

Programme	BA Journalism and Mass Communication				
Course Title	Corporate Communication				
Type of Course	Minor				
Semester	III				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of fundamental communication concepts. 2. Language and writing skills.				
Course Summary	The course aims at providing an overall understanding of the allied professions of journalism such as public relations, advertising and corporate communication. The objective includes enabling the students to prepare public relation materials and advertisements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the relation between corporate communication, P.R and advertising	U	C	Instructor-created exams / Quiz
CO2	Identify the difference between P.R. and corporate communication	U	P	Instructor-created exams / Practical Assignment
CO3	Prepare PR materials	Ap	P	Home / Group Assignments
CO4	Prepare an ad copy	Ap	C	Home/ Group Assignments
CO5	Critically evaluate the persuasive contents in campaigns	An	P	Group Discussion
CO6	Analyse the ethical aspects of public relations, advertising and corporate social responsibility	An	P	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Public Relations		12	20
	1	Definition of public relations	2	
	2	Pioneers in the development of PR- Ivy Lee and Edward Bernays	2	
	3	Publics in PR- Internal and External publics	2	
	4	Tools for PR- External tools and internal tools	3	
	5	PR campaign	3	
II	Advertising		16	20
	6	Definitions of advertising	1	
	7	Types of advertising- Media-print ad, radio spots, commercials and online ads, Product ad, service, PSA, corporate ads, surrogate ad	3	
	8	Advertising Appeals	2	
	9	The elements of a print ad	3	
	10	USP	1	
	11	Copywriting	4	
	12	Ad campaign	2	
III	Corporate Communication		15	20
	13	Evolution of Corporate communication	3	
	14	-Facets of CC – Marketing communication, Management communication and Organizational Communication	2	
	15	Functions of corporate communication- Employee relations, Investor relations, Media relations, Government relations, Community relations	2	
	16	Tools for corporate communication	3	
	17	Crisis Communication	3	
	18	Corporate Social Responsibility	2	
IV	Profession		5	10
	19	PR- IPRA, PRSI	1	
	20	Advertising - AAAI, ASCI, DAVP	1	
	21	Corporate Communication- AMA	1	
	22	Ethical aspects- PR, Advertising and Corporate Communication	2	
V	Open Ended Module:		12	
	1	Assignment 1: Public Relations Campaign Development To apply theoretical concepts of public relations to develop a comprehensive PR campaign. Task: Students will work in groups to design a PR campaign for a hypothetical organization or real-world client. Using the tools and principles of PR discussed in the	6	

		<p>course, including internal and external publics, campaign planning, and crisis communication, students will create a strategic PR plan.</p> <p>Each group will identify objectives, target audiences, key messages, and communication channels for their campaign, considering the organization's goals and stakeholders.</p> <p>Students will present their PR campaign to the class, explaining their rationale and demonstrating how their plan aligns with ethical standards and professional best practices.</p>		
	2	<p>Assignment 2: Advertising Campaign Analysis</p> <p>To analyze the components and strategies of advertising campaigns in real-world contexts.</p> <p>Task:</p> <p>Students will select an advertising campaign from recent years (e.g., a print ad, TV commercial, online campaign) and conduct a detailed analysis.</p> <p>Using concepts such as advertising appeals, elements of a print ad, and unique selling propositions (USP), students will deconstruct the campaign to understand its effectiveness and impact.</p> <p>They will evaluate the creative elements, messaging, target audience, and overall strategy of the campaign, considering its success in achieving marketing objectives.</p> <p>Students will present their analysis in a written report or presentation, discussing the strengths, weaknesses, and ethical considerations of the advertising campaign.</p>	6	
	<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>			
	<p>Books and References:</p> <ul style="list-style-type: none"> ● Pritch Pritchard, Bob and Jensen Moore (2017), The Comprehensive Public Relations Reader-Function and Practice ● Vilanilam J.V, A.K. Verghese (2004), Advertising basics- a resource guide for beginners, Sage publications Ltd. ● Corneilssen, Joep (2011), Corporate Communication-A Guide to theory and practice, Sage Publication Ltd. <p>Further reading</p> <ul style="list-style-type: none"> ● Hardy, Jonathan, Iain Macrury, Helen Powell, The advertising Handbook, Routledge 			

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3			2		3
CO 2	3	2	-	1	-	-	2	1		2		
CO 3	1	1	3		-	-	2	2	2			
CO 4	1	1	3		-	-				2		2
CO 5	1	1	-	3	-	-					3	
CO 6	1	1	-	3	-	-	3					3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)			
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)	
Test Paper	10	4	
Seminar Presentation/ Viva/ Quiz	6	4	
Assignment	4	2	

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5			✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	Digital Media				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Willingness to explore and learn about digital technologies and their applications 2. Familiarity with internet usage				
Course Summary	This course introduces the digital media and its principles, technologies, and creative aspects that shape the digital communication environment. Students will engage with hands-on activities and critical analysis to develop a comprehensive understanding of digital media's impact on society and communication through digital media production activities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Discuss the principles and theories of digital media.	U	C	Instructor-created exams / Quiz
CO2	Apply digital media tools and techniques in real-world scenarios.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Analyze the impact of digital media on society.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Participate in continuous learning and adapt to emerging digital media trends.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Evaluate the legal and ethical considerations inherent in digital media production	Ap	P	Viva Voce

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- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)

Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		Introduction to Digital Media	11	15
	1	Introduction to digital media production	2	
	2	Principles of digital media production	3	
	3	Techniques of digital media production	3	
	4	Characteristics of Digital Media	3	
II		Tools and Techniques	10	15
	5	Digital media production tools and software	3	
	6	Content Creation and Editing	3	
	7	Media convergence	2	
	8	Content Production: Assignment	2	
III		Digital Media and Society	15	25
	9	Role of Digital Media in Society	2	
	10	Impact of Digital Media on Communication	2	
	11	Legal Aspects: IPR and Copyright	1	
	12	Ethical Considerations in Digital Media	2	
	13	Net Neutrality	2	
	14	Digital Divide -Concept	2	
	15	News Aggregators	1	
	16	Digital Piracy	1	
	17	Cyber Crimes	2	
IV		Digital Media: Recent Trends	12	15
	18	Web 2.0 to 3.0	2	
	19	Generative AI for digital content production	2	
	20	Digital Media Story telling- Concept, Models and Examples	3	
	21	Scripting-Making-Editing-Publishing	2	
	22	Micro Contents Making- Microblogging, Shorts/Reels etc	3	
V		Open Ended Module	12	
	1	Familiarize students with major tools and practice with open source or free software. <ul style="list-style-type: none"> • Group Projects • Individual Assignments • Peer Review 	4	
	2	Digital Media Project Showcase: Students will collaborate in small groups to create a digital media project that incorporates various tools, techniques, and trends covered in the course. The project could be a short film, podcast, or social media campaign, showcasing their understanding and application of digital media concepts. Each group will	4	

		present their project to the class, highlighting their production process and creative decisions.						
	3	Ethical Case Study Analysis: Students will analyze a real-world case study involving ethical considerations in digital media production. They will identify the ethical issues involved, discuss potential consequences, and propose solutions or ethical guidelines to address the situation. This assignment will culminate in a small report submission outlining their analysis and recommendations.	4					
	<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>							
Books and References:								
<ol style="list-style-type: none"> 1. Susman-Peña, T. (2019). <i>Fighting misinformation: Digital Media Literacy</i>. 2. Silverblatt, A., Miller, D. C., Smith, J., and Brown, N. (2014). Media literacy: Keys to Interpreting Media Messages. Bloomsbury Publishing USA. 								

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CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	