

# TECNIA INSTITUTE OF ADVANCED STUDIES

Grade 'A' Institute

Department of Journalism and Mass Communication

## Bachelor of Arts (Journalism and Mass Communication)

Scheme and Syllabus (w.e.f. Academic Session 2022-23)

As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)

(Dec 2022): GGSIP University, Delhi

**COURSE CODE: BA(JMC) - 201**

**COURSE NAME: DEVELOPMENT COMMUNICATION**

### LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Define and describe the process of Development Communication
- Explain the models and paradigms of Development Communication
- Utilize the knowledge gained in designing social media marketing campaign on a development issue

**PRE-REQUISITES: None**

### COURSE OUTCOMES (COS):

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would have the understanding of Development Communication along with the Economic and Social Indicators, and approaches.	BTL-2	PO1, PO2
CO2	Learners would be able to analyze & evaluate the models and paradigms of Development Communication. It would know different programmes and policies of the development.	BTL-4, BTL-5	PO3, PO4
CO3	Learners would be able to classify and employ the role of Mass Media, NGO and Cyber Media in Development.	BTL-3	PO5, PO6
CO4	Learners would be able to develop the social marketing strategy & inferences for development. Learner would know the rural India and its problems. They will also understand the communication gap.	BTL-6	PO7, PO8
CO5	Evaluate the protocols and Principles in computer networking.	BTL-5	PO2, PO5

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	2	2	2	3	2	3	2	1	2	2
CO2	3	3	3	2	2	3	2	2	2	2	2	2
CO3	3	2	3	3	2	3	3	2	1	-	-	1
CO4	2	2	2	2	2	3	1	3	2	1	2	2
CO5	3	2	2	3	-	1	3	2	1	-	-	2
<b>AVERAGE</b>	2.8	2.4	2.4	2.4	2	2.6	2.2	2.4	1.6	1.33	2	1.8

  
HOD  
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