

Class: B A (Mass Communication) 5th Semester**Semester: Odd****Subject: Media Management****Paper :XXI**

S. No.	Course Outcomes
CO 1	Understanding Ownership patterns in media
CO2	Knowledge of media houses.
Co3	Understanding the Structure and functioning of radio and television channel.
CO4	Knowledge of the Role of editorial, technical, marketing and HR sections.
CO5	Basic knowledge of Space and time selling.
Subject: Media Laws and Ethics	
Paper : XXII	
S. No.	Course Outcomes
CO1	Understanding the media laws.
CO2	Knowledge of different Acts used in media.
Co3	Understanding the Information Technology Act 2000.
CO4	Understanding the Advertising and ethics.
CO5	Basic knowledge of the Issues of ethics in media
Subject: Advertising	
Paper :XXIII	
S. No.	Course Outcomes
CO1	Understanding the concept and process of advertising.
CO2	Knowledge of the media planning in advertising.
CO3	Understanding the basic structure and functions of Ad – agency.
CO4	Depth knowledge of Methodology and process of ratings.

CO5	Complete knowledge of the Process of preparing radio and television advertisements.
Subject: New Media Paper :XXIV	
S. No.	Course Outcomes
CO1	Understanding major terms of new media
CO2	Depth knowledge of New media.
CO3	Basic information of HTML.
CO4	Depth knowledge of web team members.
CO5	Basic knowledge of Communication as a medium of web.
Subject: Television Production Paper :XXV	
S. No.	Course Outcomes
CO1	Understanding the Various formats of television.
CO2	Knowledge of the Various production stages.
CO3	Understanding the basic shots and lighting equipment.
CO4	Depth knowledge of editing.
CO5	Complete knowledge of linear and non linear editing.
Class: B A (Mass Communication) 6th Semester Semester : Even	
Subject: Global Media Paper : XXVI	
S. No.	Course Outcomes
CO1	Understanding the Introduction to main international newspapers.
CO2	Knowledge of the Major International radio channels.
CO3	Understanding the Concept of media imperialism.

CO4	Knowledge of the MacBride Commission report.
CO5	Depth of the Market forces and media.
Subject: Communication Research Paper :XXVII	
S. No.	Course Outcomes
CO1	Understanding the Meaning and nature of communication research.
CO2	Knowledge of area of communication research.
CO3	Understanding the Hypothesis and research questions.
CO4	Depth knowledge of source of data - primary & secondary.
CO5	Basic knowledge of Tabulation and classification of data.
Subject: Media, Society & Culture Paper : XXVIII	
S. No.	Course Outcomes
CO1	Understanding the Relationship between media and society.
CO2	Knowledge of Cultural impact of media.
CO3	Perceptive of the Civil society and citizen journalism.
CO4	Understanding the introduction to current media issues.
CO5	Basic knowledge of the Media and societal needs.
Subject: Public Relations Paper : XXIX	
S. No.	Course Outcomes
CO1	Understanding the concept and process of Public relations.
CO2	Knowledge of the PR setup in private and public sectors.
CO3	Understanding the basic structure and functions of PR- agency.
CO4	Discerning of Public Relations tools and house journal.

CO5	Depth knowledge of public relations campaigns.
Subject: Multimedia Production	
Paper : XXX	
S. No.	Course Outcomes
CO1	Understanding the Concept and uses of multimedia.
CO2	Knowledge of the Introduction to computer graphics.
CO3	Introduction to Photoshop and Sound editing software.
CO4	Understanding the Animation – meaning and types.
CO5	Basic knowledge of the Making of 2D animations