

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 2024-25)

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

(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC) –DSC-104

COURSE NAME: DEVELOPMENT COMMUNICATION

LEARNING OBJECTIVES:

This course will provide the learners the following:-

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

PRE-REQUISITES:

1. Basic knowledge of English Grammar.

COURSE OUTCOMES (COS):

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

CO #	Detailed Statement of the CO
CO1	Develop distinct understanding of economic indicators with respect to Development Communication.
CO2	Identify the importance of social change campaign and CSR.
CO3	Analyze the previous models & theory with contemporary trends of development.
CO4	Discuss the initiatives supporting Development Support Communication.
CO5	Follow the development techniques and principles in real life.

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)								
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	3	2	2	1	1	1	1	1	1
CO2	2	3	2	2	1	2	1	1	1
CO3	2	2	3	1	1	1	1	1	1
CO4	2	2	2	2	1	1	1	1	1
CO5	3	2	2	1	1	1	1	1	1
Average	2.4	2.2	2	1.4	1	1.2	1	1	1