

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

Department of Communication BA Digital Communication

SEMESTER-V

Course title	INTEGRATED MARKETING COMMUNICATION
Category (Mention the appropriate category (a/b/c) in the course description.)	b. Existing course with minor changes
Course code	BADCC301
Semester	V
Number of credits	04
Maximum intake	
Day/Time	Wednesday & Friday, 2PM – 4PM
Name of the teacher/s	Dr Suchitra Patnaik
Course description (a)	A brief overview of the course The course is designed to equip undergraduate learners with the essential principles and practices of Integrated marketing communication. Students will learn core concepts in marketing, branding and advertising. They will learn how to design Integrated marketing solutions and advertising campaigns. The course also includes case study discussions in marketing communication like marketing process, STP, marketing mix , branding, IMC and positioning exercises. The course also includes modules on theories of advertising, creative process, copywriting. ii. Mapping with Programme objectives of the course: PO3 To provide practical orientation, which initiates a student into advertising and marketing communication. PO3 To provide introduction to the concept of Integrated Marketing Communication (IMC) PO4 To include theoretical concepts in marketing and advertising. PO7 To develop and implement effective IMC campaigns. iii. Mapping learning outcomes: a The students will develop strategies in Segmentation, Targeting and Positioning and Marketing mix strategies b/c/d The students will develop Integrated Marketing Communication and creative solutions for organisations. b/c/d The students will be able to design promotional strategies and campaigns c/d The students will be able to provide branding and advertising solutions
Course delivery	Class lecture, presentations , case study discussion and group activities
Evaluation scheme	Continuous Internal assessment – 50% (Test, group activity and individual assignments) End semester Examination – 50% (written test)

Reading list	Kitchen, P. J., & Tourky, M. E. (2022). <i>Integrated marketing communications: a global brand-driven approach</i>. Springer Nature. Keller, K. L., & Brexendorf, T. O. (2019). Strategic brand management process. <i>Handbuch markenführung</i>, 155-175 Sutherland, M. (2020). <i>Advertising and the mind of the consumer: what works, what doesn't and why</i>. Routledge. Fennis, B. M., & Stroebe, W. (2020). <i>The psychology of advertising</i>. Routledge. Percy, L., & Elliott, R. H. (2020). <i>Strategic advertising management</i>. Academic. Kelley, L. D., Sheehan, K. B., Dobias, L., Koranda, D. E., & Jugenheimer, D. W. (2022). <i>Advertising media planning: a brand management approach</i>. Routledge.
--------------	---

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

Department of Communication BA Digital Communication

SEMESTER-V

Course title	DIGITAL MEDIA LAWS AND ETHICS
Category (Mention the appropriate category (a/b/c) in the course description.)	a. New Course
Course code	BADCC303
Semester	V
Number of credits	04
Maximum intake	
Day/Time	Tuesday 4PM – 6PM & Thursday 9AM – 11PM
Name of the teacher/s	Dr. K. Raja Ram
Course description (a)	i) Course Overview: The course is designed to enable the students to understand the ever evolving digital media landscape. With the rapid expansion of digital media and the phenomenal growth in its users, it is imperative to understand the digital media laws and ethics that govern the domain. As the digital media empowers all to create, disseminate, debate, discuss, and counter the content on different platforms, it is under scrutiny for its misuse to manipulate users. In this context, having awareness of laws that govern digital media and understanding ethical issues that concern the use and misuse of digital platforms are vital. This course gives an overview of digital media, digital media laws, digital privacy, data protection, ethical practices, freedom of speech versus digital censorship, and other emerging legal frameworks concerning the digital media. ii) Course Objectives -PO3: To understand the Digital Media functioning and improve the skills in this emerging convergent media -PO4: To gain deeper understanding of the Digital Media Laws that deal with government agencies control, digital privacy laws, cyber crimes, Information Technology Act etc., PO5: To understand and follow the ethical practices and counter unethical use of digital media. iii) Course Outcomes: • By the end of the course, students will gain understanding of the digital media and its functioning • On completion of the course, students will gain a solid understand of the laws and other legal framework that govern digital media. • By the end of the course, students will understand the ethical issues that concern the ever expanding digital media. • They become warriors for the ethical use of digital media with necessary expertise to counter fake news and deepfakes. .

Course delivery	<i>Lecture/Seminar/Experiential learning</i> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	Internal (modes of evaluation): Assignment submission and presentations. Internal Marks: 40 End-semester (mode of evaluation): Written Exam for 60 Marks
Reading list	• Neelamalar, M. (2009). Media law and ethics (2nd ed.). PHI Learning. ISBN: 9788120339743 • Ward, S. J. A. (2011). Ethics and the media: An introduction. Cambridge University Press. ISBN: 9780521718165 • Pervez, S. (2023). Media laws and ethics: Understanding legal framework and ethical consideration. The Readers Paradise. ISBN: 9789359771748 • Packard, A. (2012). Digital media law (2nd ed.). Wiley-Blackwell. ISBN: 9781118336786

THE ENGLISH AND FOREIGN LANGUAGES UNIVERSITY, HYDERABAD

Department of Communication BA Digital Communication

SEMESTER-V

Course title	BASICS OF EDITING
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course without changes
Course code	BADCC304
Semester	V
Number of credits	04
Maximum intake	
Day/Time	Monday & Wednesday, 11AM – 1PM
Name of the teacher/s	Prof. G. Nagamallika
Course description (a)	i) Overview of the course: The course provides a hands-on experience in writing for different media using different formats. Basic software for publishing is taught to the students to help understand the nuances of publishing and writing stories. ii) Objectives of the course in terms of Programme Specific Outcomes PO2 To learn the software required to make digital pages. PO4 To explore and experience the software in writing, editing and publishing stories. PO5 To learn the skills required to make up pages, use colours, pictures for layout and design. iii) Learning outcomes At the end of the course the student will be able to a) understand the different formats in writing and page layouts c) publish an online/offline newspaper or magazine using the software tools d) Will be able to independently handle making a page and designing it.
Course delivery	<i>Lecture/Seminar/Experiential learning</i> through practical and hands-on training
Evaluation scheme	Internal (modes of evaluation): Continuous evaluation 50 End-semester (mode of evaluation): Final Submission 50
Reading list	