

Semester V

Course title	INTEGRATED MARKETING COMMUNICATION
Category (Mention the appropriate category (a/b/c) in the course description.)	a. Existing course without changes
Course code	BADCC 301
Semester	V
Number of credits	4
Maximum intake	All students of BADCC -V
Day/Time	Wednesday and Friday 2pm-4pm
Name of the teacher/s	Dr Suchitra Patnaik
Course description (a)	<p style="text-align: center;">A brief overview of the course</p> <p>The course is designed to equip undergraduate learners with the essential principles and practices of Integrated marketing communication within the context of the digital economy. Students will learn core concepts in marketing, branding and advertising. They will learn how to design Integrated marketing and advertising campaigns. The course also includes case study discussions in marketing communication like marketing process, STP, marketing mix, branding, IMC and positioning exercises, theories of advertising, creative process, copywriting and designing print and digital campaigns.</p> <p style="text-align: center;">ii. Mapping with Programme objectives of the course:</p> <p>PO3 To provide practical orientation, which initiates a student into advertising and marketing communication.</p> <p>PO3 To provide introduction to the concept of Integrated Marketing Communication (IMC)</p> <p>PO4 To include theoretical concepts in marketing and advertising.</p> <p>PO7 To develop and implement effective IMC campaigns.</p> <p style="text-align: center;">iii. Mapping learning outcomes:</p> <p>a The students will develop strategies in Segmentation, Targeting and Positioning and Marketing mix strategies</p>

	<p>b/c/d The students will develop Integrated Marketing Communication and creative solutions for organisations.</p> <p>b/c/d The students will be able to design promotional strategies and campaigns</p> <p>c/d The students will be able to provide branding and advertising solutions</p>
Course delivery	Class lecture, presentations , case study discussion and group activities
Evaluation scheme	<p>Continuous Internal assessment – 50%</p> <p>End semester Examination/ project – 50%</p>
Reading list	<p>Kitchen, P. J., & Tourky, M. E. (2022). <i>Integrated marketing communications: a global brand-driven approach</i>. Springer Nature.</p> <p>Keller, K. L., & Brexendorf, T. O. (2019). Strategic brand management process. <i>Handbuch markenführung</i>, 155-175</p> <p>Sutherland, M. (2020). <i>Advertising and the mind of the consumer: what works, what doesn't and why</i>. Routledge.</p> <p>Fennis, B. M., & Stroebe, W. (2020). <i>The psychology of advertising</i>. Routledge.</p> <p>Percy, L., & Elliott, R. H. (2020). <i>Strategic advertising management</i>. Academic.</p>

	<p>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.</p>
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Semester V

Course title	VISUAL ART AND DESIGN
Category (Mention the appropriate category (a/b/c) in the course description.)	Existing course changes
Course code	BADC C 302
Semester	V
Number of credits	4
Maximum intake	20
Day/Time	Tuesday 2Pm-4Pm & Thursday 11Am-1Pm
Name of the teacher/s	Prof G Nagamallika with Faiz & Antony Samuel (PhD scholars)
Course description (a)	<p>i) The course will provide hands-on training in the art of visual design using digital technology. It is a practical course where the students are trained in the use of tools like Photoshop to create designs, edit and apply it in real world situations.</p> <p>ii) Course Objectives</p> <p>PO3 Understand Graphic Design Fundamentals Learn the purpose, importance, and applications of graphic design across print, digital, and entertainment media.</p> <p>PO4 Learn Core Design Principles Explore color theory, design principles, and their application in various media formats.</p> <p>PO4 Master Raster & Vector Graphics Develop technical skills in image editing, illustration, and layout design using industry-standard tools.</p> <p>iii) Course Outcomes</p> <p>a) Create Practical Design Projects The course will train students in technical skills where they will be able to apply it in real world projects like logos, posters, social media posts, and infographics.</p> <p>b) Build a Career-Ready Portfolio Prepare for career opportunities with a strong portfolio and hands-on design experience.</p>

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): Continuous assignment submission 50 End-semester (mode of evaluation): Practical Exam 50
Reading list	Essential reading : Adobe Photoshop, Illustrator -Basics for beginners

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	BADCSE 303
Semester	V
Number of credits	4
Maximum intake	
Day/Time	Monday 2Pm-4Pm & Wednesday 11Am-1Pm
Name of the teacher/s	Prof G Nagamallika with Jyoti Saha (Phd scholar)
Course description (a)	<p>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.</p> <p>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.</p> <p>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.</p>
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	

Semester V

Course title	COMMUNICATION FOR SOCIAL CHANGE
Category (Mention the appropriate category (a/b/c) in the course description.)	A New course
Course code	BADCC304
Semester	V
Number of credits	4
Maximum intake	
Day/Time	Tuesday 11 am-1 pm- Thursday 2 pm-4 pm
Name of the teacher/s	Dr K Rajaram
Course description (a)	<p>(i) Overview: The course is designed to enable the students to understand how communication plays an important and catalytic role in social change. The course is aimed at offering critical insights into different social change theories with a communication perspective. Communication for Social Change course also tries to explore the centrality of communication in development and social change with the concepts of social inclusion and participatory development. The ideas of strategic communication, social transformation campaigns, marginalised voices, grassroots media, alternate media, and narration building for social transformation, through communication will be discussed in detail.</p> <p>ii) Course Objectives:</p> <p>PO2: To train the students understand the role of communication as a catalyst in social change</p> <p>PO3: To enhance the skills of students in preparing strategic communication for social change</p> <p>PO5: To help understand different tools of communication and create communication strategies and narration for social change and development</p> <p>iii) Course Outcomes:</p> <p>-At the end of the course, students will be able to understand the transformative role of communication in social change.</p>

	<p>-At the end of the course, students will acquire the skills to create strategic communication campaigns for social change.</p> <p>-At the end of the course, participants will get deeper insights into different digital and traditional communication tools to create social change communication.</p> <p>.</p>
Course delivery	<i>Lecture/Seminar/Experiential learning</i> (highlight the portion in the course description that lends itself to these)
Evaluation scheme	<p>Internal (modes of evaluation): 40 Marks-Internal assignments, seminars, presentations, campaign planning. Continuous evaluation</p> <p>End-semester (mode of evaluation): 60 Marks -Written Exam</p>
Reading list	<ul style="list-style-type: none"> ● Melkote, Srinivas R. & Steeves, H. Leslie (2001). Communication for Development in the Third World: Theory and Practice. Sage Publications. ● Tufte, Thomas (2017). Communication and Social Change: A Citizen Perspective. Polity Press. ● Wilkins, Karin, Tufte, Thomas & Obregon, Rafael (eds.) (2014) – The Handbook of Development Communication and Social Change.

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	4
Maximum intake	20
Day/Time	Friday 11 am-1 pm & Thursday 9 am-11 am
Name of the teacher/s	Dr K Rajaram
Course description (a)	<p>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.</p> <p>ii) Course Objectives</p> <p>-PO3: To understand the Digital Media functioning and improve the skills in this emerging convergent media</p> <p>-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.,</p> <p>PO5: To understand and follow the ethical practices and counter unethical use of digital media.</p>

	<p>iii) Course Outcomes:</p> <ul style="list-style-type: none"> ● 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	<p>Internal (modes of evaluation): Assignment submission and presentations. Internal Marks: 40</p> <p>End-semester (mode of evaluation): Written Exam for 60 Marks</p>
Reading list	<ul style="list-style-type: none"> ● 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