



Sadhana Education Society's
**L. S. Raheja College of
Arts & Commerce**
Gujarati Linguistic Minority Institute

BOOKLET

DEPARTMENT OF BACHELOR OF ARTS IN MULTIMEDIA AND MASS COMMUNICATION

FROM 2016 TO 2022



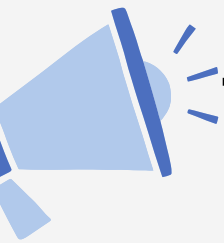


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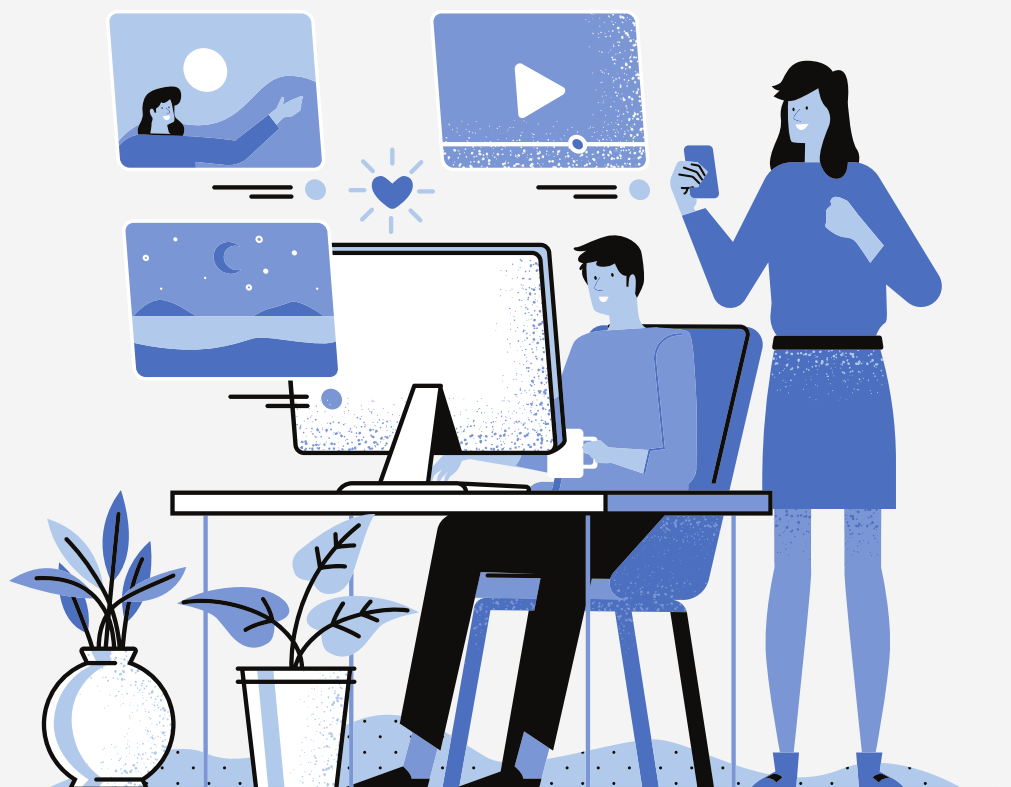
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INTRODUCTION:

The B.A.M.M.C. Department of L. S. Raheja College of Arts and Commerce is a centre to create a balanced portfolio for students giving them a 360-degree exposure at both curricular and co-curricular activities. With a vision to create the shining stars in the realm of communication industry tomorrow, we, at Raheja have tried to create an atmosphere that grooms the vibrant personalities of the students.

We make our students industry prepared, imparting them with skills that aid them in facing the professional challenges head-on. Over the years, our students have diversified and established themselves as reputable professionals in the fields of television, cinema, advertising, journalism, photography, public Relations, events management, etc. We encourage creativity and give a boost to their hidden talents by motivating them to be a part of various collegiate and inter-collegiate events. Our students have created a niche in organising and leading the college to gleaming victories. The enthusiasm and the zeal of students; motivating faculties and the co-ordinator and most importantly the support of the principal and the management is thereby responsible in taking the department to great heights in such a short span of time.

MEMBERS OF DEPARTMENT:

Name	Designation
Ms. Kavita Makhija	Assistant Professor and coordinator
Ms. Radhika Laghate	Assistant Professor

COURSES OFFERED BY THE COLLEGE:

Semester I - First Year

- Effective Communication – I
- Foundation Course – I
- Fundamentals of Mass Communication
- Visual Communication
- History of Media
- Current Affairs

Semester 2 - First Year

- Effective Communication – II
- Foundation Course – II
- Media, Gender and Culture
- Introduction to Advertising
- Introduction to Journalism
- Content Writing

Semester 3 - Second Year

- Media Studies
- Corporate Communication and Public Relations
- Introduction to Photography
- Electronic Media – I
- Film Communication – I
- Computer and Multimedia – I

Semester 4 - Second Year

- Mass Media Research
- Writing and Editing for Media
- Media Laws and Ethics
- Electronic Media – II
- Film Communication – II
- Computer and Multimedia – II

Semester 5 - Third Year (Advertising)

- Advertising and Marketing Research
- Copywriting
- Direct Marketing and E-Commerce
- Agency Management
- Globalization and International Advertising
- Consumer Behaviour

Semester 5 - Third Year (Journalism)

- Reporting
- Investigative Journalism
- Global Media and Conflict Resolution
- Business and Financial Journalism
- News Media Management
- Mobile Journalism and News Media

Semester 6 - Third Year (Journalism)

- Digital Media
- Newspaper and Magazine Design
- Contemporary Issues
- Magazine Journalism
- Fake News and Fact Checking
- Television Journalism

Semester 6 - Third Year (Advertising)

- Ad Designing
- Digital Media
- Media Planning and Buying
- Rural Marketing and Advertising
- Brand Management
- Entertainment and Media Marketing

PROGRAM OUTCOME:

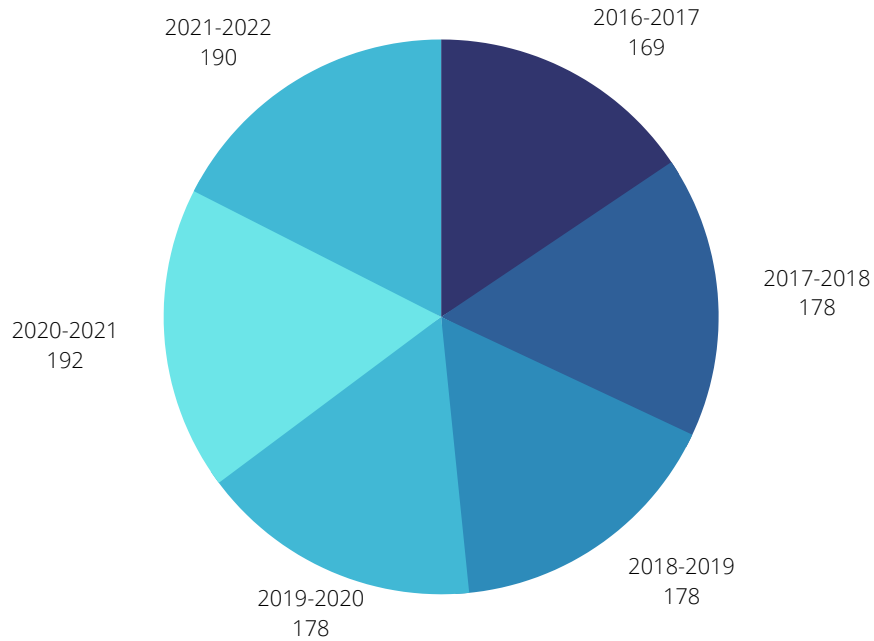
- The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
- The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
- This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
- Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional, and journalistic venues.
- Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
- Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
- Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.

- This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.
- Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individuals, social, and professional practices.
- Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
- Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
- Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
- Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

ADD-ON COURSES:

Name of Course	Year	Duration	No. of Participants
Digital Marketing	2021-2022	30 hours	116 students

STUDENT DATA:



2016-2017	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022
169	178	178	178	192	190

BEST PRACTICES

- Facilitating opportunities for students to showcase their talents and strengthen their industry prospects by involving them in committees where they engage in designing College collaterals, making College film, capturing events, etc.
- Stimulating practical learning by assigning projects and assignments.
- Induction of monthly departmental newsletter, Medialore.
- Encouraging students to organize and participate in various academic, cultural and sports events.
- Planning and organizing annual inter-collegiate festival.
- Promoting experiential learning by organizing IVs and field visits.

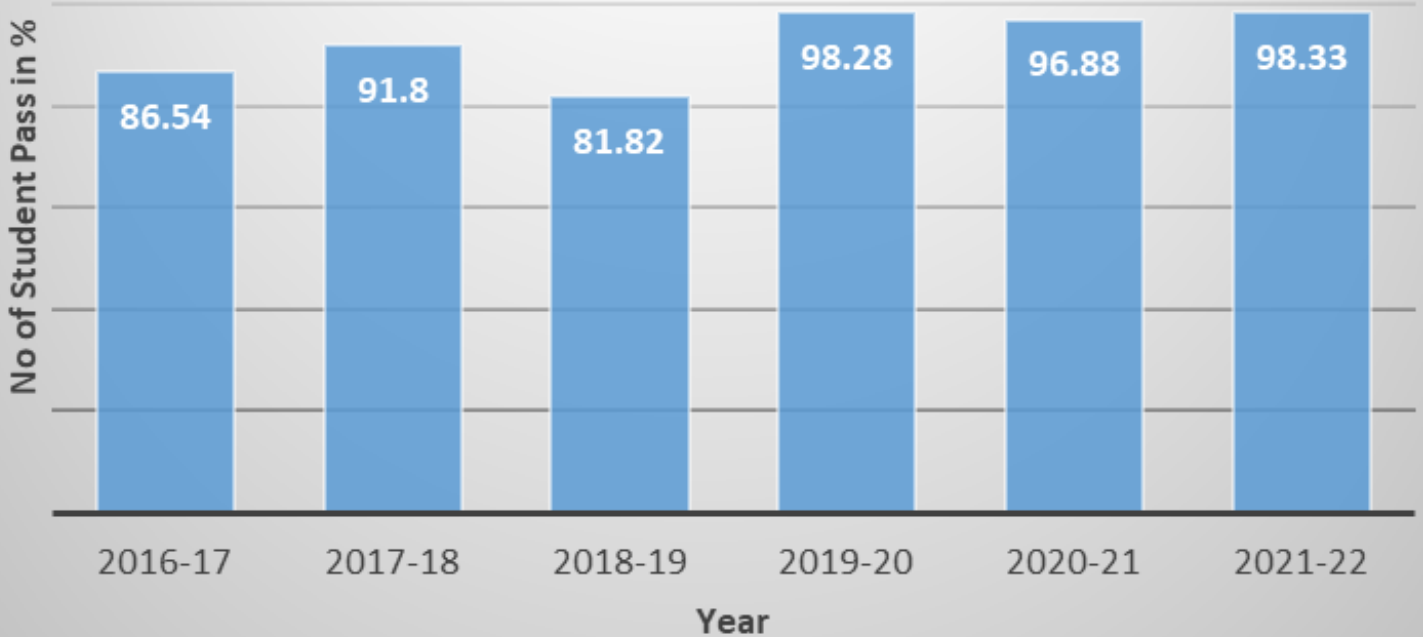
TEACHING LEARNING METHODS:

- ▶ Group Discussion
- ▶ Case Study solving
- ▶ Class assignments
- ▶ Live projects
- ▶ Industrial Visits
- ▶ Class Presentations



RESULT ANALYSIS:

RESULT ANALYSIS - BMM



LIST OF ACTIVITIES THROUGHOUT THE YEARS:

✓ **Guest Lectures:**

- Copywriting
- Broadcast Journalism
- Digital Marketing
- Advertising in Contemporary Society
- Film Making

✓ **Seminars:**

- Career Guidance
- Higher Education
- Advertising and Journalism
- Concept of Advertising
- Digital Marketing

✓ **Workshops:**

- Syllabus Revision workshop
- Still Photography
- Videography
- CorelDraw and Photoshop

✓ **Extracurricular:**

- Annual intercollegiate media festival, Retake
- Annual intercollegiate sports event, Quidditch
- Institutional Social Responsibility
- Get together
- Cultural Day
- Food Festival
- Film Screening