basics of reporting and then go out and report from the field; the idea is to simulate a real-world news room.

1. To practise the basics of reporting – news gathering and news writing
2. To learn effective use of various reporting tools
3. To engage in reporting from various beats
4. To write stories for different media platforms

### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key components of reporting
2. use reporting tools to map out news stories
3. identify the ways to find and develop contacts, cultivate sources, cover events
4. examine the different reporting beats in detail
5. synthesise the different skills to develop and write news stories



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## **Sophia College (Autonomous)**

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**SEMESTER V | JOURNALISM**

**EDITING**

**SUBJECT CODE: SBMMEDJ502**

### **Learning Objectives:**

1. To understand the basics of editing
2. To learn to write effective headlines, captions and other elements of a news story
3. To edit reports and stories of various beats
4. To simulate a real-world newsroom to understand the job of a copy editor, and edit a story per two class meetings

### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key components of editing
2. use style sheets when writing / editing a news story
3. develop news judgement through newsroom simulations
4. edit copies written by peers and classmates for practice
5. rewrite existing stories for greater clarity
6. compose headlines, sub-headlines, picture captions and kickers
7. edit news stories across different beats



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## **Sophia College (Autonomous)**

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### **SEMESTER V | JOURNALISM**

#### **BROADCASTING AND DIGITAL - I**

#### **SUBJECT CODE: SBMMEDJ503**

##### **Learning Objectives:**

1. To introduce the students to the specific forms of broadcast news, and online storytelling
2. To enable them to write for both radio and television
3. To enable them to write and produce simple stories for both radio and television

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key components of broadcast journalism
2. write for the ear by understanding the principles of audio-visual storytelling
3. write, edit and narrate for broadcast scripts
4. shoot videos and record sound
5. create and edit broadcast news packages

### **SEMESTER V | JOURNALISM**

#### **MEDIA LAW**

#### **SUBJECT CODE: SBMMEDJ504**

##### **Learning Objectives:**

1. Introduce students to the constitutional foundations of freedom of speech, expression and inter alia the freedom of the press, including the concept of balancing rights and limitations
2. Introduce students to the concepts and laws that journalists should be aware in plying their craft
  - a. Content-specific issues: sedition, defamation, hate speech, obscenity, secrecy of information
  - b. Procedure-specific issues: prior restraint, privacy, contempt of court, covering court proceedings, covering legislature, right to information or sunshine laws, source privilege or shield laws
  - c. Business: Circulation, pricing, broadcasting, internet and copyright



## **Sophia College (Autonomous)**

### **Learning Outcomes:**

At the end of the semester, the students will:

1. examine the key components of media law
2. analyse the relevant Supreme Court cases in the context of speech and expression
3. analyse the relevant IPC cases in the context of public order
4. identify the relevant cases in the context of sedition, defamation, hate speech, obscenity, censorship, privacy and contempt of court
5. discuss aspects of covering court proceedings and covering legislature
6. discuss the right to information and secrecy of information
7. examine and illustrate the themes that pervade non-fiction prose writing
8. investigate business issues and press freedom

### **SEMESTER V | JOURNALISM**

#### **SURVEY OF INDIAN JOURNALISM**

#### **SUBJECT CODE: SBMMEDJ505**

### **Learning Objectives:**

1. To introduce students to the present state of journalism as a profession and industry
2. To introduce students to news media in various languages
3. To understand the relationship between the press and various stakeholders in India
4. To understand the traditional and non-traditional news media
5. To discuss the various problems/issues in journalism today

### **Learning Outcomes:**

At the end of the semester, the students will:

1. map out the history of journalism in India
2. examine key moments in the development of the press in independent India
3. analyse the role of advertising and the changing economy on Indian news as a business
4. compare and contrast the types of news media in the country
5. evaluate the role and impact of broadcast journalism in India
6. assess the challenges of online journalism in India
7. outline the scope and challenges in Indian journalism today



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## **Sophia College (Autonomous)**

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### **SEMESTER V | JOURNALISM**

#### **RESEARCH IN JOURNALISM**

#### **SUBJECT CODE: SBMMEDJ506**

##### **Learning Objectives:**

1. Introduce students to critical thinking and to research tools necessary for journalism
2. Introduce students to logical reasoning, methods of sourcing information, analysing research, data analysis, numeracy, basic statistical concepts, fact-checking, and the use of Right to Information Act

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. identify the key components of critical thinking
2. examine the role of research in journalism
3. identify the problem and locate data sources
4. tabulate data in tabular form using Excel
5. conduct a research project and write a research report

### **TYBA(SCI)**

### **SEMESTER V | STRATEGIC COMMUNICATION**

#### **COPYWRITING**

#### **SUBJECT CODE: SBMMEDA501**

##### **Learning Objectives:**

1. To familiarise students with the concept of copywriting and content writing as selling through writing
2. To teach the students the process of creating original, strategic, compelling copy for various media
3. To train students to generate, develop and express ideas effectively
4. To enable them to learn the rudimentary techniques of writing for strategic communication platforms with an emphasis on practical application



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## **Sophia College (Autonomous)**

### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key components of persuasive writing for advertising
2. read and write marketing and creative briefs
3. generate ideas and copy for campaigns
4. create content for campaigns across media platforms
5. write campaign pitches targeting different audiences

### **SEMESTER V | STRATEGIC COMMUNICATION**

#### **BRAND BUILDING**

#### **SUBJECT CODE: SBMMEDA502**

### **Learning Objectives:**

1. To study the concept of Brand and Brand Building
2. To understand the awareness and growing importance of Brand Building
3. To know how to build, sustain and grow brands
4. To know the various new way of building brands
5. To know about the global perspective of brand building
6. To study the importance of brand building and management in the context of strategic communication

### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key concepts in branding
2. examine the importance of cultivating a brand identity, positioning and repositioning, personality, and leverage
3. investigate and design brand strategies
4. evaluate the importance of brand equity and design a campaign along clear branding models
5. assess the importance of branding in the 'new normal' post COVID



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## **Sophia College (Autonomous)**

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### **SEMESTER V | STRATEGIC COMMUNICATION**

#### **MARKETING**

#### **SUBJECT CODE: SBMMEDA503**

##### **Learning Objectives:**

1. To introduce the students to basic marketing concepts like marketing mix, the marketing environment, market segmentation, and integrated marketing communication
2. To enable them to understand the importance of strategic and holistic marketing in the global environment
3. To enable them to explore the business and social aspects and implications of modern marketing practices

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key concepts and components of marketing
2. examine the micro and macro environment in which marketing endeavours operate
3. explain the marketing mix with concrete examples
4. investigate consumer markets and broad consumer attitudes towards purchase decisions
5. compare and contrast products, services and ideas
6. identify pricing and distribution strategies in the marketing process
7. design a hypothetical omnichannel marketing communication strategy for a campaign



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## **Sophia College (Autonomous)**

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### **SEMESTER V | STRATEGIC COMMUNICATION**

#### **CONSUMER BEHAVIOUR**

#### **SUBJECT CODE: SBMMEDA504**

##### **Learning Objectives:**

1. To understand role of marketing in influencing consumer behaviour
2. To analyse the role of marketer and the consumer in advertising
3. To sensitise the students to the changing trends in consumer behaviour

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key characteristics of consumer purchase behaviour
2. segment and target potential audiences along demographic, psychographic lines
3. examine positioning and targeting strategies for products and services
4. investigate the dynamics behind consumer motivation, perception, learning, attitude and personality
5. design a persuasive communications campaign that synthesises all their learnings
6. map out the decision-making journey of the consumer

### **SEMESTER VI | STRATEGIC COMMUNICATION**

#### **DIGITAL MARKETING**

#### **SUBJECT CODE: SBMMEDA602**

##### **Learning Objectives:**

1. To introduce the students to the scope of creating and marketing content using digital platforms
2. To enable them to explore the various aspects and implications of digital and data driven communication in the age of the Internet

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. Identify and explore the key concepts in data driven communication
2. Identify and explore the key concepts in database management
3. Examine the design and use of websites in online communication
4. Inspect and analyse the importance of search engine optimisation, search engine marketing, and display advertising in digital communication
5. Analyse the use of social media marketing, mobile and video marketing, and digital analytics in improving digital communication
1. Design a data driven and digital marketing campaign





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## **Sophia College (Autonomous)**

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### **SEMESTER V | STRATEGIC COMMUNICATION**

#### **PUBLIC RELATIONS**

#### **SUBJECT CODE: SBMMEDA506**

#### **Learning Objectives:**

1. To prepare students for effective and ethical public communication on behalf of organisations
2. To help students acquire basic skills in the practical aspects of media relations and crisis management
3. To equip students with basic skills to write and develop press releases and other PR communication
4. To design a public relations campaign

#### **Learning Outcomes:**

At the end of the semester, the students will:

1. analyse the key characteristics, objectives, components and types of public relations
2. map the evolution of public relations as an industry and its role in strategic communication
3. examine the tools and tactics of public relations and their uses
4. investigate the role of public relations in conflict management and crises
5. analyse the impact of digital technology in public relations
6. cultivate soft skills needed to be an effective public relations professional
7. identify the function of public relations in governance, the private sector, entertainment and lifestyle



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## **Sophia College (Autonomous)**

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**TYBA(SCI)**

**SEMESTER VI | JOURNALISM**

**REPORTING - IIS**

**UBJECT CODE: SBMMEJA601**

### **Learning Objectives:**

A course where students will learn the basics of reporting and then go out and report from the field; the idea is to simulate a real-world news room.

1. To practise the basics of reporting
2. To learn to use various reporting tools effectively
3. To engage in reporting various beats
4. To write stories for different media platforms

### **Learning Outcomes:**

At the end of the semester, the students will:

1. Demonstrate basic skills required as a journalist
2. Report on a variety of beats
3. Use reporting tools effectively by covering stories on a regular basis
4. Craft stories for different media platforms



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## **Sophia College (Autonomous)**

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### **SEMESTER VI | JOURNALISM**

### **NEWS DESIGN**

### **SUBJECT CODE: SBMMEDJ602**

#### **Learning Objectives:**

1. To introduce students to the principles of graphic design as it pertains to the presentation of news – in print (newspapers, magazines, journals, newsletters), in television, and on the Internet (websites and apps).
2. To introduce students to principles of design and then look at the specific demands of the form in which news is presented to the reader and viewer.

#### **Note:**

- Readings are limited to introducing principles and the rest of the class will be devoted to understanding these principles from observation. Students are expected to sketch or doodle their ideas and then to convert them using software. Students are expected to know Adobe Photoshop and Adobe InDesign.
- The readings in the class are expected to introduce students to the key concepts that will determine and guide the design process.
- This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess the project elements conceived and produced by each individual student at the end of the semester, along specific news design and layout parameters.

#### **Learning Outcomes:**

At the end of the semester, the students will:

1. Demonstrate understanding of basic principles of design
2. Design a newspaper
3. Design a news magazine
4. Design a news website



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## **Sophia College (Autonomous)**

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### **SEMESTER V | JOURNALISM**

#### **BROADCASTING AND DIGITAL - II**

#### **SUBJECT CODE: SBMMEDJ603**

##### **Learning Objectives:**

A course where the students will learn the basics of broadcast and digital journalism, and then go out, gather news, edit, and present it for both; simulating a real-world news room.

1. To introduce the students to the specific forms of broadcast news, and online storytelling
2. To enable them to write for radio and television
3. To enable them to write and produce simple stories for both radio and television

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. Demonstrate the skills and tools used by broadcast journalists
2. Research, script, anchor, shoot, and produce news stories
3. Create news packages for radio
4. Create news packages for television
5. Create news packages for digital platforms

### **SEMESTER VI | JOURNALISM**

#### **LONG FORMAT WRITING**

#### **SUBJECT CODE: SBMMEDJ604**

##### **Learning Objectives:**

1. To learn the differences between reporting and feature writing
2. To understand other types of soft stories
3. To learn the skills for writing features/ opinion/soft stories and of interviewing

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. Demonstrate skills required for feature writing
2. Apply the various techniques used in long-format writing
3. Write long-format pieces for various media
4. Use the skills learnt to write long-format pieces for different audiences



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## **Sophia College (Autonomous)**

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**SEMESTER VI | JOURNALISM**

**MEDIA ETHICS**

**SUBJECT CODE: SBMMEDJ605**

### **Learning Objectives:**

1. To introduce students to the concept of ethics as a discipline
2. To introduce students to applied ethics and subsequently journalism ethics
3. To introduce students to the debates on journalism ethics encompassing issues related to sources, ownership, conflict of interest, pressure from interest groups and government, public relations, individual belief systems among others

### **Learning Outcomes:**

At the end of the semester, the students will:

1. Explain the meaning of ethics
2. Analyse the role of ethics in journalism
3. Synthesise their understanding of different lenses used to study ethics
4. Investigate ethical and unethical practices in the journalism industry



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## **Sophia College (Autonomous)**

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**SEMESTER VI | JOURNALISM**

**JOURNALISM & SOCIETY**

**SUBJECT CODE: SBMMEDJ606**

### **Learning Objectives:**

1. To study the importance of journalism for democracy
2. To introduce students to understanding the relation between journalism, nationalism, and technology
3. To introduce students to the relationship between journalism and society as a way of forming public opinion, influencing policy, and legislation
4. To introduce students to the idea of journalism as a watchdog, as conversation, and journalists as interpretative community
5. To introduce students to the debates on the role and purpose of journalism Students should note that while the readings for the course are drawn from scholarship in the field conducted in the United States and Europe, the examples and class discussions, including the final project and potentially some of the questions in the exams, will focus on India. Hence, it is imperative that the students should familiarise themselves by reading newspapers, magazines and websites. It is to that end that this class has a required pre-class reading. Required Pre-Class Reading: Guha, Ramchandra. India after Gandhi. New Delhi: Harper Collins, 2007.

### **Learning Outcomes:**

At the end of the semester, the students will:

1. Examine the relationship between journalism and society
2. Analyse the role of journalism in forming and shaping public opinion
3. Discuss the purpose of journalism in a capitalist world
4. Discuss the relation between journalism and technology



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## **Sophia College (Autonomous)**

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**TYBA(SCI)**

**SEMESTER VI | STRATEGIC COMMUNICATION**

**RESEARCH IN ADVERTISING**

**SUBJECT CODE: SBMMEDA601**

**Learning Objectives:**

- To inculcate analytical abilities and research skills among the students
- To understand research methodologies – qualitative vs quantitative
- To understand the scope and techniques of advertising and marketing research

**Learning Outcomes:**

At the end of the semester, the students will:

1. Identify and explore the fundamentals of marketing and advertising research
2. Examine the design and use of research in marketing and advertising
3. Analyse the importance of writing a good research report
4. Explore the use of various research techniques in marketing and advertising
5. Design a marketing research study to better understand consumer purchase behavior

**SEMESTER V | STRATEGIC COMMUNICATION**

**MEDIA PLANNING AND BUYING**

**SUBJECT CODE: SBMMEDA602**

**Learning Objectives:**

- To enable students to develop knowledge of the characteristics of different media
- To understand the procedures, requirements, and techniques of media planning and buying
- To study the media mix and its implementation
- To understand budget allocation for a media plan

**Learning Outcomes:**

At the end of the semester, the students will:

1. Identify and outline basic terms and concepts in media planning and selection
2. Examine the sources of media research
3. Illustrate with examples suitable media buying options
4. Analyse the media planning process
5. Examine the criteria for media selection
6. Outline the process of digital media planning
7. Create a comprehensive media plan for a campaign



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## **Sophia College (Autonomous)**

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### **SEMESTER VI | STRATEGIC COMMUNICATION**

#### **LAWS AND ETHICS OF ADVERTISING**

#### **SUBJECT CODE: SBMMEDA603**

##### **Learning Objectives:**

1. To build in media students an understanding of the need for regulation in persuasive communication
2. To create an awareness amongst media students about the importance of ethical advertising
3. To instil in students the role of ethical advertising in creating marketing solutions

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. Identify the various facets of self-regulation in advertising in India
2. Examine and analyse the ethical issues facing advertisers and consumers today
3. Identify the platforms that facilitate consumer guidance and redress
4. Assess the critiques levied against advertising today

### **SEMESTER VI | STRATEGIC COMMUNICATION**

#### **UNDERSTANDING A COMMUNICATIONS AGENCY**

#### **SUBJECT CODE: SBMMEDA604**

##### **Learning Objectives:**

1. To familiarise students with the different aspects of running a communications agency
2. To acquaint the students with concepts, techniques for managing a client account in an agency
3. To inculcate competencies to undertake professional work in the field of marketing agencies

##### **Learning Outcomes:**

At the end of the semester, the students will:

1. Identify the roles and functions within a communications agency
2. Examine the running of an advertising agency in a competitive business
3. Design a creative brief and evaluate creative work on the basis of that brief
4. Assess the process of agency management and its importance





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## **Sophia College (Autonomous)**

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**SEMESTER VI | STRATEGIC COMMUNICATION**

**ADVERTISING DESIGN**

**SUBJECT CODE: SBMMEDA605**

### **Learning Objectives:**

1. To introduce students to the process of planning and production of advertisements across different media platforms
2. To highlight the importance of design as a form of visual communication in advertising This paper does not have a written exam. There will be a viva voce examination conducted by a qualified external examiner to assess a campaign conceived and produced by each individual student at the end of the semester, along specific design parameters.

### **Learning Outcomes:**

At the end of the semester, the students will:

1. Identify the elements of design
2. Explore the use of design principles
3. Design corporate identity and stationery
4. Explore the use of layout and colour in print, out-of-home and digital design
5. Synthesise the various concepts taught to them in the form of an advertising campaign



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## **Sophia College (Autonomous)**

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**SEMESTER VI | STRATEGIC COMMUNICATION**

**SOCIAL MARKETING AND RURAL MARKETING**

**SUBJECT CODE: SBMMEDA606**

### **Learning Objectives:**

- To introduce the students to basic concepts in social marketing and the vital role it plays in modifying social, political, environmental and cultural behaviour in consumers and audiences
- To introduce the students to key concepts in rural marketing, and to build awareness of marketing and advertising techniques and strategies employed for non-urban audiences
- To broaden the students' understanding of marketing and advertising, not only in terms of value offerings, channels of distribution, and audience / TG segmentation, but also their ability to be agents of constructive change in society

### **Learning Outcomes:**

At the end of the semester, the students will:

1. Identify and explore the key concepts in social and rural marketing in India
2. Identify and explore social marketing strategies
3. Examine the process of evaluating social marketing platforms
4. Identify the tools to conduct rural marketing research
5. Design communication strategies for social and rural marketing