

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)359

COURSE NAME: Digital Media Marketing Lab

LEARNING OBJECTIVES:

This course will provide the learners the following:-

1. Design and develop blog
2. Demonstrate proficiency of skills in use of digital media effectively

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 be able to create and maintain a corporate blog for any organization/product/service.	BTL-6	PO1, PO2
CO2	Learners would be able to maintain their social media platform to promote their blog/vlog as per the algorithm and format of the platform.	BTL-3	PO3, PO4
CO3	Learners would be able to analyze and evaluate the social media marketing strategy for any organization/product/service.	BTL-4	PO5, PO6
CO4	Learners would be able to use multimedia presentation tools to analyze and present the strategies of digital media marketing for any organization/product/service.	BTL-6	PO7, PO8

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	2	3	2	1	2	3	2	2	2	2	2
CO2	2	3	3	3	2	2	3	2	2	3	2	2
CO3	3	3	3	2	2	2	2	2	2	2	2	2
CO4	2	2	3	3	2	2	3	2	1	2	2	2
AVERAGE	2.5	2.5	3	2.5	1.75	2	2.75	2	1.75	2.25	2	2


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