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)260
COURSE NAME: Corporate Communication Lab

LEARNING OBJECTIVES:
This course will provide the learners the following:-
1. Demonstrate proficiency of skills acquired to conduct an identity audit, manage communication of a media/
2. Entertainment organisation and prepare a plan for crisis communication

PRE-REQUISITES: None

COURSEOUTCOMES (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 be able to analyse and conduct an identity audit using a multi-media presentation.	BTL-4	PO1, PO2
CO2	Learners would be able to create an email invite, press note, and social media strategy for a media organization.	BTL-6	PO3, PO4
CO3	Learners would be able to construct media planning and management for Disaster & Crisis Management.	BTL-6	PO5, PO6

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	3	2	1	1	-	1	2	-	2	2
CO2	3	3	3	1	1	-	-	1	2	1	2	2
CO3	3	3	3	2	1	1	0	-	2	2	2	2
AVERAGE	3	3	3	1.67	1	1	0	1	2	1.5	2	2

HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC